

Quad Cities Cable Communications Commission

Anoka City Hall – Council Chambers

July 16, 2020, 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 May 21, 2020, commission meeting minutes.
 - 4.2. Treasurer
 - 4.2.1. April - May Financial Reports
 - 4.3. Executive Director
- 5. General Business**
 - 5.1. Lexica Communications Consultant Report
 - 5.2. Other
- 6. Adjourn**

QCTV has declared a local emergency effective March 17, 2020. The regular meeting of the Quad Cities Cable Communications Commission will meet at Anoka City Hall Council Chambers, 11 am. Some or all commissioners will be attending remotely. The City of Anoka has also declared a local emergency and closed city hall to the public. The public may watch the QCCCC meeting at www.qctv.org on the main page streaming live the Community Channel or on Comcast Channels 859 and 15 and CenturyLink Channels 8940 and 8440.

MINUTES OF THE REGULAR MEETING OF MAY 21, 2020

CALL TO ORDER – 1

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

Chair Ulrich stated that this meeting is being conducted by telephonic means in correspondence with the COVID-19 pandemic and pursuant to local, state, and federal declarations of emergency.

ROLL CALL– 2

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

Commissioners absent: Ryan Sabas, Champlin; and Greg Lee, Anoka.

Others present included Karen George, Executive Director.

APPROVAL OF AGENDA – 3

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

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Barthel	aye
Commissioner Dickinson	aye
Commissioner Heitkamp	aye
Commissioner Menth	aye
Commissioner Skogquist	aye

Motion carried.

ADMINISTRATIVE REPORTS – 4

4.1 Secretary

4.1.1. Approval of meeting minutes from March 19, 2020

Motion was made by Barthel and seconded by Skogquist to approve the March 19, 2020 minutes as presented.

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Barthel	aye
Commissioner Dickinson	aye
Commissioner Heitkamp	aye
Commissioner Menth	aye
Commissioner Skogquist	aye

Motion carried.

4.2 Treasurer

4.2.1. February - March Financial Reports

Commissioner Dickinson provided a brief summary of the February and March Financial Reports. He noted that there will be some downward trends in April with personnel costs.

Commissioner Skogquist referenced the actual versus budget and the large disparity from month to month and asked for additional details.

Commissioner Dickinson noted that expenditures are usually completed at the most opportune time, explaining that even though funds are budgeted for some items monthly, the payment typically occurs in one payment.

Motion was made by Barthel and seconded by Menth to accept the February and March Financial Reports.

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Barthel	aye
Commissioner Dickinson	aye
Commissioner Heitkamp	aye
Commissioner Menth	aye
Commissioner Skogquist	aye

Motion carried.

4.3 Executive Director

Ms. George expressed appreciation to all the member cities and their staff in making the necessary changes for remote meeting coverage. She stated that at the last meeting, authorization was given to staff to make some purchases and noted that she will be asking for a motion to accept the report which includes the COVID-19 expenses that occurred between meetings and will occur as a budget amendment. She stated that in this changing time, staff continues to work with local organizations to provide coverage of online events as in person events are not taking place. She stated that staff has also reached out to other partners in attempt to assist in providing meaningful content. She provided details on a new show, The Post, which will begin to go live. She stated that the News and Views program will sunset with the transition to the new format of The Post. She stated that the Budget Committee is recommending a CIP distribution of \$20,000 per member city at this time, noting that the item will appear on the agenda later today for Board approval. She provided an update on the negotiation process with Comcast. She stated that there will be a busy summer and fall with the 2020 election cycle. She stated that coverage was also provided for a 100th birthday parade locally.

Commissioner Dickinson stated that he is also on the Youth First Board and expressed appreciation with QCTV facilitating the virtual Prayer Breakfast. He noted that it provided the opportunity for the organization to still conduct its fundraiser in a different format.

Motion was made by Heitkamp seconded by Barthel to accept the Executive Director's report with the COVID-19 expenditures and related budget amendments.

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Barthel	aye
Commissioner Dickinson	aye
Commissioner Heitkamp	aye
Commissioner Menth	aye
Commissioner Skogquist	aye

Motion carried.

GENERAL BUSINESS – 5

5.1 2019 Audit Presentation

Ms. George introduced Andy Hering from Redpath and Company to present the 2019 audit.

Andy Hering, Redpath and Company, reported a clean opinion on the 2019 financial statements. He reviewed the financial highlights including details on the general fund. He stated that there were no internal control findings in 2019. He reviewed the state legal compliance report, noting that there was one finding. He stated that the bank was not designated as an official depository for 2019. He summarized the communication with those charged with governance, which is a required communication.

Motion was made by Barthel and seconded by Heitkamp to accept the 2019 Audit Report.

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Barthel	aye
Commissioner Dickinson	aye
Commissioner Heitkamp	aye
Commissioner Menth	aye
Commissioner Skogquist	absent

Motion carried.

5.2 Member City CIP

Ms. George stated that the Budget Committee met to review the audit and expenditures, funding of capital expenditures, and declining revenue from Comcast over the past two quarters. She stated that with those considerations and the COVID-19 uncertainty, the Budget Committee recommends a distribution of \$20,000 per year for member cities, noting that the Committee will review the data again in the fall.

Commissioner Dickinson stated that the Budget Committee followed the same process it historically does in determining the distribution. He stated that they are being cautious and believed that the numbers could be favorable in the fall which would allow a potential for the distribution to be increased.

Motion was made by Barthel and seconded by Menth to approve Budget Committee recommendation.

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Barthel	aye
Commissioner Dickinson	aye
Commissioner Heitkamp	aye
Commissioner Menth	aye
Commissioner Skogquist	aye

Motion carried.

