

Quad Cities Cable Communications Commission
Anoka City Hall – Council Chambers

September 19, 2019, 11:00 AM

Agenda

- 1. Call to Order**
- 2. Roll Call**
- 3. Approval of Agenda**
- 4. Administrative Reports**
 - 4.1. Secretary
 - 4.1.1. Approval of the July 18, 2019 commission meeting minutes and the August 5, 2019 executive committee meeting minutes.
 - 4.2. Treasurer
 - 4.2.1. June /July Financial Reports and quarterly investment report.
 - 4.3. Executive Director
- 5. General Business**
 - 5.1. Insurance Liability Waiver
 - 5.2. Strategic Plan
 - 5.3. Telly Awards Presentation
- 6. Adjourn**

MINUTES OF THE REGULAR MEETING OF JULY 18, 2019

CALL TO ORDER – 1

Chair Heitkamp called the meeting to order at 11:00 a.m. at the Anoka City Hall.

ROLL CALL– 2

Commissioners present were: Erik Skogquist, Anoka; Greg Lee, Anoka; Jim Dickinson, Andover; Jamie Barthel, Andover; and Bret Heitkamp, Champlin.

Commissioners absent: Ryan Sabas, Champlin; Kurt Ulrich, Ramsey; and Megan Thorstad, Ramsey.

Others present included Karen George, Executive Director; and Technology Manager John Sommer.

APPROVAL OF AGENDA – 3

Motion was made by Dickinson and seconded by Barthel to approve the agenda as presented.

5 eyes – 0 nays. Motion carried.

ADMINISTRATIVE REPORTS – 4

4.1 Secretary

4.1.1. Approval of meeting minutes from May 16, 2019

Motion was made by Dickinson and seconded by Skogquist to approve the May 16, 2019 minutes as presented.

5 eyes – 0 nays. Motion carried.

4.2 Treasurer

4.2.1. April/May Financial Report

Commissioner Dickinson stated that both April and May reports were included in the packet for review and provided a brief summary of the May report. He stated that the Budget Committee met to review the balance and make a recommendation for the CIP payments for 2020. He stated that franchise fees have been received and there were some expenditures for capital improvements of the QCTV building.

Motion was made by Barthel and seconded by Lee to accept the April and May Financial Reports.

5 ayes – 0 nays. Motion carried.

4.3 Executive Director

Ms. George referenced the second quarter statistics which were included in the packet and noted the net promoter score of 97. She reported that the increased website traffic in June was related to the high school graduations that were broadcast and available for replay. She highlighted different routes viewers are taking to reach the QCTV website, noting the increase in social media links. She reported that the organization recently received three Telly awards and provided additional details. She stated that the awards will be presented to the group when the full Commission is present.

Commissioner Skogquist asked if those programs that received Telly awards would be available on the QCTV site for viewing.

Ms. George confirmed that the programs are still available on the website through video on demand. She confirmed that the Budget Committee did meet and make a recommendation to increase the 2020 CIP distribution to the member cities to \$40,000. She advised that the movie screen and trailer have been purchased and reviewed the dates that each member city has scheduled for use. She thanked the City of Andover staff for their assistance in obtaining and storing the trailer. She noted that staff has been working on the redundancy backup for the system as discussed in a previous technology worksession.

Ms. George stated that a memorandum update from Mr. Vose was provided to the Commission today regarding the FCC notice of proposed rulemaking related to the franchise fee offset. She explained that this is the interpretation of Mr. Vose related to the draft ruling that could occur on August 1st based on discussion that occurred at a recent meeting. She provided an overview of the draft ruling and the impacts that would occur.

Motion was made by Dickinson seconded by Barthel to accept the Executive Director's report.

5 ayes – 0 nays. Motion carried.

GENERAL BUSINESS – 5

5.1 Strategic Plan

Ms. George presented the Strategic Plan for the Commission's consideration. She noted that the Commission has been very involved in the development of the plan, which has been consolidated to one page. She noted that key performance indicators were also added which can be used to track performance. She advised that additional information was provided in the packet which provides a summary of the information discussed at the retreat. She noted that because both members from the City of Ramsey are not present today, she would suggest tabling the plan until all member cities are present.

Motion was made by Dickinson and seconded by Lee to table consideration of the Strategic Plan.

5 ayes – 0 nays. Motion carried.

5.2 Remote Meeting Participation

Ms. George noted that this item is being returned to the Commission from a previous meeting.

Mr. Sommer stated that he met with Ramsey staff following the previous meeting and their staff had some other suggestions for implementation. He stated that he then discussed those suggestions with Alpha Video and received an updated proposal. He noted that while the request from Ramsey will appear simpler at the meetings, it does have a higher cost. He explained that if the commission approves this change the previous motion would need to be rescinded and replaced with a new motion with the higher amount.

Chair Heitkamp asked for additional input on the amendments related to the additional cost.

Mr. Sommer stated that the displays and screens in the chambers will all show the same video, noting that the main display will show whatever is shown on the presentation. He stated that there is a current program preview in the righthand corner and advised that the person attending remotely would show in a similar manner. He noted that there would also be an ability to turn the remote video on

and off. He explained that the equipment that would show three pictures has a higher cost than the equipment that would only show two pictures.

Commissioner Dickinson asked if there would be potential to add one additional picture if there were two members attending remotely.

Mr. Sommer replied that would require another input but could be done.

Commissioner Barthel stated that this would be an increase and asked if there would be funds available for this expenditure.

Ms. George replied that there are available funds for this improvement. She stated that this would be similar to the chamber updates that were done at each of the city halls last year, where it began as a base and then was finetuned to address the needs of each city.

Commissioner Skogquist asked if the person attending remotely would need to be on the screen and visible for all screens or just on one screen.

Ms. George noted that she is not familiar with the legal requirement but believed that the intent would be to have that person attending remotely visible for most of the meeting time.

Commissioner Dickinson asked how much of the process would be replicated if the other member cities were to implement the same technology, specifically whether the cost would be similar or different for each city hall.

Mr. Sommer replied that the process for Andover would be similar to Ramsey as those chambers have similar technology that currently allows picture in picture. He stated that Anoka and Champlin have different technology and would have a different cost than Ramsey and Andover. He noted that he would speak with each member city to determine their needs prior to bringing a request forward, should the other cities choose to implement remote meeting technology.

Chair Heitkamp asked if the control room would have control over whether the remote participant is showing on the screen rather than the remote attendee having that control.

Mr. Sommer confirmed that the control room would have control over when the remote attendee is shown on the screen. He stated that in order to meet the remote attendance legal requirements, the remote attendee would be shown on the picture in picture throughout the entire meeting for those at the meeting but explained that those watching at home would not see the person attending remotely unless they were speaking.

Chair Heitkamp asked if the technology used to link the remote attendee, such as GoToMeeting, would be the expenditure of the city or QCTV.

Mr. Sommer replied that would be the expenditure of the member city, whether that be GoToMeeting or Skype.

Ms. George stated that when there was an initial discussion on this topic it was discussed that each city would create their own policy which drives the technological needs. She explained that it would be the city responsibility to develop the policy and get the remote attendee in the room with the right software/computer that can get through the city firewall. She stated that the Commission can choose to take action today or table the request.

Commissioner Barthel asked and received confirmation that if another member city wants to duplicate the technology that would be an additional cost. He asked if the additional options could be added in the future, should only the original cost be approved.

Mr. Sommer stated that could be done but there would be a higher cost to complete the additional action in the future rather than completing that action at this time. He noted that the costs to implement similar technology at Anoka and Champlin would be less than Ramsey and Andover because of the technology in place.

Commissioner Dickinson stated that this may be a case similar to the city hall updates where a baseline is set and if additional improvements are desired, then perhaps that is done on the member city's funds. He suggested that a baseline be set and if a community wants to take a different path, they would be responsible for the additional funds through their CIP funds or other funds from that member city.

Commissioner Barthel asked if the City of Ramsey could complete remote attendance for under \$7,000.

Mr. Sommer replied that remote attendance would be possible under the original plan that would meet the legal requirements for a cost of under \$7,000.

Commissioner Dickinson explained that each member city chose their own options for city hall updates. He stated that he would recommend setting the baseline.

Motion was made by Dickinson and seconded by Barthel to set the baseline at the cash equivalent of the baseline equipment needed today and if expenses exceed that amount, it would be of the option of the member city to either choose

to expend their CIP funds from QCTV or fund that additional amount through other city funds.

5 ayes – 0 nays. Motion carried.

5.3 Telly Awards Presentation

No additional comments.

ADJOURN – 6

Time of adjournment 11:38 a.m.

Respectfully submitted,

Reviewed for approval,

Amanda Staple
Recording Secretary
TimeSaver Off Site Secretarial, Inc.

Karen George
Executive Director

MINUTES OF THE EXECUTIVE COMMITTEE MEETING AUGUST 5, 2019

CALL TO ORDER – 1

Chair Heitkamp called the meeting to order at 3:00 p.m. at the Anoka City Hall.

ROLL CALL– 2

Commissioners present were: Erik Skogquist, Anoka; Jim Dickinson, Andover; Kurt Ulrich, Ramsey; and Bret Heitkamp, Champlin.

Commissioners absent: None.

Others present included Karen George, Executive Director.

APPROVAL OF AGENDA – 3

Motion was made and seconded to approve the agenda as presented.

4 eyes – 0 nays. Motion carried.

GENERAL BUSINESS – 5

5.1 Part-time Employee Review

Ms. George presented the Personnel Committee recommendation to adjust the part-time employee structure and wages to align with market competition. Commissioners discussed the data on competitor wages offered, reviewed the Associate Producer job description, and inquired about proposed implementation timeline.

Motion was made by Dickinson and seconded by Ulrich to adopt a two tier wage for part-time employees at \$17 and \$18.50 per hour; adopt the revised Associate Producer job description; promote current Production Assistant employees to Associate Producer; changes effective with the beginning of the next pay period.

4 ayes – 0 nays. Motion carried.

ADJOURN – 6

Time of adjournment 3:30 p.m.