5.3 Drone Presentation – Policy/Purchase

Ms. George stated that drones are being used more and more by the private sector, public safety, and television stations. She stated that QCTV has been monitoring the issue but in the past the cost exceeded the benefit. She noted that over the past few years there have been revisions to the requirements and the cost has decreased. She stated that before the Board today is the proposed policy and request to purchase the drone when available for purchase. She stated that the drone would be used for QCTV productions only and not public safety, as public safety holds a different set of requirements and policies.

Commissioner Menth asked for details on the type of drone requested.

Ms. George confirmed that they looked at the narrow scope of how QCTV would use the drone to find the price point.

Chair Ulrich stated that County law enforcement has drones that could be used for public safety purposes.

Commissioner Barthel asked if QCTV would be hooking up their own camera to the drone or whether the drone camera would be used.

Ms. George stated that it is her understanding that the QCTV camera would be hooked up to the drone but noted that she can confirm with staff.

Commissioner Barthel asked the timeline on when the model is anticipated to reach the market.

Ms. George replied that the targeted release date was this summer, but that could be delayed due to COVID-19 impacts.

Motion was made by Barthel and seconded by Menth to approve the QCTV Drone Policy as presented.

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Barthel	aye
Commissioner Dickinson	aye
Commissioner Heitkamp	aye
Commissioner Menth	aye
Commissioner Skogquist	aye

Motion carried.

Motion was made by Barthel and seconded by Menth to purchase the DJI Inspire 3 when released (or same/similar) for a not to exceed amount of \$4,000 (+/- 5%) using capital funds.

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Barthel	aye
Commissioner Dickinson	aye
Commissioner Heitkamp	aye
Commissioner Menth	aye
Commissioner Skogquist	aye

Motion carried.

5.4 LiveU Planned Replacement Purchase

Ms. George stated that this is a planned replacement of the technology used in the van that carries the live signals back to the station in a remote environment. She stated that the product is also used for other studio operations and in member city halls. She stated that this is the technology that local and national news are using during the recent months, noting that those stations are using a more robust version of the program. She stated that this is a planned purchase through the capital funds.

Motion was made by Heitkamp and seconded by Barthel to approve purchase of LiveU live broadcasting hardware for a total of \$4,885 (+/- 5%) or \$5,130.

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Barthel	aye
Commissioner Dickinson	aye
Commissioner Heitkamp	aye
Commissioner Menth	aye
Commissioner Skogquist	aye

Motion carried.

5.5 Other

There was no other business.

ADJOURN – 6

Time of adjournment 11:45 a.m.

Respectfully submitted,

Reviewed for approval,

Amanda Staple
Recording Secretary
TimeSaver Off Site Secretarial, Inc.

Karen George
Executive Director

Quad Cities Communications Commission
Balance Sheet Summary
As of April 30, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts - QCTV	1,382,583.98
- PayPay acct	482.20
- US Bank Reserve	5,000.00
- Petty Cash	250.00
- Investments	1,342,419.54
Accounts Receivable	0.00
Other current assets	0.00
Total Current Assets	\$ 2,730,735.72
Fixed Assets	0.00
TOTAL ASSETS	\$ 2,730,735.72
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	92,809.41
Other Current Liabilities	0.01
Total Current Liabilities	\$ 92,809.42
Equity	2,637,926.30
TOTAL LIABILITIES AND EQUITY	\$ 2,730,735.72 *

* Equity: QCTV allocates fund reserves in two areas:

Operating Reserves = \$436,808

Capital Reserves = \$2,293,927.72 (\$3.4 M needed for 5-Year CIP)

Quad Cities Communications Commission
Budget vs. Actuals: FY 2020 - FY20 P&L
 January - December 2020

	Apr 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
Duplication Revenue	\$ 54.30	\$ 41.67	\$ 12.63	130.31%	\$ 379.11	\$ 500.00	\$ (120.89)	75.82%
Equipment Grant		4,916.67	(4,916.67)	0.00%	60,116.02	59,000.00	1,116.02	101.89%
Franchise Fees		71,500.00	(71,500.00)	0.00%	0.00	858,000.00	(858,000.00)	0.00%
Interest Income	986.41	2,500.00	(1,513.59)	39.46%	12,429.76	30,000.00	(17,570.24)	41.43%
Miscellaneous Income		83.33	(83.33)	0.00%	950.00	1,000.00	(50.00)	95.00%
PEG Fee		35,750.00	(35,750.00)	0.00%	0.00	429,000.00	(429,000.00)	0.00%
Total Income	1,040.71	114,791.67	(113,750.96)	0.91%	73,874.89	1,377,500.00	(1,303,625.11)	5.36%
Expenses								
A-PERA Expense	3,447.23	4,210.83	(763.60)	81.87%	15,258.23	50,530.00	(35,271.77)	30.20%
A-SS/Medicare Expense	3,432.79	4,295.58	(862.79)	79.91%	14,193.26	51,547.00	(37,353.74)	27.53%
A-Wages - Full-time	42,904.00	46,142.75	(3,238.75)	92.98%	167,165.04	553,713.00	(386,547.96)	30.19%
A-Wages - Part-time	2,893.75	10,000.00	(7,106.25)	28.94%	22,221.25	120,000.00	(97,778.75)	18.52%
Accounting / HR Services	603.58	1,333.33	(729.75)	45.27%	4,506.82	16,000.00	(11,493.18)	28.17%
Ads/Promos/Sponsorships	530.00	916.67	(386.67)	57.82%	2,230.00	11,000.00	(8,770.00)	20.27%
Andover Capital Equipment		1,083.33	(1,083.33)	0.00%	0.00	13,000.00	(13,000.00)	0.00%
Announcers Fees		1,083.33	(1,083.33)	0.00%	2,883.06	13,000.00	(10,116.94)	22.18%
Anoka Capital Equipment		1,083.33	(1,083.33)	0.00%	903.16	13,000.00	(12,096.84)	6.95%
Audit	12,680.00	1,375.00	11,305.00	922.18%	14,881.00	16,500.00	(1,619.00)	90.19%
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%	0.00	2,500.00	(2,500.00)	0.00%
Building - Cleaning	546.36	583.33	(36.97)	93.66%	2,169.53	7,000.00	(4,830.47)	30.99%
Building - Insurance		316.67	(316.67)	0.00%	2,337.00	3,800.00	(1,463.00)	61.50%
Building - Maintenance	402.27	1,458.33	(1,056.06)	27.58%	2,444.54	17,500.00	(15,055.46)	13.97%
Building - Supplies		125.00	(125.00)	0.00%	94.78	1,500.00	(1,405.22)	6.32%
Car Allowance	250.00	250.00	0.00	100.00%	1,000.00	3,000.00	(2,000.00)	33.33%
Cell Phone - Allowance	525.00	525.00	0.00	100.00%	2,100.00	6,300.00	(4,200.00)	33.33%
Champlin Capital Equipment		1,083.33	(1,083.33)	0.00%	339.60	13,000.00	(12,660.40)	2.61%
City Sewer & Water	242.74	216.67	26.07	112.03%	458.01	2,600.00	(2,141.99)	17.62%