Respectfully submitted and reviewed for approval,

Karen George
Executive Director

Quad Cities Communications Commission Balance Sheet Summary

As of June 30, 2019

	Total
ASSETS	
Current Assets	
Bank Accounts - QCTV	1,170,601.49
- PayPay acct	569.46
- US Bank Reserve	5,000.00
- Petty Cash	250.00
- Investments	1,317,523.63
Accounts Receivable	0.00
Other current assets	0.00
Total Current Assets	\$ 2,493,944.58
Fixed Assets	0.00
TOTAL ASSETS	\$ 2,493,944.58
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	34,875.07
Other Current Liabilities	0.01
Total Current Liabilities	\$ 34,875.08
Equity	2,459,069.50
TOTAL LIABILITIES AND EQUITY	\$ 2,493,944.58

*** Equity: QCTV allocates fund reserves in two areas:**

Operating Reserves = \$436,808

Capital Reserves = \$2,057,136.58 (\$3.4 M needed for 5-Year CIP)

Quad Cities Communications Commission
Budget vs. Actuals: FY 2019 - FY19 P&L
January - December 2019

	Jun 2019				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
Duplication Revenue	\$ 127.00	\$ 41.67	\$ 85.33	304.78%	\$ 686.30	\$ 500.00	\$ 186.30	137.26%
Equipment Grant	-	4,833.33	(4,833.33)	0.00%	58,649.78	58,000.00	649.78	101.12%
Franchise Fees	-	71,500.00	(71,500.00)	0.00%	254,540.60	858,000.00	(603,459.40)	29.67%
Interest Income	2,817.34	2,500.00	317.34	112.69%	19,653.18	30,000.00	(10,346.82)	65.51%
Miscellaneous Income	-	41.67	(41.67)	0.00%	37.09	500.00	(462.91)	7.42%
PEG Fee	-	35,750.00	(35,750.00)	0.00%	137,309.15	429,000.00	(291,690.85)	32.01%
Total Income	2,944.34	114,666.67	(111,722.33)	2.57%	470,876.10	1,376,000.00	(905,123.90)	34.22%
Expenses								
A-PERA Expense	3,344.06	3,750.00	(405.94)	89.17%	21,255.81	45,000.00	(23,744.19)	47.24%
A-SS/Medicare Expense	3,560.08	4,160.42	(600.34)	85.57%	20,572.84	49,925.00	(29,352.16)	41.21%
A-Wages - Full-time	40,984.00	44,391.25	(3,407.25)	92.32%	236,768.19	532,695.00	(295,926.81)	44.45%
A-Wages - Part-time	6,554.48	9,993.50	(3,439.02)	65.59%	38,359.28	119,922.00	(81,562.72)	31.99%
Accounting / HR Services	1,108.57	1,275.00	(166.43)	86.95%	7,740.45	15,300.00	(7,559.55)	50.59%
Ads/Promos/Sponsorships	1,961.37	916.67	1,044.70	213.97%	5,610.15	11,000.00	(5,389.85)	51.00%
Andover Capital Equipment	-	416.67	(416.67)	0.00%	722.27	5,000.00	(4,277.73)	14.45%
Announcers Fees	1,409.58	1,083.33	326.25	130.12%	4,128.25	13,000.00	(8,871.75)	31.76%
Anoka Capital Equipment	214.84	416.67	(201.83)	51.56%	1,521.96	5,000.00	(3,478.04)	30.44%
Audit	14,582.00	1,375.00	13,207.00	1060.51%	14,582.00	16,500.00	(1,918.00)	88.38%
Bank Fees / CC Fees	-	20.83	(20.83)	0.00%	-	250.00	(250.00)	0.00%
Brand Apparel	-	208.33	(208.33)	0.00%	602.00	2,500.00	(1,898.00)	24.08%
Building - Cleaning	530.45	583.33	(52.88)	90.93%	3,167.25	7,000.00	(3,832.75)	45.25%
Building - Insurance	-	250.00	(250.00)	0.00%	1,784.00	3,000.00	(1,216.00)	59.47%
Building - Maintenance	214.98	833.33	(618.35)	25.80%	4,827.32	10,000.00	(5,172.68)	48.27%
Building - Supplies	162.08	166.67	(4.59)	97.25%	839.46	2,000.00	(1,160.54)	41.97%
Car Allowance	250.00	250.00	-	100.00%	1,500.00	3,000.00	(1,500.00)	50.00%
Cell Phone - Allowance	625.00	625.00	-	100.00%	3,750.00	7,500.00	(3,750.00)	50.00%
Champlin Capital Equipment	84.90	416.67	(331.77)	20.38%	1,402.92	5,000.00	(3,597.08)	28.06%
City Sewer & Water	379.90	216.67	163.23	175.34%	912.13	2,600.00	(1,687.87)	35.08%
Commission Expense	101.12	416.67	(315.55)	24.27%	2,955.44	5,000.00	(2,044.56)	59.11%
Consulting Services	7,707.50	6,250.00	1,457.50	123.32%	20,727.50	75,000.00	(54,272.50)	27.64%
Contingency Fund	-	2,718.17	(2,718.17)	0.00%	-	32,618.00	(32,618.00)	0.00%
Duplication Expenses	-	41.67	(41.67)	0.00%	121.31	500.00	(378.69)	24.26%
Electric Service	1,187.10	1,500.00	(312.90)	79.14%	6,732.30	18,000.00	(11,267.70)	37.40%
Emp / Comm Appreciation	143.20	208.33	(65.13)	68.74%	143.20	2,500.00	(2,356.80)	5.73%
Equip/Repair/Supply/Software	178.97	3,333.33	(3,154.36)	5.37%	3,242.55	40,000.00	(36,757.45)	8.11%
Federal Unempl Expense	-	70.83	(70.83)	0.00%	-	850.00	(850.00)	0.00%

Quad Cities Communications Commission
Budget vs. Actuals: FY 2019 - FY19 P&L
January - December 2019

	Jun 2019				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Health Insurance	7,152.03	7,873.33	(721.30)	90.84%	43,157.43	94,480.00	(51,322.57)	45.68%
Insurance - Deductibles	-	41.67	(41.67)	0.00%	-	500.00	(500.00)	0.00%
Insurance - Liability / Bonds	-	416.67	(416.67)	0.00%	3,224.00	5,000.00	(1,776.00)	64.48%
Lawn Service	425.00	416.67	8.33	102.00%	1,720.50	5,000.00	(3,279.50)	34.41%
Legal Fees	384.00	2,083.33	(1,699.33)	18.43%	2,287.88	25,000.00	(22,712.12)	9.15%
Licenses and Permits	-	166.67	(166.67)	0.00%	200.00	2,000.00	(1,800.00)	10.00%
Meals	-	83.33	(83.33)	0.00%	322.00	1,000.00	(678.00)	32.20%
Memberships - NATOA / Others	-	833.33	(833.33)	0.00%	4,470.00	10,000.00	(5,530.00)	44.70%
Mileage	580.10	750.00	(169.90)	77.35%	2,944.71	9,000.00	(6,055.29)	32.72%
Miscellaneous Expenses	(114.44)	83.33	(197.77)	-137.33%	(114.44)	1,000.00	(1,114.44)	-11.44%
Natural Gas	64.57	566.67	(502.10)	11.39%	1,474.66	6,800.00	(5,325.34)	21.69%
Office Supplies / Equipment	133.61	500.00	(366.39)	26.72%	2,605.27	6,000.00	(3,394.73)	43.42%
Parking Lot Maintenance	-	266.67	(266.67)	0.00%	-	3,200.00	(3,200.00)	0.00%
Payroll Expenses (ADP/HSA)	-	200.00	(200.00)	0.00%	637.50	2,400.00	(1,762.50)	26.56%
Postage	63.38	83.33	(19.95)	76.06%	428.09	1,000.00	(571.91)	42.81%
Printing / Copy Services	-	83.33	(83.33)	0.00%	-	1,000.00	(1,000.00)	0.00%
Professional Development	-	1,833.33	(1,833.33)	0.00%	6,637.14	22,000.00	(15,362.86)	30.17%
Publications	-	41.67	(41.67)	0.00%	-	500.00	(500.00)	0.00%
Ramsey Capital Equipment	131.77	416.67	(284.90)	31.62%	1,512.89	5,000.00	(3,487.11)	30.26%
Sales Tax	-	41.67	(41.67)	0.00%	73.00	500.00	(427.00)	14.60%
Secretary Services	-	208.33	(208.33)	0.00%	545.75	2,500.00	(1,954.25)	21.83%
Snow Plowing Service	-	416.67	(416.67)	0.00%	5,856.25	5,000.00	856.25	117.13%
State Unemploy Exp	-	208.33	(208.33)	0.00%	-	2,500.00	(2,500.00)	0.00%
STD / LTD / Life Insurance	582.82	625.00	(42.18)	93.25%	3,516.18	7,500.00	(3,983.82)	46.88%
Studio Sets	-	833.33	(833.33)	0.00%	-	10,000.00	(10,000.00)	0.00%
Subscription Services	89.99	1,833.33	(1,743.34)	4.91%	19,267.83	22,000.00	(2,732.17)	87.58%
Temp Staff Services	-	208.33	(208.33)	0.00%	-	2,500.00	(2,500.00)	0.00%
Vehicle - Equipment / Repair	537.45	1,250.00	(712.55)	43.00%	3,217.09	15,000.00	(11,782.91)	21.45%
Vehicle - Insurance	-	333.33	(333.33)	0.00%	872.00	4,000.00	(3,128.00)	21.80%
Vehicle - Maintenance / Gas	249.85	666.67	(416.82)	37.48%	3,639.50	8,000.00	(4,360.50)	45.49%
Waste Removal	114.77	166.67	(51.90)	68.86%	675.58	2,000.00	(1,324.42)	33.78%
Web / VOD / Int / CaTV / Phone	1,037.50	1,833.33	(795.83)	56.59%	6,645.57	22,000.00	(15,354.43)	30.21%
Work Comp Insurance	-	191.67	(191.67)	0.00%	-	2,300.00	(2,300.00)	0.00%
Total Expenses	96,716.58	111,445.00	(14,728.42)	86.78%	519,784.96	1,337,340.00	(817,555.04)	38.87%
Net Income	\$ (93,772.24)	\$ 3,221.67	\$ (96,993.91)	-2910.67%	\$ (48,908.86)	\$ 38,660.00	\$ (87,568.86)	-126.51%

Quad Cities Communications Commission
Budget vs. Actuals: FY 2019 - FY19 P&L
 January - December 2019

	<u>Jun 2019</u>				<u>YTD</u>			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
ZCIP - Andover	4,472.33				24,472.33			
ZCIP - Anoka	4,472.33				24,472.33			
ZCIP - Building	-				11,200.00			
ZCIP - Champlin	4,472.33				23,969.62			
ZCIP - Master Control Equipment	16,089.50				38,354.50			
ZCIP - Movie System	2,713.18				2,713.18			
ZCIP - Office Equipment	-				10,950.00			
ZCIP - Ramsey	4,472.33				27,095.65			
ZCIP - Studio	-				3,760.00			
ZCIP - Truck	-				80,160.00			
	<u>36,692.00</u>				<u>247,147.61</u>			

Thursday, Jul 18, 2019 09:11:20 AM GMT-7

QCTV Bank Reconciliation
June 2019

Beginning Balance - 4M Statement	1,296,467.36
Less: Cleared Checks/Withdrawals	(91,250.58)
Plus: 4M Fund Interest	1,813.96
Plus: Bank Deposits/Credits	-
Bank Balance	\$1,207,030.74
Book Balance	1,207,030.74
Adjusted Book Balance	1,207,030.74
Difference:	\$0.00

Completed by: MK

Quad Cities Communications Commission

BILL PAYMENT LIST

June 2019

DATE	NUM	VENDOR	AMOUNT
Quad Cities Commission			
06/06/2019	12770	M&G Trailer Sales, Service & Rental	-2,713.18
06/07/2019	12771	Associated Bank	-120.00
06/07/2019	12772	HealthEquity Inc.	-444.62
06/07/2019	W D	Minnesota State Retirement System	-523.31
06/07/2019	W D	PERA	-3,150.90
06/14/2019	12773	ACE Solid Waste, Inc.	-114.77
06/14/2019	12774	Anoka Area Chamber of Commerce	-350.00
06/14/2019	12775	AT&T Mobility	-53.55
06/14/2019	12776	CenterPoint Energy	-64.57
06/14/2019	12777	Comcast 2	-467.89
06/14/2019	12778	Comcast Cable	-852.22
06/14/2019	12779	Gerald S. Thomson	-180.00
06/14/2019	12780	Greenery Enterprises, Inc.	-425.00
06/14/2019	12781	Holiday Station	-160.67
06/14/2019	12782	Huebsch	-96.14
06/14/2019	12783	James R. Erickson	-300.00
06/14/2019	12784	Joe G. Ruhland	-509.58
06/14/2019	12785	Kennedy & Graven, Chartered	-83.38
06/14/2019	12786	Maza Technologies, LLC	-1,580.00
06/14/2019	12787	NAC Building Solutions	-11,200.00
06/14/2019	12788	Prime Advertising & Design, Inc.	-1,961.37
06/14/2019	12789	Timesavers	-145.00
06/14/2019	12790	Timothy Anderson	-120.00
06/14/2019	12791	U.S. Bank Corporate	-3,292.51
06/14/2019	12792	Vividly Clean Inc.	-530.45
06/14/2019	12793	Xcel Energy	-765.32
06/21/2019	12794	Associated Bank	-120.00
06/21/2019	12795	HealthEquity Inc.	-444.62
06/21/2019	W D	Minnesota State Retirement System	-516.43
06/21/2019	W D	PERA	-3,091.31
06/28/2019	12796	Amazon	-556.84
06/28/2019	12797	Anoka Area Chamber of Commerce	-15.00
06/28/2019	12798	Aurora Consulting	-6,127.50
06/28/2019	12799	Barna, Guzy & Steffen, LTD	-52.00
06/28/2019	12800	City of Champlin	-108.39
06/28/2019	12801	Garage Doors & More	-175.00
06/28/2019	12802	Greenery Enterprises, Inc.	-445.50
06/28/2019	12803	HealthEquity Inc.	-27.65
06/28/2019	12804	James Childs	-300.00
06/28/2019	12805	Preferred One Insurance Co.	-7,621.62
06/28/2019	12806	Sprint	-22.99
06/28/2019	12807	The Lincoln National Life Ins. Co.	-582.82
06/28/2019	12808	Z Systems	-17,889.32

DATE	NUM	VENDOR	AMOUNT
Total for Quad Cities Commission			\$ -68,301.42

Quad Cities Communications Commission
Balance Sheet Summary
As of July 31, 2019

	Total
ASSETS	
Current Assets	
Bank Accounts - QCTV	1,066,314.63
- PayPay acct	567.96
- US Bank Reserve	5,000.00
- Petty Cash	250.00
- Investments	1,318,552.43
Accounts Receivable	0.00
Other current assets	0.00
Total Current Assets	\$ 2,390,685.02
 Fixed Assets	 0.00
 TOTAL ASSETS	 \$ 2,390,685.02
 LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	7,586.12
Other Current Liabilities	0.01
Total Current Liabilities	\$ 7,586.13
 Equity	 2,383,098.89
TOTAL LIABILITIES AND EQUITY	\$ 2,390,685.02

*** Equity: QCTV allocates fund reserves in two areas:**

Operating Reserves = \$436,808

Capital Reserves = \$1,953,877.02 (\$3.4 M needed for 5-Year CIP)

Quad Cities Communications Commission
Budget vs. Actuals: FY 2019 - FY19 P&L
 January - December 2019

	Jul 2019				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
Duplication Revenue	150.10	41.67	108.43	360.21%	836.40	500.00	336.40	167.28%
Equipment Grant		4,833.33	(4,833.33)	0.00%	58,649.78	58,000.00	649.78	101.12%
Franchise Fees		71,500.00	(71,500.00)	0.00%	254,540.60	858,000.00	(603,459.40)	29.67%
Interest Income	2,672.89	2,500.00	172.89	106.92%	22,326.07	30,000.00	(7,673.93)	74.42%
Miscellaneous Income	750.00	41.67	708.33	1799.86%	787.09	500.00	287.09	157.42%
PEG Fee		35,750.00	(35,750.00)	0.00%	137,309.15	429,000.00	(291,690.85)	32.01%
Total Income	3,572.99	114,666.67	(111,093.68)	3.12%	474,449.09	1,376,000.00	(901,550.91)	34.48%
Expenses								
A-PERA Expense	2,885.38	3,750.00	(864.62)	76.94%	24,141.19	45,000.00	(20,858.81)	53.65%
A-SS/Medicare Expense	3,507.40	4,160.42	(653.02)	84.30%	24,080.24	49,925.00	(25,844.76)	48.23%
A-Wages - Full-time	40,984.00	44,391.25	(3,407.25)	92.32%	277,752.19	532,695.00	(254,942.81)	52.14%
A-Wages - Part-time	5,865.46	9,993.50	(4,128.04)	58.69%	44,224.74	119,922.00	(75,697.26)	36.88%
Accounting / HR Services	1,065.48	1,275.00	(209.52)	83.57%	8,678.43	15,300.00	(6,621.57)	56.72%
Ads/Promos/Sponsorships	78.30	916.67	(838.37)	8.54%	5,688.45	11,000.00	(5,311.55)	51.71%
Andover Capital Equipment		416.67	(416.67)	0.00%	722.27	5,000.00	(4,277.73)	14.45%
Announcers Fees	675.40	1,083.33	(407.93)	62.34%	5,061.37	13,000.00	(7,938.63)	38.93%
Anoka Capital Equipment	222.00	416.67	(194.67)	53.28%	1,743.96	5,000.00	(3,256.04)	34.88%
Audit		1,375.00	(1,375.00)	0.00%	14,582.00	16,500.00	(1,918.00)	88.38%
Bank Fees / CC Fees		20.83	(20.83)	0.00%	0.00	250.00	(250.00)	0.00%
Brand Apparel		208.33	(208.33)	0.00%	602.00	2,500.00	(1,898.00)	24.08%
Building - Cleaning	530.45	583.33	(52.88)	90.93%	3,697.70	7,000.00	(3,302.30)	52.82%
Building - Insurance		250.00	(250.00)	0.00%	1,784.00	3,000.00	(1,216.00)	59.47%
Building - Maintenance	110.00	833.33	(723.33)	13.20%	4,937.32	10,000.00	(5,062.68)	49.37%
Building - Supplies	94.78	166.67	(71.89)	56.87%	934.24	2,000.00	(1,065.76)	46.71%
Car Allowance	250.00	250.00	0.00	100.00%	1,750.00	3,000.00	(1,250.00)	58.33%
Cell Phone - Allowance	625.00	625.00	0.00	100.00%	4,375.00	7,500.00	(3,125.00)	58.33%
Champlin Capital Equipment	84.90	416.67	(331.77)	20.38%	1,487.82	5,000.00	(3,512.18)	29.76%
City Sewer & Water	67.20	216.67	(149.47)	31.01%	979.33	2,600.00	(1,620.67)	37.67%

Quad Cities Communications Commission
Budget vs. Actuals: FY 2019 - FY19 P&L
 January - December 2019

	Jul 2019				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Commission Expense		416.67	(416.67)	0.00%	2,955.44	5,000.00	(2,044.56)	59.11%
Consulting Services	1,580.00	6,250.00	(4,670.00)	25.28%	22,307.50	75,000.00	(52,692.50)	29.74%
Contingency Fund		2,718.17	(2,718.17)	0.00%	0.00	32,618.00	(32,618.00)	0.00%
Duplication Expenses		41.67	(41.67)	0.00%	121.31	500.00	(378.69)	24.26%
Electric Service	1,624.82	1,500.00	124.82	108.32%	8,357.12	18,000.00	(9,642.88)	46.43%
Emp / Comm Appreciation		208.33	(208.33)	0.00%	143.20	2,500.00	(2,356.80)	5.73%
Equip/Repair/Supply/Software	454.98	3,333.33	(2,878.35)	13.65%	3,697.53	40,000.00	(36,302.47)	9.24%
Federal Unempl Expense		70.83	(70.83)	0.00%	0.00	850.00	(850.00)	0.00%
Health Insurance	7,152.03	7,873.33	(721.30)	90.84%	50,309.46	94,480.00	(44,170.54)	53.25%
Insurance - Deductibles		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Insurance - Liability / Bonds		416.67	(416.67)	0.00%	3,224.00	5,000.00	(1,776.00)	64.48%
Lawn Service	650.00	416.67	233.33	156.00%	2,370.50	5,000.00	(2,629.50)	47.41%
Legal Fees	467.50	2,083.33	(1,615.83)	22.44%	2,755.38	25,000.00	(22,244.62)	11.02%
Licenses and Permits		166.67	(166.67)	0.00%	200.00	2,000.00	(1,800.00)	10.00%
Meals	373.00	83.33	289.67	447.62%	695.00	1,000.00	(305.00)	69.50%
Memberships - NATOA / Others		833.33	(833.33)	0.00%	4,470.00	10,000.00	(5,530.00)	44.70%
Mileage	709.33	750.00	(40.67)	94.58%	3,654.04	9,000.00	(5,345.96)	40.60%
Miscellaneous Expenses	1,214.03	83.33	1,130.70	1456.89%	1,099.59	1,000.00	99.59	109.96%
Natural Gas	39.73	566.67	(526.94)	7.01%	1,514.39	6,800.00	(5,285.61)	22.27%
Office Supplies / Equipment	133.60	500.00	(366.40)	26.72%	2,738.87	6,000.00	(3,261.13)	45.65%
Parking Lot Maintenance		266.67	(266.67)	0.00%	0.00	3,200.00	(3,200.00)	0.00%
Payroll Expenses (ADP/HSA)	132.50	200.00	(67.50)	66.25%	897.50	2,400.00	(1,502.50)	37.40%
Postage	72.47	83.33	(10.86)	86.97%	500.56	1,000.00	(499.44)	50.06%
Printing / Copy Services		83.33	(83.33)	0.00%	0.00	1,000.00	(1,000.00)	0.00%
Professional Development	1,606.71	1,833.33	(226.62)	87.64%	8,243.85	22,000.00	(13,756.15)	37.47%
Publications		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Ramsey Capital Equipment	131.77	416.67	(284.90)	31.62%	1,644.66	5,000.00	(3,355.34)	32.89%
Sales Tax		41.67	(41.67)	0.00%	73.00	500.00	(427.00)	14.60%
Secretary Services	145.00	208.33	(63.33)	69.60%	690.75	2,500.00	(1,809.25)	27.63%
Snow Plowing Service		416.67	(416.67)	0.00%	5,856.25	5,000.00	856.25	117.13%