Quad Cities Communications Commission
Budget vs. Actuals: FY 2020 - FY20 P&L
 January - December 2020

	Apr 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Commission Expense		416.67	(416.67)	0.00%	230.00	5,000.00	(4,770.00)	4.60%
Consulting Services	1,380.00	6,250.00	(4,870.00)	22.08%	4,140.00	75,000.00	(70,860.00)	5.52%
Contingency Fund		2,891.17	(2,891.17)	0.00%	0.00	34,694.00	(34,694.00)	0.00%
COVID-19	9,913.96		9,913.96		13,219.57	0.00	13,219.57	
Duplication Expenses	11.99	41.67	(29.68)	28.77%	11.99	500.00	(488.01)	2.40%
Electric Service	908.45	1,333.33	(424.88)	68.13%	3,950.49	16,000.00	(12,049.51)	24.69%
Emp / Comm Appreciation		208.33	(208.33)	0.00%	667.92	2,500.00	(1,832.08)	26.72%
Equip/Repair/Supply/Software	843.77	2,500.00	(1,656.23)	33.75%	4,202.72	30,000.00	(25,797.28)	14.01%
Federal Unempl Expense		70.83	(70.83)	0.00%	0.00	850.00	(850.00)	0.00%
Health Insurance	15,735.60	8,413.67	7,321.93	187.02%	30,232.65	100,964.00	(70,731.35)	29.94%
Insurance - Deductibles		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Insurance - Liability / Bonds		441.67	(441.67)	0.00%	3,354.00	5,300.00	(1,946.00)	63.28%
Lawn Service	425.00	416.67	8.33	102.00%	425.00	5,000.00	(4,575.00)	8.50%
Legal Fees	1,111.50	2,083.33	(971.83)	53.35%	2,446.00	25,000.00	(22,554.00)	9.78%
Licenses and Permits	160.00	250.00	(90.00)	64.00%	360.00	3,000.00	(2,640.00)	12.00%
Meals		83.33	(83.33)	0.00%	231.73	1,000.00	(768.27)	23.17%
Memberships - NATOA / Others		833.33	(833.33)	0.00%	5,970.00	10,000.00	(4,030.00)	59.70%
Mileage	154.69	750.00	(595.31)	20.63%	2,190.62	9,000.00	(6,809.38)	24.34%
Miscellaneous Expenses	10.00	83.33	(73.33)	12.00%	10.00	1,000.00	(990.00)	1.00%
Natural Gas	252.07	500.00	(247.93)	50.41%	1,036.12	6,000.00	(4,963.88)	17.27%
Office Supplies / Equipment	853.02	500.00	353.02	170.60%	1,427.01	6,000.00	(4,572.99)	23.78%
Parking Lot Maintenance		500.00	(500.00)	0.00%	0.00	6,000.00	(6,000.00)	0.00%
Payroll Expenses			0.00		252.50	0.00	252.50	
Payroll Expenses (ADP/HSA)	125.00	200.00	(75.00)	62.50%	272.50	2,400.00	(2,127.50)	11.35%
Postage	12.50	83.33	(70.83)	15.00%	90.70	1,000.00	(909.30)	9.07%
Printing / Copy Services		83.33	(83.33)	0.00%	0.00	1,000.00	(1,000.00)	0.00%
Professional Development	(142.60)	1,833.33	(1,975.93)	-7.78%	4,579.46	22,000.00	(17,420.54)	20.82%
Publications		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Ramsey Capital Equipment		1,083.33	(1,083.33)	0.00%	527.68	13,000.00	(12,472.32)	4.06%
Reimbursements	0.00		0.00		0.00	0.00	0.00	

Quad Cities Communications Commission
Budget vs. Actuals: FY 2020 - FY20 P&L
 January - December 2020

	Apr 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Sales Tax		41.67	(41.67)	0.00%	63.00	500.00	(437.00)	12.60%
Secretary Services		208.33	(208.33)	0.00%	444.00	2,500.00	(2,056.00)	17.76%
Snow Plowing Service		500.00	(500.00)	0.00%	1,715.00	6,000.00	(4,285.00)	28.58%
State Unemploy Exp		208.33	(208.33)	0.00%	0.00	2,500.00	(2,500.00)	0.00%
STD / LTD / Life Insurance	600.13	583.33	16.80	102.88%	2,422.20	7,000.00	(4,577.80)	34.60%
Studio Sets		2,500.00	(2,500.00)	0.00%	0.00	30,000.00	(30,000.00)	0.00%
Subscription Services	301.99	1,833.33	(1,531.34)	16.47%	14,206.52	22,000.00	(7,793.48)	64.58%
Temp Staff Services		208.33	(208.33)	0.00%	0.00	2,500.00	(2,500.00)	0.00%
Vehicle - Equipment / Repair	157.71	1,250.00	(1,092.29)	12.62%	959.63	15,000.00	(14,040.37)	6.40%
Vehicle - Insurance		166.67	(166.67)	0.00%	848.00	2,000.00	(1,152.00)	42.40%
Vehicle - Maintenance / Gas		666.67	(666.67)	0.00%	519.42	8,000.00	(7,480.58)	6.49%
Waste Removal	123.85	125.00	(1.15)	99.08%	545.40	1,500.00	(954.60)	36.36%
Web / VOD / Int / CaTV / Phone	1,391.88	1,833.33	(441.45)	75.92%	4,994.76	22,000.00	(17,005.24)	22.70%
Work Comp Insurance		166.67	(166.67)	0.00%	0.00	2,000.00	(2,000.00)	0.00%
Total Expenses	102,788.23	118,537.29	(15,749.06)	86.71%	361,731.87	1,422,448.00	(1,060,716.13)	25.43%
Net Income	\$ (101,747.52)	\$ (3,745.62)	\$ (98,001.90)	2716.44%	\$ (287,856.98)	\$ (44,948.00)	\$ (242,908.98)	640.42%
ZCIP - Andover					40,000.00			
ZCIP - Anoka					40,000.00			
ZCIP - Champlin	40,000.00				40,000.00			
ZCIP - Office Equipment	10,688.00				10,688.00			
ZCIP - Ramsey					40,000.00			
	<u>50,688.00</u>				<u>170,688.00</u>			

QCTV Bank Reconciliation

April 2020

Beginning Balance - 4M Statement	1,456,980.42
Less: Cleared Checks/Withdrawals	(74,135.06)
Plus: 4M Fund Interest	595.16
Plus: Bank Deposits/Credits	-
Bank Balance	\$1,383,440.52
Book Balance	1,383,440.52
Adjusted Book Balance	1,383,440.52
Difference:	\$0.00

Completed by: MK

Quad Cities Communications Commission

BILL PAYMENT LIST

April 2020

DATE	NUM	VENDOR	AMOUNT
Quad Cities Commission			
04/06/2020	13179	Amazon	-76.62
04/06/2020	13180	Costco Membership	-60.00
04/06/2020	13181	Crescent Moon Productions	-378.11
04/06/2020	13182	DVS Renewal	-283.25
04/06/2020	13183	Gerald S. Thomson	-120.00
04/06/2020	13184	HealthEquity Inc.	-216.54
04/06/2020	13185	Kennedy & Graven, Chartered	-663.75
04/06/2020	13186	Maza Technologies, LLC	-1,580.00
04/06/2020	13187	NATO	-530.00
04/06/2020	13188	Preferred One Insurance Co.	-8,084.12
04/06/2020	13189	Sprint	-22.99
04/06/2020	13190	The Lincoln National Life Ins. Co.	-600.13
04/06/2020	13191	Z Systems	-503.58
04/10/2020	13192	Associated Bank	-120.00
04/10/2020	13193	HealthEquity Inc.	-376.54
04/10/2020	W D	Minnesota State Retirement System	-520.30
04/10/2020	W D	PERA	-3,285.68
04/21/2020	13194	City of Andover	-1,132.05
04/21/2020	13195	LiveU Inc.	-104.16
04/21/2020	13196	Maza Technologies, LLC	-1,580.00
04/21/2020	13197	PERA	-10.00
04/21/2020	13198	Pete C. Andersen	-240.00
04/21/2020	13199	T-Mobile	-30.56
04/21/2020	13200	Timesavers	-148.00
04/21/2020	13201	U.S. Bank Corporate	-4,093.72
04/21/2020	13202	Vividly Clean Inc.	-766.36
04/24/2020	13203	Associated Bank	-120.00
04/24/2020	13204	HealthEquity Inc.	-376.54
04/24/2020	W D	Minnesota State Retirement System	-478.68
04/24/2020	W D	PERA	-3,149.13
Total for Quad Cities Commission			\$ -29,650.81

Quad Cities Communications Commission
Balance Sheet Summary
As of May 31, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts - QCTV	1,626,038.49
- PayPay acct	482.20
- US Bank Reserve	5,000.00
- Petty Cash	250.00
- Investments	1,342,580.72
Accounts Receivable	0.00
Other current assets	0.00
Total Current Assets	\$ 2,974,351.41
Fixed Assets	0.00
TOTAL ASSETS	\$ 2,974,351.41
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	41,566.47
Other Current Liabilities	0.02
Total Current Liabilities	\$ 41,566.49
Equity	2,932,784.92
TOTAL LIABILITIES AND EQUITY	\$ 2,974,351.41 *

* Equity: QCTV allocates fund reserves in two areas:

Operating Reserves = \$436,808

Capital Reserves = \$2,537,543.41 (\$3.4 M needed for 5-Year CIP)

Quad Cities Communications Commission
Budget vs. Actuals: FY 2020 - FY20 P&L
 January - December 2020