Quad Cities Communications Commission
Budget vs. Actuals: FY 2019 - FY19 P&L
 January - December 2019

	Jul 2019				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
State Unemploy Exp		208.33	(208.33)	0.00%	0.00	2,500.00	(2,500.00)	0.00%
STD / LTD / Life Insurance	582.82	625.00	(42.18)	93.25%	4,099.00	7,500.00	(3,401.00)	54.65%
Studio Sets		833.33	(833.33)	0.00%	0.00	10,000.00	(10,000.00)	0.00%
Subscription Services	99.99	1,833.33	(1,733.34)	5.45%	19,367.82	22,000.00	(2,632.18)	88.04%
Temp Staff Services		208.33	(208.33)	0.00%	0.00	2,500.00	(2,500.00)	0.00%
Vehicle - Equipment / Repair	2,645.42	1,250.00	1,395.42	211.63%	5,862.51	15,000.00	(9,137.49)	39.08%
Vehicle - Insurance		333.33	(333.33)	0.00%	872.00	4,000.00	(3,128.00)	21.80%
Vehicle - Maintenance / Gas	1,274.75	666.67	608.08	191.21%	4,914.25	8,000.00	(3,085.75)	61.43%
Waste Removal	114.77	166.67	(51.90)	68.86%	790.35	2,000.00	(1,209.65)	39.52%
Web / VOD / Int / CaTV / Phone	1,034.91	1,833.33	(798.42)	56.45%	7,680.48	22,000.00	(14,319.52)	34.91%
Work Comp Insurance		191.67	(191.67)	0.00%	0.00	2,300.00	(2,300.00)	0.00%
Total Expenses	79,285.88	111,445.00	(32,159.12)	71.14%	599,328.56	1,337,340.00	(738,011.44)	44.81%
Net Income	(75,712.89)	3,221.67	(78,934.56)	-2350.11%	(124,879.47)	38,660.00	(163,539.47)	-323.02%

ZCIP - Andover	25,150.63
ZCIP - Anoka	25,150.63
ZCIP - Building	11,200.00
ZCIP - Champlin	24,647.91
ZCIP - Master Control Equipment	38,704.50
ZCIP - Office Equipment	10,950.00
ZCIP - Ramsey	27,773.94
ZCIP - Studio	3,760.00
ZCIP - Truck	80,160.00
	<u>247,497.61</u>

QCTV Bank Reconciliation
July 2019

Beginning Balance - 4M Statement	1,207,030.74
Less: Cleared Checks/Withdrawals	(138,771.10)
Plus: 4M Fund Interest	1,644.09
Plus: Bank Deposits/Credits	1,324.10
Bank Balance	\$1,071,227.83
Book Balance	1,071,227.83
Adjusted Book Balance	1,071,227.83
Difference:	\$0.00

Completed by: MK

Quad Cities Communications Commission

BILL PAYMENT LIST

July 2019

DATE	NUM	VENDOR	AMOUNT
Quad Cities Commission			
07/05/2019	12809	Associated Bank	-120.00
07/05/2019	12810	HealthEquity Inc.	-444.62
07/05/2019	W D	Minnesota State Retirement System	-514.55
07/05/2019	W D	PERA	-3,171.10
07/17/2019	12811	ACE Solid Waste, Inc.	-114.77
07/17/2019	12812	AT&T Mobility	-118.17
07/17/2019	12813	Barna, Guzy & Steffen, LTD	-104.00
07/17/2019	12814	CDW Direct	-16,089.50
07/17/2019	12815	CenterPoint Energy	-39.73
07/17/2019	12816	City of Andover	-1,959.05
07/17/2019	12817	City of Champlin	-379.90
07/17/2019	12818	Comcast 2	-468.92
07/17/2019	12819	Comcast Cable	-859.24
07/17/2019	12820	Greenery Enterprises, Inc.	-425.00
07/17/2019	12821	HealthEquity Inc.	-27.65
07/17/2019	12822	Holiday Station	-249.85
07/17/2019	12823	Huebsch	-47.39
07/17/2019	12824	James R. Erickson	-60.00
07/17/2019	12825	Jason Dorow	-120.00
07/17/2019	12826	Joe G. Ruhland	-60.00
07/17/2019	12827	Kennedy & Graven, Chartered	-280.00
07/17/2019	12828	LiveU Inc.	-354.16
07/17/2019	12829	Maza Technologies, LLC	-1,580.00
07/17/2019	12830	Monarch Pest Control	-110.00
07/17/2019	12831	Redpath and Company	-14,582.00
07/17/2019	12832	Sony Electronics Inc.	-1,702.56
07/17/2019	12833	T-Mobile	-20.99
07/17/2019	12834	The Lincoln National Life Ins. Co.	-582.82
07/17/2019	12835	U.S. Bank Corporate	-385.83
07/17/2019	12836	Vividly Clean Inc.	-530.45
07/17/2019	12837	Xcel Energy	-1,187.10
07/19/2019	12838	Associated Bank	-120.00
07/19/2019	12839	HealthEquity Inc.	-444.62
07/19/2019	W D	Minnesota State Retirement System	-512.05
07/19/2019	W D	PERA	-3,003.59
07/25/2019	12840	Amazon	-1,816.09
07/25/2019	12841	Greenery Enterprises, Inc.	-225.00
07/25/2019	12842	Preferred One Insurance Co.	-7,621.62
07/25/2019	12843	Sprint	-22.99
Total for Quad Cities Commission			\$ -60,455.31

INVESTMENT SCHEDULE

6/30/2019

Description	Cusip Number	Purchase Price	Carrying Cost	Maturity Amount	Interest Rate	Interest Paid	Maturity / Due Date
Investments - Cash Flow Reserves							
4M Fund			-				
4M Plus			448,644.13		2.160%		
			<u>448,644.13</u>				
Investments - Building							
4M Fund			55,662.04		2.160%		
CD - Community Bank		200,000.00	200,000.00	204,925.00	2.463%	maturity	8/15/2019
			<u>255,662.04</u>				
Investments - Capital							
4M Fund			65,217.46		2.100%		
CD - Bremer Bank		200,000.00	200,000.00	206,743.90	1.351%	maturity	8/8/2019
CD - Discover Bank	2546723D8	200,000.00	200,000.00	200,000.00	1.700%	semi-annual	2/18/2020
CD - Corporate One Federal Credit Union		148,000.00	148,000.00	154,114.21	2.747%		8/17/2020
			<u>613,217.46</u>				
			<u>1,317,523.63</u>				

QCCCC Agenda Item

4.3 Executive Director's Report

September 4, 2019

To: Commissioners

From: Karen George, Executive Director

Subject: Executive Director's Report

Strategic Planning

The commission and staff participated in two retreats and crafted a strategic plan. Aurora Consulting provided transcripts of the work and completed layout of the one page strategic plan document. The plan was presented in July but not acted upon as not all four member cities were represented at the meeting. The strategic plan is on the September agenda for action.

OCTV wins 3 Telly Awards

The Telly Awards annually showcases the best work created within television and across video, for all screens. Receiving over 12,000 entries from all 50 states and 5 continents, Telly Award winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers from around the world.

QCTV Telly for live coverage of Live and Local: Centenary of Armistice:

<https://www.youtube.com/watch?v=MLPU1DwMino&feature=youtu.be>

QCTV Telly for the history category for a story within Live and Local on Gold Star Mothers:

<https://www.youtube.com/watch?v=zDQ8L2EPODc&feature=youtu.be>

QCTV Telly in the live coverage category for a football game between Andover and Cambridge Isanti:

<https://www.youtube.com/watch?v=kVETN95Ani8&feature=youtu.be>

The Telly Awards was founded in 1979 to honor excellence in local, regional and cable television commercials with non-broadcast video and television programming added soon after. With the recent evolution and rise of digital video (web series, VR, 360 and beyond), the Telly Awards today also reflects and celebrates this exciting new era of the moving image on and offline.

Remote Meeting Participation

At the July commission meeting, the commission reviewed updated equipment cost proposals to meet criteria of implementation at Ramsey. After discussion, the commission set a baseline at the cash equivalent of the baseline equipment needed today and if expenses exceed that amount, it would be of the option of the member city to either choose to expend their CIP funds from QCTV or fund that additional amount through other city funds. Staff has communicated commission direction to city staffers and await direction from the city for implementation.

Movie Screen In Use

Member cities are using the screen:

August 16th, Friday – Champlin	September 21st, Saturday – Champlin
August 21st, Wednesday – Anoka	September 28 th , Saturday - Andover
September 14th, Saturday – Anoka	October 5th, Saturday – Anoka

Redundant and off-site data back up

The project is complete and the commission will be updated at the annual technology worksession scheduled for September 19. QCTV experienced a major power outage over the Labor Day weekend. Channels and other technology were down for 5 hours. The channels were re-activated remotely and other business technology services were brought back up on Tuesday. Had there been a complete failure of the servers, the redundancy backup was operational and would have been used to bring data back on board.

Comcast Franchise Renewal

Commission staff and legal counsel met with Comcast representatives in late August. Comcast proposed deal points outside of the scope of the standstill agreement and a notification letter was sent to Comcast.

Live and Local to Feature Member Cities

The QCTV Live and Local show will feature member cities in 2019!

Q1 – Champlin – Completed

Q2 – Anoka – Completed

Q3 – Ramsey – to be scheduled early fall

Q4 - Andover

FCC FNPRM of Section 621(a) Order regarding franchise fee offset

The Federal Communications Commission acted in early August to approve the order. Attached to this report is the NATOA review of the rule change.