	May 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
Duplication Revenue	\$ 1,250.00	\$ 41.67	\$ 1,208.33	2999.76%	\$ 1,629.11	\$ 500.00	\$ 1,129.11	325.82%
Equipment Grant		4,916.67	(4,916.67)	0.00%	60,116.02	59,000.00	1,116.02	101.89%
Franchise Fees	254,025.62	71,500.00	182,525.62	355.28%	254,025.62	858,000.00	(603,974.38)	29.61%
Interest Income	408.31	2,500.00	(2,091.69)	16.33%	12,838.07	30,000.00	(17,161.93)	42.79%
Miscellaneous Income		83.33	(83.33)	0.00%	950.00	1,000.00	(50.00)	95.00%
PEG Fee	136,580.38	35,750.00	100,830.38	382.04%	136,580.38	429,000.00	(292,419.62)	31.84%
Total Income	392,264.31	114,791.67	277,472.64	341.72%	466,139.20	1,377,500.00	(911,360.80)	33.84%
Expenses								
A-PERA Expense	3,419.50	4,210.83	(791.33)	81.21%	18,677.73	50,530.00	(31,852.27)	36.96%
A-SS/Medicare Expense	3,404.55	4,295.58	(891.03)	79.26%	17,597.81	51,547.00	(33,949.19)	34.14%
A-Wages - Full-time	43,019.52	46,142.75	(3,123.23)	93.23%	210,184.56	553,713.00	(343,528.44)	37.96%
A-Wages - Part-time	2,408.75	10,000.00	(7,591.25)	24.09%	24,630.00	120,000.00	(95,370.00)	20.53%
Accounting / HR Services	70.00	1,333.33	(1,263.33)	5.25%	4,576.82	16,000.00	(11,423.18)	28.61%
Ads/Promos/Sponsorships		916.67	(916.67)	0.00%	2,230.00	11,000.00	(8,770.00)	20.27%
Andover Capital Equipment	225.00	1,083.33	(858.33)	20.77%	225.00	13,000.00	(12,775.00)	1.73%
Announcers Fees		1,083.33	(1,083.33)	0.00%	2,883.06	13,000.00	(10,116.94)	22.18%
Anoka Capital Equipment	229.58	1,083.33	(853.75)	21.19%	1,132.74	13,000.00	(11,867.26)	8.71%
Audit		1,375.00	(1,375.00)	0.00%	14,881.00	16,500.00	(1,619.00)	90.19%
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%	0.00	2,500.00	(2,500.00)	0.00%
Building - Cleaning	546.36	583.33	(36.97)	93.66%	2,715.89	7,000.00	(4,284.11)	38.80%
Building - Insurance		316.67	(316.67)	0.00%	2,337.00	3,800.00	(1,463.00)	61.50%
Building - Maintenance		1,458.33	(1,458.33)	0.00%	2,444.54	17,500.00	(15,055.46)	13.97%
Building - Supplies	97.38	125.00	(27.62)	77.90%	310.05	1,500.00	(1,189.95)	20.67%
Car Allowance	250.00	250.00	0.00	100.00%	1,250.00	3,000.00	(1,750.00)	41.67%
Cell Phone - Allowance	525.00	525.00	0.00	100.00%	2,625.00	6,300.00	(3,675.00)	41.67%
Champlin Capital Equipment	84.90	1,083.33	(998.43)	7.84%	424.50	13,000.00	(12,575.50)	3.27%
City Sewer & Water		216.67	(216.67)	0.00%	458.01	2,600.00	(2,141.99)	17.62%
Commission Expense		416.67	(416.67)	0.00%	230.00	5,000.00	(4,770.00)	4.60%

Quad Cities Communications Commission
Budget vs. Actuals: FY 2020 - FY20 P&L
 January - December 2020

	May 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Consulting Services	2,250.00	6,250.00	(4,000.00)	36.00%	6,390.00	75,000.00	(68,610.00)	8.52%
Contingency Fund		2,891.17	(2,891.17)	0.00%	0.00	34,694.00	(34,694.00)	0.00%
COVID-19	3,287.29		3,287.29		16,506.86	0.00	16,506.86	
Duplication Expenses	54.49	41.67	12.82	130.77%	66.48	500.00	(433.52)	13.30%
Electric Service	921.84	1,333.33	(411.49)	69.14%	4,872.33	16,000.00	(11,127.67)	30.45%
Emp / Comm Appreciation		208.33	(208.33)	0.00%	667.92	2,500.00	(1,832.08)	26.72%
Equip/Repair/Supply/Software	1,123.80	2,500.00	(1,376.20)	44.95%	5,326.52	30,000.00	(24,673.48)	17.76%
Federal Unempl Expense		70.83	(70.83)	0.00%	0.00	850.00	(850.00)	0.00%
Health Insurance	7,651.48	8,413.67	(762.19)	90.94%	37,884.13	100,964.00	(63,079.87)	37.52%
Insurance - Deductibles		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Insurance - Liability / Bonds		441.67	(441.67)	0.00%	3,354.00	5,300.00	(1,946.00)	63.28%
Lawn Service	650.00	416.67	233.33	156.00%	1,075.00	5,000.00	(3,925.00)	21.50%
Legal Fees	653.75	2,083.33	(1,429.58)	31.38%	3,099.75	25,000.00	(21,900.25)	12.40%
Licenses and Permits		250.00	(250.00)	0.00%	360.00	3,000.00	(2,640.00)	12.00%
Meals		83.33	(83.33)	0.00%	231.73	1,000.00	(768.27)	23.17%
Memberships - NATOA / Others		833.33	(833.33)	0.00%	5,970.00	10,000.00	(4,030.00)	59.70%
Mileage	735.09	750.00	(14.91)	98.01%	2,925.71	9,000.00	(6,074.29)	32.51%
Miscellaneous Expenses		83.33	(83.33)	0.00%	10.00	1,000.00	(990.00)	1.00%
Natural Gas		500.00	(500.00)	0.00%	1,036.12	6,000.00	(4,963.88)	17.27%
Office Supplies / Equipment	365.70	500.00	(134.30)	73.14%	1,792.71	6,000.00	(4,207.29)	29.88%
Parking Lot Maintenance		500.00	(500.00)	0.00%	0.00	6,000.00	(6,000.00)	0.00%
Payroll Expenses			0.00		252.50	0.00	252.50	
Payroll Expenses (ADP/HSA)	125.00	200.00	(75.00)	62.50%	397.50	2,400.00	(2,002.50)	16.56%
Postage		83.33	(83.33)	0.00%	90.70	1,000.00	(909.30)	9.07%
Printing / Copy Services		83.33	(83.33)	0.00%	0.00	1,000.00	(1,000.00)	0.00%
Professional Development		1,833.33	(1,833.33)	0.00%	4,579.46	22,000.00	(17,420.54)	20.82%
Publications		41.67	(41.67)	0.00%	0.00	500.00	(500.00)	0.00%
Ramsey Capital Equipment	132.07	1,083.33	(951.26)	12.19%	659.75	13,000.00	(12,340.25)	5.08%
Sales Tax		41.67	(41.67)	0.00%	63.00	500.00	(437.00)	12.60%
Secretary Services	148.00	208.33	(60.33)	71.04%	592.00	2,500.00	(1,908.00)	23.68%

Quad Cities Communications Commission
Budget vs. Actuals: FY 2020 - FY20 P&L
 January - December 2020

	May 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Snow Plowing Service		500.00	(500.00)	0.00%	1,715.00	6,000.00	(4,285.00)	28.58%
State Unemploy Exp		208.33	(208.33)	0.00%	0.00	2,500.00	(2,500.00)	0.00%
STD / LTD / Life Insurance	600.13	583.33	16.80	102.88%	3,022.33	7,000.00	(3,977.67)	43.18%
Studio Sets		2,500.00	(2,500.00)	0.00%	0.00	30,000.00	(30,000.00)	0.00%
Subscription Services	105.99	1,833.33	(1,727.34)	5.78%	14,312.51	22,000.00	(7,687.49)	65.06%
Temp Staff Services		208.33	(208.33)	0.00%	0.00	2,500.00	(2,500.00)	0.00%
Vehicle - Equipment / Repair	127.15	1,250.00	(1,122.85)	10.17%	1,190.94	15,000.00	(13,809.06)	7.94%
Vehicle - Insurance		166.67	(166.67)	0.00%	848.00	2,000.00	(1,152.00)	42.40%
Vehicle - Maintenance / Gas		666.67	(666.67)	0.00%	519.42	8,000.00	(7,480.58)	6.49%
Waste Removal	123.85	125.00	(1.15)	99.08%	669.25	1,500.00	(830.75)	44.62%
Web / VOD / Int / CaTV / Phone	1,383.49	1,833.33	(449.84)	75.46%	6,378.25	22,000.00	(15,621.75)	28.99%
Work Comp Insurance		166.67	(166.67)	0.00%	0.00	2,000.00	(2,000.00)	0.00%
Total Expenses	74,719.66	118,537.29	(43,817.63)	63.03%	436,673.58	1,422,448.00	(985,774.42)	30.70%
Net Income	\$ 317,544.65	\$ (3,745.62)	\$ 321,290.27	-8477.76%	\$ 29,465.62	\$ (44,948.00)	\$ 74,413.62	-65.55%

ZCIP - Andover	3,895.00	43,895.00
ZCIP - Anoka	3,895.00	43,895.00
ZCIP - Champlin		40,000.00
ZCIP - Master Control Equipment	5,838.00	5,838.00
ZCIP - Office Equipment		10,688.00
ZCIP - Ramsey	3,950.98	43,950.98
ZCIP - Studio	4,885.00	4,885.00
ZCIP - Truck		4,900.00
	<u>\$ 22,463.98</u>	<u>\$ 198,051.98</u>

QCTV Bank Reconciliation
May 2020

Beginning Balance - 4M Statement	1,383,440.52
Less: Cleared Checks/Withdrawals	(108,226.32)
Plus: 4M Fund Interest	247.13
Plus: Bank Deposits/Credits	390,606.00
Bank Balance	\$1,666,067.33
Book Balance	1,666,067.33
Adjusted Book Balance	1,666,067.33
Difference:	\$0.00