Anoka Area Chamber of Commerce Board Director

I have completed my board member service to the Anoka Area Chamber of Commerce. Thank you for your support of this involvement. While on the board I was involved in various committees, served as new member ambassador, honored with the 2017 President's Award for service, performed secretarial duties, and helped craft a succession plan.

NATOA

I was elected to the NATOA board and will be seated at the annual meeting in late September. Thank you for your support of this involvement in the coming two years. There are numerous regulatory, court, legislative and market changes occurring in the industry and NATOA is the leader in addressing these changes on behalf of local jurisdictions.

Customer Comments

QCTV Promo for use with the movie screen

Awesome PROMO! We have it and will be prepared. Thank you!

Pam Bowman, Communications Manager, City of Anoka

Bulletin Board

Thank you for your support of our event. It was very successful – mission accomplished.

Thanks.

Jim January

Anoka-Hennepin School District audio assistance

I wanted to thank you for sending over your two "tech angels" yesterday to save us from disaster and ensure our success on Thursday. Thanks again.

Jim Skelly, Director, Communication and Public Relations, Anoka-Hennepin Schools

Additional compliments attached:

- Anoka Area Chamber of Commerce
- Ramsey Happy Days
- American Legion Post 102

Action Requested: None.



SUMMARY OF THE FCC'S *THIRD REPORT AND ORDER* LIMITING CABLE FRANCHISE FEE PAYMENTS AND PREEMPTING LOCAL AUTHORITY OVER NON-CABLE SERVICES

August 9, 2019

On August 2, 2019, the FCC released a [*Third Report and Order*](#) in its 2005 docket interpreting provisions of the federal Cable Act. As summarized below, the *Third Report and Order* **allows cable operators to deduct from franchise fees the fair market value of cable franchise requirements**, with limited exceptions, and **largely preempts states and local governments** from regulating the non-cable services and equipment of franchised cable operators, including their Wi-Fi and small cells equipment.

The *Third Report and Order* **will take effect 30 days after publication in the Federal Register**. We do not have a date certain for Federal Register publication, but it could be as early as mid-August, leading to a mid-September effective date.

REVISED DEFINITION OF "FRANCHISE FEE" AND DEDUCTIONS FROM FRANCHISE FEES

The federal Cable Act caps the cable franchise fees that franchising authorities may charge cable operators at 5% of their gross revenues derived from the operation of the cable system to provide cable services. The Act further defines a "franchise fee" to include "any tax, fee, or assessment of any kind imposed by a franchising authority or other governmental entity on a cable operator or cable subscriber, or both, solely because of their status as such," subject to certain exemptions. In the *Third Report and Order*, the Commission has determined that a "franchise fee" includes non-monetary franchise obligations, which it calls "in-kind, cable-related contributions." The result of this determination is that **cable operators will quantify many cable franchise obligations at "fair market value" and, where the franchise provides for a franchise fee at the maximum 5% cap, deduct that amount from the monetary franchise fee payment** in order to stay within the cap.

The following is a summary of additional details on this portion of the *Third Report and Order*:

- Defines "in-kind, cable-related contributions" to include "any non-monetary contributions related to the provision of cable services provided by cable operators as a condition or requirement of a local franchise, including but not limited to free or discounted cable service to public buildings, costs in support of PEG access other than capital costs, and costs attributable to the construction of I-Nets. It does not include the costs of complying with build-out and customer service requirements."

- The Commission concludes that “most cable-related, in-kind contributions are encompassed within this definition and thus must be included for purposes of calculating the statutory five percent cap on such fees.”
 - The *Third Report and Order* discusses application of this definition to a few specific franchise provisions (as outlined below), however, the definition is not limited to provisions expressly addressed in the *Order*. It is not clear what other cable franchise provisions may fall into the definition and thus it is difficult to determine the full financial impact of the *Order*.
- Exclusions from “in-kind, cable-related contributions”—**franchise provisions that cannot be deducted from franchise fees**—are:
 - **Capital costs for PEG access facilities.**
 - The *Third Report and Order* includes a new definition of “capital costs” that is more inclusive than the Commission’s prior definition: “[T]he term ‘capital cost’ in section 622(g)(2)(C) should be given its ordinary meaning, which is a cost incurred in acquiring or improving a capital asset. ... [T]he exclusion for capital costs under section 622(g)(2)(C) could include equipment that satisfies this definition, regardless of whether such equipment is purchased in connection with the construction of a PEG access facility.”
 - See below for a discussion of how this definition applies to certain PEG facilities.
 - **Build-out requirements** (i.e., franchise provisions requiring cable operators to be capable of providing cable service to all households in the franchise area within a reasonable period of time as provided in 47 U.S.C. § 541(a)(4)(A)).
 - **Customer service obligations.**
 - Application to specific franchise provisions:
 - PEG Channel Capacity: Though the *Third Report and Order* finds that non-capital PEG-related franchise provisions are franchise fees, the Commission **does not allow the offset of PEG channel capacity at this time.**
 - The Commission found that “the record is insufficiently developed” for it to determine whether or not PEG channel capacity is a “capital cost” that is excluded from the definition of “franchise fee.”
 - The *Order* “encourage[s] parties to **supplement the record** on the channel capacity issue. To the extent that we are provided sufficient information to answer the complex questions raised by channel capacity, **we intend to resolve them in the next twelve months.**”
 - PEG Transport Facilities: The *Third Report and Order* finds the installation of “PEG transport facilities” are capital costs that are exempt from the 5% franchise fee cap. However, **maintenance and use of PEG transport facilities are operating costs that count toward the cap.**

- “PEG transport facilities” are “facilities dedicated for long-term use by a PEG provider for the transmittal of recurring programming to a cable headend or other point in the cable system.”
 - “Episodic” or “short term” PEG transport connections are considered non-capital costs and thus are counted toward the 5% cap.
 - I-Nets: The *Third Report and Order* finds that **the construction, maintenance and service of I-Nets are included in the 5% franchise fee cap**. Note that this is different from the determination with respect to PEG transport facilities, for which installation costs are capital costs excluded from the cap.
- Calculation of franchise fee deduction:
 - Franchise obligations considered “franchise fees” under the *Third Report and Order* are to be **valued at fair market value**.
 - “[W]here there is a product in the market, [fair market value] is the most reasonable valuation for in-kind contributions because it is easy to ascertain—cable operators have rate cards to set the rates that they charge customers for the services that they offer.”
 - In a footnote, the *Third Report and Order* suggests that “certain business or enterprise services may be comparable to I-Nets.”
- Process for implementing the franchise fee provisions of the *Third Report and Order*:
 - The *Third Report and Order* is **prospective only**; cable operators cannot recoup past franchise fee payments.
 - However, the *Third Report and Order* **applies to existing franchise agreements, including state franchises**, and contemplates cable operators and franchising authorities will agree to franchise fee deductions and/or franchise modifications to address the Order without waiting for the franchise renewal process.
 - The Commission “encourage[s] the parties to negotiate franchise modifications within a reasonable time and find[s] that 120 days should be, in most cases, a reasonable time for the adoption of franchise modifications.”
 - If an agreement to modify the franchise is not reached, any provision of a franchise agreement that is inconsistent with the *Third Report and Order* “is subject to preemption under section 636(c).”
 - The Commission contemplates a process in which franchising authorities will be able to decide whether to (1) continue to receive the “in-kind cable-related contributions” and thus accept a reduced monetary franchise fee payment; (2) “discontinue” that contribution and receive the full monetary franchise fee payment of 5% of gross revenues; or (3) reduce the contribution (e.g., continue free cable service to some public buildings but not others) and accept a reduced franchise fee payment based on the adjusted contribution.

- Franchising authorities **may not ask a cable operator to voluntarily waive or forego the franchise fee deductions allowed by the Third Report and Order.** The Commission stated, “Complying with the terms of the statute is not optional.”

MIXED-USE RULE AND PREEMPTION

The “mixed-use rule” is the Commission’s rule to address regulation of and authority over the non-cable services cable operators provide over their cable systems. In the earlier *Orders* in this docket, the Commission found that local governments could not use their cable franchising authority under the Cable Act to regulate some cable operators’ non-cable services. The Commission previously acknowledged that this original version of the mixed-use rule “does not affect the authority of local authorities to regulate non-cable services under other applicable regulatory regimes.” In other words, the rule did not preempt local authority over non-cable services that may exist outside the context of the Cable Act. The *Third Report and Order extends the mixed-use rule to all cable operators and includes a significant new preemption of state and local authority over cable operators’ non-cable services.*

- The mixed-use rule **“prohibit[s] [franchising authorities] from using their cable franchising authority to regulate any services other than cable services provided over the cable systems” of any cable operator, with the exception of channel capacity on I-Nets.**
 - Note that even though franchising authorities can require I-Nets as provided in the Cable Act, as described above, the *Third Report and Order* states that I-Nets are “franchise fees” and thus the value of the construction, maintenance and service of I-Nets are subject to the franchise fee cap.
- The *Third Report and Order* **“expressly preempt[s] any state or local requirement, whether or not imposed by a franchising authority, that would impose obligations on franchised cable operators beyond what Title VI allows.”** The preemption includes:
 - “[A]ny imposition of fees on a franchised cable operator or any affiliate using the same facilities franchised to the cable operator that exceeds” the Commission’s new definition of “franchise fee” discussed above, “whether styled as a ‘franchise’ fee, ‘right-of-access’ fee, or a fee on non-cable (e.g., telecommunications or broadband) services.”
 - The *Third Report and Order* states that “installation of Wi-Fi and small cell antennas attached to the cable system” are part of the cable system and thus **states and local governments cannot impose separate rights of way fees on cable operators’ Wi-Fi and small cell attachments.**

- “[A]ny requirement that a cable operator with a Title VI [cable] franchise secure an additional franchise or other authorization to provide non-cable services via its cable system.”
 - The Commission found that *the cable franchise “bestows the right to place facilities and equipment in rights-of-way” to provide “cable and non-cable services, such as wireless broadband and Wi-Fi services.”*
- States and local governments may impose requirements on non-cable facilities and equipment designed to protect public safety, so long as such requirements otherwise are consistent with the provisions of Title VI. The scope of this authority is not clear from the *Third Report and Order*:
 - “Our decision today *still leaves meaningful room for states to exercise their traditional police powers* under section 636(a). While we do not have occasion today to delineate all the categories of state and local rules saved by that provision, we note that states and localities under section 636(a) may lawfully engage in rights-of-way management (e.g., road closures necessitated by cable plant installation, enforcement of building and electrical codes) *so long as such regulation otherwise is consistent with Title VI.*”

APPLICATION TO STATES

The *Third Report and Order* finds that the new rules will apply to states as well as local governments. Note that this is not limited to circumstances in which the state is the franchising authority. The rules apply to “franchising actions taken at the state level and state regulations that impose requirements on local franchising.”