Completed by: MK

Quad Cities Communications Commission

BILL PAYMENT LIST

May 2020

DATE	NUM	VENDOR	AMOUNT
Quad Cities Commission			
05/01/2020	13205	ACE Solid Waste, Inc.	-123.85
05/01/2020	13206	Alpha Video & Audio Inc.	-640.00
05/01/2020	13207	Amazon	-246.49
05/01/2020	13208	CenterPoint Energy	-252.07
05/01/2020	13209	City of Champlin	-105.26
05/01/2020	13210	Comcast 2	-471.28
05/01/2020	13211	Comcast Cable	-1,738.32
05/01/2020	13212	Xcel Energy	-959.26
05/08/2020	13213	ACE Solid Waste, Inc.	-123.85
05/08/2020	13214	Associated Bank	-120.00
05/08/2020	13215	AT&T Mobility	-8,374.07
05/08/2020	13216	Barna, Guzy & Steffen, LTD	-559.00
05/08/2020	13217	City of Andover	-1,304.28
05/08/2020	13218	Comcast Cable	-869.16
05/08/2020	13219	Greenery Enterprises, Inc.	-425.00
05/08/2020	13220	HealthEquity Inc.	-400.24
05/08/2020	13221	Huebsch	-47.39
05/08/2020	13222	Kennedy & Graven, Chartered	-1,587.50
05/08/2020	13223	Lisa Kindle	-400.00
05/08/2020	13224	LiveU Inc.	-104.16
05/08/2020	13225	Maza Technologies, LLC	-11,268.00
05/08/2020	13226	Minnesota Unemployment Ins.	-180.94
05/08/2020	13227	Preferred One Insurance Co.	-8,084.12
05/08/2020	13228	Securitas Electronic Security Inc.	-402.27
05/08/2020	13229	Sprint	-22.99
05/08/2020	13230	T-Mobile	-30.56
05/08/2020	13231	The Lincoln National Life Ins. Co.	-600.13
05/08/2020	13232	Xcel Energy	-908.45
05/08/2020	W D	Minnesota State Retirement System	-503.65
05/08/2020	W D	PERA	-3,262.86
05/22/2020	13233	Associated Bank	-120.00
05/22/2020	13234	Barna, Guzy & Steffen, LTD	-559.00
05/22/2020	13235	City of Champlin	-40,137.48
05/22/2020	13236	Comcast 2	-471.39
05/22/2020	13237	HealthEquity Inc.	-376.54
05/22/2020	13238	Redpath and Company	-12,680.00
05/22/2020	13239	U.S. Bank Corporate	-621.23
05/22/2020	13240	Vividly Clean Inc.	-1,021.36
05/22/2020	W D	Minnesota State Retirement System	-484.23
05/22/2020	W D	PERA	-3,120.19
Total for Quad Cities Commission			\$ -103,706.57

4.3 Executive Director's Report

July 6, 2020

To: Commissioners

From: Karen George, Executive Director

Subject: Executive Director's Report

The Post

The weekly live local news and information show launched on June 10. The show airs weekly live on Wednesdays at 2 pm, followed by the short packages posted on social media and the full program plays on channel/VOD. Early results are garnering engagement on social media. Technical production is improving as staff is complying with COVID-19 precautions with fewer staff in the studio control room. You may watch online live from our web site or VOD at <http://qctv.org/the-post/>

Communications Consultant Report

Lexica Communications was hired to perform Phase I of a three phase review on QCTV. The report has been received and is ready for commission review. It is on the July agenda for action.

Telly Awards

QCTV is the recipient of three national Telly Awards. Congratulations to staff for the recognition of great work.

- Tribute to the Bauer Berry Farm is the Silver Telly Winner in Television: Food & Beverage
- At the Half: Anoka Football is the Bronze Telly Winner in Television: Sports
- Live and Local: Ramsey is the Bronze Telly Winner in Television: Government Relations

Franchise Fee Audit of Comcast

Ashpaugh & Sculco, CPAs (A&S) are making progress on the audit of Comcast fees. In consultation with A&S and the impact of COVID-19 on data gathering with Comcast, I have executed a toll agreement requested by Comcast. A&S and Comcast have agreed that delay in production of the audit documents will not prejudice the Commission and its member cities' rights to pursue remedies in the event the audit reveals underpayments; and Commission wishes to memorialize the understanding between A&S and Comcast, and agree to forbear franchise violation notices or litigation, and toll the statute of limitations or other timeliness defenses for a limited period of time. As a result, expected timeline for completion is late fall.

CenturyLink Prism Exit

CenturyLink has provided notice of their intent to shut down Prism TV service. The company's exit strategy is based on other franchises in the Twin Cities market ending December 2020 or January 2021. The Quad Cities Cable Communications Commission franchise is for 10 years. Legal Counsel Vose has been in contact with company representatives and Commission Chair Ulrich has been informed of communication. No new information to report at this time.

Programming Pivot with Pandemic

A major undertaking this late spring was working with local schools for virtual graduation and scholarship events. Staff worked closely with Anoka-Hennepin School District for virtual graduation programming for Andover, Anoka, and Champlin Park High Schools. We completed three virtual scholarship nights and three high school graduations. These programs had some of the highest viewer engagement stats (see quarterly stats report). We also created a virtual art crawl live show as the North Artists Studio Art Crawl was canceled due to the pandemic. QCTV has done an excellent job meeting changing community needs as a result of the pandemic. See

2020 Election

There are 30 candidate forums planned for the late summer and early fall election cycle. The LWV is requesting virtual forums and staff are working to accommodate that request. QCTV also has protocols in place for studio shoots for those organization planning to do a traditional candidate forum. Staff produced a show "How to Conduct an Election in a Time of Pandemic".

Governor's Press Briefings – Expanded Coverage

As of Sunday, April 5, QCTV started carrying the media briefing feeds and distributing to local community television stations in the metro area. In the wake of the George Floyd death and civil unrest, QCTV also distributed the public safety briefings. These were occurring at all hours of the day and staff did an excellent job of monitoring the press briefing notices and delivering the live conferences without missing one. Thank you to staff for doing a great job in very difficult situations.

Strategic Plan

Staff performed an in-depth review of the first two quarters results and outline objectives for the remaining two quarters in the first year of the plan. Staff will participate in a Year Two planning session late summer or early fall. <http://qctv.org/wp-content/uploads/2019/12/Strategic-Plan-and-Direction.pdf>

ACM and NATOA Conferences

These national professional organization have cancelled their in-person conferences and transitioned into virtual professional development events. Staff will be participating virtually.