Not only will the rules set out in the Third Report and Order apply to both states and local governments, so, too, will the findings of the First Report and Order¹ and Second Report and Order² in this docket. Some of the applicable provisions from the *First Report and Order* and the *Second Report and Order* now applicable to states (which continue to apply to local governments) include:

- Shot clocks for granting or denying competitive franchise applications; and
- Guidelines and limitations on the build-out, PEG and Institutional Network (“I-Net”) requirements that may be included in franchises for new entrants to the cable market.

¹ Implementation of Section 621(a)(1) of the Cable Communications Policy Act of 1984 as Amended by the Cable Television Consumer Protection and Competition Act of 1992, Report and Order and Further Notice of Proposed Rulemaking, 22 FCC Rcd 5101 (2007) (“*First Report and Order*”).

² Implementation of Section 621(a)(1) of the Cable Communications Policy Act of 1984 as Amended by the Cable Television Consumer Protection and Competition Act of 1992, Second Report and Order, 22 FCC Rcd 19633 (2007) (“*Second Report and Order*”).



August 2019

TO: Participants in the Anoka Area Chamber of Commerce Golf Tournament Fundraiser

FROM: Peter Turok, President, Anoka Area Chamber of Commerce

REASON: THANK YOU, THANK YOU, THANK YOU!!!!

I just wanted to drop a note of thanks for your participation in the 2019 Anoka Area Chamber of Commerce Golf Tournament. The event, held on July 22nd, was a BIG success. That happened because of your participation, donations and support. On behalf of the Board of Directors, staff and Golf Tournament Committee of the Chamber, we want to thank you. Our event would not be possible without your support.

The purpose of this letter is not only to show our appreciation for your generosity, but also to provide you with donation documentation for tax purposes, should you decide to file. The Anoka Area Chamber of Commerce is a registered, 501(c) 6 non-profit organization. Please bring this letter to your tax preparer with additional documentation estimating any donation's value to be eligible for your deduction.

Believe it or not the Golf Tournament Committee is already looking to set the date for next year's event. I hope you'll be able to help us out once again.

Karen, Thank you for the BBQ Raffle sponsorship. Incredible continued support!!

A handwritten signature in black ink, appearing to be "Peter Turok", is located at the bottom right of the page, overlapping the printed text.

21st ANNUAL CITY OF RAMSEY

Happy Days

THANK YOU FOR YOUR SPONSORSHIP

August 27, 2019

Ramsey, MN, 55303

Dear QCTV,

We, the City of Ramsey Happy Days Committee, would like to express our gratitude for your contribution towards the 2019 Happy Days Festival. We are confident that the support of QCTV will help to make this 21st annual Happy Days Festival a wonderful success! We appreciate your generous In-Kind sponsorship of the festival.

Some of the benefits your company will receive with your In-Kind Sponsorship include:

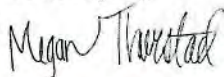
- 3' x 5' Banner display
- Large name placement on flyers
- Recognition in Ramsey Resident newsletter
- Sponsorship plaque
- Recognition at City Council meeting
- Name placement on Happy Days T-shirt

As the event approaches, please visit our website at www.cityoframsey.com/343/Happy-Days-Festival for the most up to date schedule of events and more information.

Once more, we would like to thank you for your company's donation. We are extremely grateful for your support of Happy Days and the celebration it has become in its 21st year.

We look forward to seeing you at the 2019 Happy Days Festival on Saturday, September 7th!

Thank you,



Megan Thorstad



08/29/2019

Karen,

Just a short note of appreciation for the coverage you provided on Sunday, August 25th at Riverview Memorial Park. Would love to get a few copies of our 100th birthday celebration that was filmed.

Special thanks to your tech who did the filming at Riverview Memorial Park.

Thank you,

Doug Huber
Commander

QCCCC Agenda Item

4.3.1 Operations Report

July 31, 2019

To: Karen George, Executive Director

From: Katherine Lenaburg, Operations Manager

Subject: Operations Update

QCTV produced 17 live government meetings and 5 others were cancelled.

Our QCTV production truck was out for live coverage of the FunFest Parade in Andover. Our two hosts were volunteers: Gwen Ledin and Nichole Lehn. They got a kick out of it and did a nice job. Nichole was also the talent for “What’s New at the Q” promoting our summer programming schedule.

Our truck also produced live coverage of 5 games. (3 other games were cancelled or postponed.) We spent time planning our fall sports season. We are having trouble keeping production assistants due to our low wages so are using fulltime people to fill in as a temporary solution.

Our regular shows included: News and Views, The Chamber Report, and The Sheriff’s Show.

Three of our newer production assistants are producing PSA’s and I spent time with them as they wrote treatments and scripts. Jim Reynold taught them how to check out equipment and set up our check out cameras. One PSA has been completed on water safety and it looks great. The other two are still being edited.

We produced two Slow TV’s: One called Out the Back Door and the other is Cardinal Nest.

Procured programming includes work produced by our sister station Inside Health Care and several St. Paul Saints games including The American Association All Star Celebrity Softball game and Home Run Derby. Another procured program is the U of M Summer Band Concert, produced by our sister station CTN.

With the big screen movie projector being purchased for our members cities use, we have produced city promos to run at the start of each movie.

We produced an episode of Beyond the Book which featured local authors Laura Larson, Marlene Jezierski, and Mary Sebasta.

I attended the ACM conference in Portland, Oregon and really enjoyed it. I went to sessions on election programming, local news needs, engagement journalism, strategic leadership and change in community media, and three community media turnaround series. I learned a lot and met many smart and interesting people in the business. It is helpful as we plan changes in our programming due to the new strategic plan.

QCCCC Agenda Item

4.3.1 Operations Report

August 30, 2019

To: Karen George, Executive Director

From: Katherine Lenaburg, Operations Manager

Subject: Operations Update

QCTV produced 16 live government meetings and 5 others were cancelled.

Our QCTV production truck was out for live coverage of the Nowthen Threshing Show's "Parade of Power". This is the first time we have produced live coverage and it was well received. Our two hosts were volunteers: Trusty Travis and Jazzin' Jessie.

Our truck also produced live coverage of 5 games. We spent time planning our fall sports season. We produced six packages for "At the Half". We have been working on graphics for soccer, volleyball, and football.

Our regular shows included: News and Views, The Chamber Report, and The Grid.

We completed our promos for each of our member cities. They will play on our new big screen movie projector when our cities have movie nights. We will make the promos available to our member cities to use as well.

We produced "Alladin Jr." from the Northern Starz Theatre Company. This is called The Penguin Project and is for kids with disabilities. We sold several DVD's.

We produced a show called "Three Minnesota Futures- A Future to Fear, A Future to Plan For, A Future to Fight for." It was hosted by Dr. Sam Potter, a local climate scientist. We also produced a show called "Saving Our Groundwater" with five members of the local water conservation departments. They produced a short video called "Groundwater Connection" which we incorporated into our production.

We produced a Slow TV's: Fast Storm. We put a go-pro camera in our parking lot and captured a big storm that blew in.

Procured programming includes work produced by our sister station Inside Health Care and the American Association All Star baseball game. CTN did an innovative shoot with more cameras with long lenses as well as some of the players "miked up" and chatting with the announcers while the game is going on. There was an interview with Darryl Strawberry on a private jet in the pregame.

QCCCC Agenda Item

4.3.2 Technology Report

September 4th, 2019

To: Karen George, Executive Director

From: John Sommer, Technology Manager

Subject: July 2019 Technology Report



Current Projects:

Redundant and Off-site data back-up solution

Synology and Cisco equipment at QCTV. Maza Technologies completed configuration and testing. Beginning to migrate all of the data from Server 7 to the new Synology equipment.

Movie Screen System and Trailer Update

Trailer and equipment is all at Andover. The screen set-up training is scheduled for early August at Anoka's site.

Equipment Issues:

QCTV Equipment

Recent Adobe software updates and NVIDEA graphics driver updates have created some conflicts for the two oldest editing workstations. Looking into options - we may need to replace the video cards.

City Equipment

QCTV's internet router at Anoka started to fail. I replaced it with another device we had on hand.

Comcast Equipment

No issues to report for this period.

CenturyLink Equipment

No issues to report for this period.

Action Requested: None.

QCCCC Agenda Item

4.3.2 Technology Report

September 4th, 2019

To: Karen George, Executive Director

From: John Sommer, Technology Manager

Subject: August 2019 Technology Report



Current Projects:

Movie Screen System and Trailer Update

Training went well August 9th. I joined two techs from Z-Systems and representatives from Anoka and Champlin at Riverfront Memorial Park.

Redundant and Off-site data back-up solution

Fiberoptic patch cables ordered; all other equipment at QCTV. Maza Technologies completed migrating data from Server 7 to the new Synology equipment. Working to set up individual workstation back-ups.

Master Control Operations

Training our current Associate Producer (MCO) to be a city meeting producer. Also training another Associate Producer to do the before meeting equipment checks.

Equipment Issues:

QCTV Equipment

HVAC Unit 1. Outside fan failed in AC unit. I contacted NAC and they repaired it August 7th. HVAC Unit 6. In the Reznor for the Studio the fan noise was getting more and more pronounced because the bearings were failing in fan/blower motor. NAC replaced them August 20th and the fan is quieter and should be more reliable.

City Equipment

No issues to report for this period.

Comcast Equipment

No issues to report for this period.

CenturyLink Equipment

CenturyLink's equipment was HD capable when it was installed and now all of the channels that we originate are available in HD on CenturyLink's Prism TV service. This change rolled out to the consumer set top boxes in the start of their third quarter.

Action Requested: None.

QCCCC Agenda Item

5.1 Liability Coverage Waiver

September 5, 2019

To: Commissioners

From: Karen George, Executive Director

Subject: Liability Coverage Waiver

QCCCC obtains liability coverage from the League of Minnesota Cities Insurance Trust. The governing board must take action on a decision to waive or not waive monetary limits on tort liability. Upon the advice of QCCCC's financial services provider City of Andover, it is recommended QCCCC not waive the monetary limits.

Action Requested: Approval designating QCCCC does not waive the monetary limits on municipal tort liability established by Minnesota Statutes 466.04.



CONNECTING & INNOVATING
SINCE 1913

LIABILITY COVERAGE – WAIVER FORM

Members who obtain liability coverage through the League of Minnesota Cities Insurance Trust (LMCIT) must complete and return this form to LMCIT before the member’s effective date of coverage. Return completed form to your underwriter or email to pstech@lmc.org.

The decision to waive or not waive the statutory tort limits must be made annually by the member’s governing body, in consultation with its attorney if necessary.

Members who obtain liability coverage from LMCIT must decide whether to waive the statutory tort liability limits to the extent of the coverage purchased. The decision has the following effects:

- *If the member does not waive the statutory tort limits*, an individual claimant could recover no more than \$500,000 on any claim to which the statutory tort limits apply. The total all claimants could recover for a single occurrence to which the statutory tort limits apply would be limited to \$1,500,000. These statutory tort limits would apply regardless of whether the member purchases the optional LMCIT excess liability coverage.
- *If the member waives the statutory tort limits and does not purchase excess liability coverage*, a single claimant could recover up to \$2,000,000 for a single occurrence (under the waive option, the tort cap liability limits are only waived to the extent of the member’s liability coverage limits, and the LMCIT per occurrence limit is \$2,000,000). The total all claimants could recover for a single occurrence to which the statutory tort limits apply would also be limited to \$2,000,000, regardless of the number of claimants.
- *If the member waives the statutory tort limits and purchases excess liability coverage*, a single claimant could potentially recover an amount up to the limit of the coverage purchased. The total all claimants could recover for a single occurrence to which the statutory tort limits apply would also be limited to the amount of coverage purchased, regardless of the number of claimants.

Claims to which the statutory municipal tort limits do not apply are not affected by this decision.

LMCIT Member Name: _____

Check one:

- The member **DOES NOT WAIVE** the monetary limits on municipal tort liability established by [Minn. Stat. § 466.04](#).
- The member **WAIVES** the monetary limits on municipal tort liability established by [Minn. Stat. § 466.04](#), to the extent of the limits of the liability coverage obtained from LMCIT.

Date of member’s governing body meeting: _____

Signature: _____ Position: _____

QCCCC Agenda Item

5.2 Strategic Plan

July 1, 2019

To: Commissioners

From: Karen George, Executive Director

Subject: Strategic Plan

The Commission engaged Aurora Consulting to facilitate strategic planning for the next five years. The project was delayed due to the municipal elections and subsequent commissioner changes which took effect January 2019. A small design team met to craft the structure of the strategic planning input process. The commission and staff participated in two full-day retreats on April 18 and 23. At the end of the retreats the three major strategic directions were set with each one has three strategies to pursue. The document was reviewed by the consultant and management staff for wordsmithing and a one page strategic plan document was created. That one-page plan is enclosed for your review and adoption. Other attachments include the strategic directions document and the full retreat transcripts.

Action Requested: Approval of the 5-Year Strategic Plan.



QUAD CITIES COMMUNITY TELEVISION

ANDOVER | ANOKA | CHAMPLIN | RAMSEY

MISSION

**Connecting communities through
local programming valued by residents.**

VISION

**Innovative use of emerging
technology for engaged
communities.**

VALUES

**Respect people and perspectives
Communicate openly | Innovate for impact
Focus on quality | Collaborate for success**

2019 - 2023 STRATEGIC PLAN



ENGAGING THE COMMUNITY

Develop capacity to market QCTV.

Leverage community partners for programming.

Update programming content to engage the community.



COLLABORATING FOR SUCCESS

Define core services within legal parameters.

Promote engagement among staff and commissioners.

Foster collaborative working relationships between QCTV and city staff.



INNOVATING FOR IMPACT

Identify community needs and assess engagement.

Diversify distribution platforms.

Diversify revenue for sustainability.

2018 KEY PERFORMANCE INDICATORS

121,066

Website Hits

482

City Programs

\$503,683

City Council Chambers Investment

62%

City VOD Increase (2016-18)

374

Community Programs

91

Customer Satisfaction Score

Strategic Directions

<p>Develop programming mix that engages our community.</p> <ul style="list-style-type: none"> • Develop an “easy” news/info segment • Develop long and short term video programs • Develop a plan that includes new shows and sunset others • Create a kids’ show to engage new partnership and interaction with schools/clubs 	<p>Leverage community partners and programming to grow the brand.</p> <ul style="list-style-type: none"> • School districts have a dedicated informational liaison • Deploy stakeholders to promote on social media • Create opportunities for youth to be involved with QCTV • More school group involvement (sports teams, more than game coverage) • Capital investment sling studio at schools 	<p>Market QCTV.</p> <ul style="list-style-type: none"> • Developing a marketing plan including PR and social media • Rebrand QCTV • Build brand with community engagement • Develop a marketing plan • Rebrand QCTV to better connect with the community • Create marketing opportunities to involve community engagement 	<p>Growing the Brand to Engage the Community</p>
<p>Promote seamless collaborations between QCTV and city staff.</p> <ul style="list-style-type: none"> • Educate/engage city staff to partner with QCTV • Build stronger relationships with city personnel • Collaborative communication staffing plan (4) cities and QCTV • Enhance office atmosphere to promote creative and collaborative environment • Cities have dedicated information liaison • Reconsider governance (board make up, technical advisory committee) 	<p>Foster collaborative working relationships among staff and board.</p> <ul style="list-style-type: none"> • Annual QCTV staff/commission engagement event • Open budget process to be inclusive at all levels (staff, management, board) • Have staff/board interact to close communication gaps • Set up open lines of communication between cities and QCTV 	<p>Define our core services and balance them with community services.</p> <ul style="list-style-type: none"> • QCTV board definition of core service • Clearly defined core services • Communicate legal requirements for revenues to cities/partners • Define what is a core service 	<p>Collaborating for the Success of QCTV and Partner Cities</p>
<p>Diversify our revenue streams for future sustainability.</p> <ul style="list-style-type: none"> • Develop alternative revenue streams • Develop “for profit” entity • Leverage real estate 	<p>Diversify our distribution methods to get to people where they are at.</p> <ul style="list-style-type: none"> • Expand platforms for QCTV communication • QCTV app • Create a position for marketing (social media/city communications) • Current staff are appropriately trained to use new/advancing technologies • Research a QCTV app 	<p>Identify community needs and measure our success at meeting them.</p> <ul style="list-style-type: none"> • Commitment to surveys (viewers, community needs, non-viewers, standardize questions on each city survey) • How do we reach folks who don’t know us? • Survey both cable subscribers and non-cable subscribers • Stakeholder feedback – community survey 	<p>Innovating for Impact and Sustainability</p>



What are some things **you** value about QCTV?

- Collaborative Environment - Fiscally Responsible
- Local Community Programming
- Neighbors in a Smaller Organization - personable
- The Good News Out in the Community
- Allowed to Be Innovative + Creative at Work.
- Local High School Sports Coverage
- LOCAL EVENTS = WE ARE AT OUR BEST
- MEETINGS EVENTS Election info LOCAL STAFF
- Importance of Record Retention of city Meetings
- CO-worker collaboration Provides creative freedom and work flexibility
- Challenges + ability to solve them leading to learning new things.
- FLEXIBILITY OF SCHEDULE. CREATIVITY ENCOURAGED.
- Availability Communication Quality TRUST LOCAL
- ORGANIZATIONAL CULTURE
- QCTV shares information, covers events - as local news coverage decreases (or costs ↑)
- Karen's work with Community, Commission and QCTV
- Programming Diversity

QCTV | Strategic Planning Retreat Transcript

2019

In April 2019, the QCTV staff and board gathered for strategic planning. Participation was substantial. Seventeen staff and board members worked together for two days. Commissioners from all four cities participated. Facilitated by Aurora Consulting using consensus group processes, the following results are the work of the participants during the retreat. A summary is below. The full results follow.

The team began in March by interviewing stakeholders, including community and city partners. On day one they discussed the *current reality* and stakeholder interviews. They developed a *practical vision* of the next five years. On day two they identified *barriers* that stand between them and their vision and created *directions* and *strategies* for the next five years. The staff will create a first-year implementation plan.

Practical Vision	Barriers	Strategic Directions
<p>In the next 5 years, we want to see...</p>	<p>What is blocking us from moving towards our vision?</p>	<p>What innovative and substantial actions will we do?</p>
<p><i>Mission & Services</i></p> <ul style="list-style-type: none"> • QCTV is the go-to place for timely and relevant city information. • Fresh innovative programming that engages the whole community and tells its story. <p><i>Constituencies & Relationships</i></p> <ul style="list-style-type: none"> • Impactful engagement with our communities. • Customized collaboration with four unique cities. • Collaboration with local education partners and youth. <p><i>Finance & Infrastructure</i></p> <ul style="list-style-type: none"> • Leveraged existing and captured new revenue sources to continue financial stability. <p><i>Leadership & Culture</i></p> <ul style="list-style-type: none"> • QCTV is a well-recognized and trusted community brand. 	<p><i>Mission & Services</i></p> <ul style="list-style-type: none"> • Unclear definition of “core services.” • How we deliver information is limited. • Working in an ever-evolving field is difficult. • We don’t know if we have an effective reach. Acknowledgement of new delivery methods. <p><i>Constituencies & Relationships</i></p> <ul style="list-style-type: none"> • Don’t have communication and understanding of the communities. • We haven’t figured out how to partner with school district. • We don’t know if board/staff are on the same page. • Elected officials and city staff not understanding the complete scope of QCTV services. <p><i>Finance & Infrastructure</i></p> <ul style="list-style-type: none"> • Keeping up with changing technology. • Legal and contractual restriction. • Does the budget meet our vision. • Free distribution model. • Complexity of 4 cities joint powers and setting priorities. <p><i>Leadership & Culture</i></p> <ul style="list-style-type: none"> • Unbalanced means of delivery. • We do not have clearly defined expectations. • We don’t have a marketing plan. • May not always have information to share. • Unclear identity for everyone 	<p>Growing the Brand to Engage the Community</p> <ol style="list-style-type: none"> 1. Market QCTV. 2. Leverage community partners and programming to grow the brand. 3. Develop programming mix that engages our community. <p>Collaborating for the Success of QCTV and Partner Cities</p> <ol style="list-style-type: none"> 1. Define our core services and balance them with community services. 2. Foster collaborative working relationships among staff and board. 3. Promote seamless collaborations between QCTV and city staff. <p>Innovating for Impact and Sustainability</p> <ol style="list-style-type: none"> 1. Identify community needs and measure our success at meeting them. 2. Diversify our distribution methods to get to people where they are at. 3. Diversify our revenue streams for future sustainability.

Current Reality Summary

WHERE ARE WE NOW?

BASIC DATA

What are some of the facts and data that reveal our present?

- We have and pay attention to a diverse data pool.
- Because of this data, we recognize our shortcomings and can strive to improve.
- We deliver what the community wants.

ACCOMPLISHMENTS

What are some recent accomplishments?

- Quality of how QCTV communicates despite challenges.
- Has infrastructure in place for the evolving future.
- High quality productions with minimal staffing.

TRENDS

What trends assist QCTV's work? What trends resist QCTV's work?

- Social media – concern about share-ability.
- Leverage the trust in QCTV; stay objective.
- Change in viewer preferences.
- Need for highlights and snip-its.
- Time is the new money; viewers will not invest more than a few minutes.

CHALLENGES

What challenges concern us as we move forward with planning?

- Enough money to operate shows, staff, equipment.
- Keeping up to date on technology.
- Public awareness of us and our existence and content is low.
- Constraints to future existence.

ADVANTAGES

What strengths, benefits, and advantages give us confidence as we move forward with planning?

- QCTV's 38 year history of investing in our communities through partnership, collaboration, technical innovation, delivered by a skillful staff and dedicated commission.
- Delivering quality in a fiscally responsible way.
- Our foundation, along with a dynamic engagement of creative ideas will propel us to a successful future.

Full transcript available.

STAKEHOLDER INTERVIEW DEBRIEF

Overall Themes

- Marketing and branding is needed to better connect QCTV.
- Multi-platform media delivery.
- Brevity and speed of communication.
- “Raw” feeds are acceptable.
- Be in, connect with, represent communities.
- Continue innovating; don’t be afraid.
- New revenue streams.
- Timeliness and access are more important than quality.

Group 1 interviewed: City council members, ACHS, Chamber board members

Important themes	Important details	Possible opportunities	Possible obstacles
<ul style="list-style-type: none"> • Two-way communication, feedback is measurable • Analytics that drive engagement • Live is still king 	<ul style="list-style-type: none"> • Branding for a household name • Be a brand, fit with our member cities – maximize social media 	<ul style="list-style-type: none"> • Backpack live coverage (short) • Tag for expanded distribution (Facebook, Instagram) creating relevant hashtags • Expand member city use of QCTV resources 	<ul style="list-style-type: none"> • How do we balance paid content with free? • More engagement = less control, who moderates that? • Legal and policy restrictions and how they accommodate evolving media landscape • Maintaining copyright while still responding to change in media distribution

Group 2 interviewed: Library staff, City council members, city dept heads, residents, similar orgs, local businesses, QCTV staff

Important themes	Important details	Possible opportunities	Possible obstacles
<ul style="list-style-type: none"> • Connect community with what’s going on through short highlights and snippets • Multi-media platform, delivery system 	<ul style="list-style-type: none"> • Are we news or are we programming? • Don’t forget where you came from, many people are still there 	<ul style="list-style-type: none"> • Meet people where they are at (raw vs. prepared) • Cross promotion • Increase relevance 	<ul style="list-style-type: none"> • Losing control of product • Platform compatibility • Laws/regulations • Staying relevant

Group 3 interviewed: Lanewicks, Jamie L, David Parast, Matt Matterson, Ramsey Council, St. Stephens – Lord of Life, Non-cable subscribers

Important themes	Important details	Possible opportunities	Possible obstacles
<ul style="list-style-type: none"> • Marketing – QCTV across all mediums • Short content • Convenience, ease of access • Timing of content • Trusted source, non bias • Pushing the envelope • Converting non-cable subscribers to our other various online platforms 	<ul style="list-style-type: none"> • Can't reach everyone but we can do our best • How to set ourselves up to be sustainable 	<ul style="list-style-type: none"> • Extra community involvement • Using resources of organizations that are willing to help market • Survey • Can we sell ads 	<ul style="list-style-type: none"> • Money • Time • Lack of identity • Technology • Demographics • Addition staff training

Group 4 interviewed: Megan Thorstad, Megan Ladyka, Angie Sedesky, Pam Bowman, Gretchen and Kelly LWV-, Mayor Karasek, Council Member Trusdell, Anoka Council – Wesp, Skogquist, Rice, Hennepen and Anoka Co Sheriff.

Important themes	Important details	Possible opportunities	Possible obstacles
<ul style="list-style-type: none"> • Connecting with social media • Stories about people and businesses in addition to government • Highlights of council meetings – unbiased opinions • Training from QCTV for cities – smartphone boot camp • Future of Comcast – generate revenue without franchise fees 	<ul style="list-style-type: none"> • Each city is different and has different needs • Different age demographics • Different housing • Use technology different – smartphone vs. print 	<ul style="list-style-type: none"> • More willingness to prioritize communication • Open up to younger generations – know about QCTV • Content from schools/teaching opportunities • Learn about government 	<ul style="list-style-type: none"> • Financial • Peoples time • Needing more content • Connecting stories to social media

Practical Vision

WHAT DO WE WANT TO SEE IN PLACE IN 5 YEARS AS A RESULT OF OUR ACTIONS?

QCTV is the go-to place for timely and relevant city information	Fresh innovative programming that engages the whole community and tells its story	Impactful engagement with our communities	Leveraged existing and captured new revenue sources to continue financial stability	Customized collaboration with four unique cities	QCTV is a well-recognized and trusted community brand	Collaboration with local education partners and youth
<ul style="list-style-type: none"> • Go to source for information in our area • Essential source for all things local • Go to communicator for events • Outside the box • QCTV provides relevant up-to-date city information • Same day news • Weekly news shows • Live news 	<ul style="list-style-type: none"> • Promote local stakeholders • Reality show (Mayberry) • Local storytelling experts • Inclusive programming engaging non traditional audiences • Showcase the past, spotlight the future • Backpack storytelling in the moment • Plugging in the unplugged 	<ul style="list-style-type: none"> • QCTV App – reminders/notifications • Two-way communication, interaction, engagement • An online community harnessing stories, milestones, events for engagement • Social media department – content and notifications • Increase citizen engagement 	<ul style="list-style-type: none"> • Additional revenue sources • Other funding sources • New franchise agreement • Fiscal benefit of space rental • Marketable assets 	<ul style="list-style-type: none"> • Work closely with four member cities to accommodate needs • ROI of city investment • Balance government needs and desires with community needs and desires • Training, Mentoring, Succession planning 	<ul style="list-style-type: none"> • Have an identity that doesn't restrict us to one platform • Branding awareness (relevance) • Stay relevant – people don't want QCTV to go away 	<ul style="list-style-type: none"> • Spotlight education events • Get younger generation involved – programs produced with schools

Barriers Summary

WHAT IS BLOCKING US FROM MOVING TOWARDS OUR VISION?

<p style="text-align: center;">Mission & Services Vision</p> <ol style="list-style-type: none">1. QCTV is the go-to place for timely and relevant city information.2. Fresh innovative programming that engages the whole community and tells its story. <p><u>BARRIERS SUMMARY:</u></p> <ul style="list-style-type: none">• Unclear definition of “core services.”• How we deliver information is limited.• Working in an ever evolving field is difficult.• We don’t know if we have an effective reach.• Acknowledgement of new delivery methods.	<p style="text-align: center;">Constituencies & Relationships Vision</p> <ol style="list-style-type: none">1. Customized collaboration with four unique cities.2. Collaboration with local education partners and youth.3. Impactful engagement with our communities. <p><u>BARRIERS SUMMARY:</u></p> <ul style="list-style-type: none">• Don’t have communication and understanding of the communities.• We haven’t figured out how to partner with school district.• We don’t know if board/staff are on the same page.• Elected officials and city staff not understanding the complete scope of QCTV services.
<p style="text-align: center;">Finance & Infrastructure Vision</p> <ol style="list-style-type: none">1. Leveraged existing and captured new revenue sources to continue financial stability <p><u>BARRIERS SUMMARY:</u></p> <ul style="list-style-type: none">• Keeping up with changing technology.• Legal and contractual restriction.• Does the budget meet our vision.• Free distribution model.• Complexity of 4 cities joint powers and setting priorities.	<p style="text-align: center;">Leadership & Culture Vision</p> <ol style="list-style-type: none">1. QCTV is a well-recognized and trusted community brand <p><u>BARRIERS SUMMARY:</u></p> <ul style="list-style-type: none">• Unbalanced means of delivery.• We do not have clearly defined expectations.• We don’t have a marketing plan.• May not always have information to share.• Unclear identity for everyone.

Full transcript available.

Strategic Directions

<p>Develop programming mix that engages our community.</p> <ul style="list-style-type: none"> • Develop an “easy” news/info segment • Develop long and short term video programs • Develop a plan that includes new shows and sunset others • Create a kids’ show to engage new partnership and interaction with schools/clubs 	<p>Leverage community partners and programming to grow the brand.</p> <ul style="list-style-type: none"> • School districts have a dedicated informational liaison • Deploy stakeholders to promote on social media • Create opportunities for youth to be involved with QCTV • More school group involvement (sports teams, more than game coverage) • Capital investment sling studio at schools 	<p>Market QCTV.</p> <ul style="list-style-type: none"> • Developing a marketing plan including PR and social media • Rebrand QCTV • Build brand with community engagement • Develop a marketing plan • Rebrand QCTV to better connect with the community • Create marketing opportunities to involve community engagement 	<p>Growing the Brand to Engage the Community</p>
<p>Promote seamless collaborations between QCTV and city staff.</p> <ul style="list-style-type: none"> • Educate/engage city staff to partner with QCTV • Build stronger relationships with city personnel • Collaborative communication staffing plan (4) cities and QCTV • Enhance office atmosphere to promote creative and collaborative environment • Cities have dedicated information liaison • Reconsider governance (board make up, technical advisory committee) 	<p>Foster collaborative working relationships among staff and board.</p> <ul style="list-style-type: none"> • Annual QCTV staff/commission engagement event • Open budget process to be inclusive at all levels (staff, management, board) • Have staff/board interact to close communication gaps • Set up open lines of communication between cities and QCTV 	<p>Define our core services and balance them with community services.</p> <ul style="list-style-type: none"> • QCTV board definition of core service • Clearly defined core services • Communicate legal requirements for revenues to cities/partners • Define what is a core service 	<p>Collaborating for the Success of QCTV and Partner Cities</p>
<p>Diversify our revenue streams for future sustainability.</p> <ul style="list-style-type: none"> • Develop alternative revenue streams • Develop “for profit” entity • Leverage real estate 	<p>Diversify our distribution methods to get to people where they are at.</p> <ul style="list-style-type: none"> • Expand platforms for QCTV communication • QCTV app • Create a position for marketing (social media/city communications) • Current staff are appropriately trained to use new/advancing technologies • Research a QCTV app 	<p>Identify community needs and measure our success at meeting them.</p> <ul style="list-style-type: none"> • Commitment to surveys (viewers, community needs, non-viewers, standardize questions on each city survey) • How do we reach folks who don’t know us? • Survey both cable subscribers and non-cable subscribers • Stakeholder feedback – community survey 	<p>Innovating for Impact and Sustainability</p>

ONE-YEAR IMPLEMENTATION PLANS

Will be developed next.