Johnson Presentation to MACTA

Taylor Johnson, Mobile Production Coordinator, was a guest presenter on a MACTA webinar. He shared QCTV's best practices for COVID-19 guidelines during mobile productions. Taylor did

an excellent job implementing our best practices for employee safety and sharing that with our colleagues. Good job, Taylor.

Retirement

Jim Reynolds has announced his retirement effective August 31. Jim has enjoyed a career in community television serving in a variety of positions at QCTV and other sister stations in the metro area. At QCTV he has been a full-time Technology Support Specialist since 2014 and previously served as a part-time employee since 2010. Congratulations!

Recruitment

QCTV will begin recruitment of the Technology Support Specialist position. We have made modifications to the position description for the primary duties of channel operations/live feed monitoring and decreasing studio and production duties. The traditional job title for these types of duties is Master Control Operator. The wage scale will not change. A similar position has been posted by a sister station in the metro area and the starting wage is a bit higher. QCTV has a 7-step wage scale with a lower entry point yet tops out comparably with the other posting.

E.D. Performance Review and Mayo Executive Health

The 2019 ED performance review has been completed and the 2020 Mayo Executive Health Check-up.

Customer Comments

Virtual Graduations

Karen, Taylor, Jared and the QCTV team,

Thank you so much for helping us with virtual graduations and other spring events. Even under the challenge and stress, you were able to present products on time. We would have been hard pressed to do this without you- thank you for your hard work and support. Our committees have shared lots of positive comments!

Kay Villella and Anoka-Hennepin team

Action Requested:

Accept Executive Director's report.

QCCCC Agenda Item

4.3.1 Operations Report

May 31, 2020

To: Karen George, Executive Director

From: Katherine Lenaburg, Operations Manager

Subject: Operations Update

May was a busy month at QCTV as we worked with our three local high schools to produce Virtual Scholarship/Awards shows as well as Virtual Graduation shows which will air early next month. We also produced updates from our high schools with messages on their 2020 graduation plans.

We continue to cover live government meetings- most of them as virtual meetings. We produced 19 meetings including an Anoka Work Session and an Anoka Board of Appeal and Equalization meeting. Three meetings were cancelled.

We continue to produce stories for our "COVID-19 Resources" channel and website. We produced 82 bulletin boards with local news as well as 17 stories on what is happening locally. We update this daily as circumstances keep changing.

We continued with "The Relief Sessions" producing a Virtual Art Crawl with five local artists. It was a good experience as it was training for our new live weekly show

We carried 13 of Governor Walz's live press conferences, 7 were this past weekend due to the riots in Minneapolis and St. Paul.

We produced "The Chamber Show" in our studio with new safety procedures. There is no studio audience and the guests are staggered so they come at different times. We ask our guests to wash their hands and we clean equipment in between guests, etc.

We produced live coverage of Legacy Christian Academy's PreK Graduate Parade. Again, it was good practice for our new show. Our LiveU system is working well.

We produced "The District Court Show" via Zoom and it looked very nice. We produced another show via Zoom with The Anoka County Library. We will continue to do shows

like this with our partners.

We received payment for a paid production we did with The Anoka County Sheriff's Office. We produced two promos for them to use at their conventions.

Other procured programming includes "Your Legislators" and "Inside Health Care". We also carried "The Minnesota Book Awards Ceremony" hosted by T. Mychael Rambo.

We also received word we won three Telly awards. We were awarded a Silver Award for "A Tribute to the Bauer Berry Farm" in the Food and Beverage category. This is the first time we have received a Silver Telly. We won a Bronze Telly for "Live and Local: Ramsey" in the Government Relations category. We also won a Bronze Telly for "At the Half: Anoka Football" story in the Sports category.

QCCCC Agenda Item

4.3.1 Operations Report

June 30, 2020

To: Karen George, Executive Director

From: Katherine Lenaburg, Operations Manager

Subject: Operations Update

This month we debuted our new weekly live show 'The Post'. This show replaces our monthly show 'News and Views'. It aligns with our strategic plan. While we will still program our channel with longer shows, we are using social media more and producing short pieces that are timelier. The show is live on Wednesdays at 2pm and we will have a live report from somewhere in our four member cities. We will then have several packages that will be redeployed on Facebook. Our goal is to promote what is happening at our city halls, law enforcement agencies, and schools. We want to feature interesting people who live and work here. We have done three shows so far. Eventually we will have community co-hosts but due to social distancing, we have a small crew each week and no guests. Our member cities are taking the show and putting it on their website as well. Our cities are tagging and sharing our social media posts as well.

We produced 15 government meetings this month. People are starting to come back into the chambers but there is still remote participation as well. 4 meetings were cancelled.

2020 is an election season and we have started producing Candidate Forums with The League of Women Voters-ABC. This month we produced two forums in Anoka. One on the Mayoral race and the other on Anoka County Commissioner District 6. They are on our website under the Election tab. They are being done in city hall with no audience.

We carried 11 of Governor Walz's press conference including one in Duluth. We also carried George Floyd's funeral live on our channel.

Regular programming includes "The Chamber Show", "Game Sharks", and "The District Court Show" which is done via Zoom. We produced five PSA's and a promo on our new show "The Post."

The LWV-ABC has gone to Zoom for their upcoming shows and we did one this month on "Renewable Energy and Sustainability Work: State and Local efforts." Representative Zack Stephenson was their guest.

We produced three virtual graduations, Champlin Park, Andover, and Anoka high schools, working with the Anoka-Hennepin School District. We also carried the Metro North's virtual graduations for Coon Rapids and Blaine. Legacy Christian in Ramsey may do an in-person graduation at the end of July and will cablecast that if they like.

We produced a show called "For Love of a River: The Minnesota" with Darby and Geri Nelson, and the editor of the award-winning book by the same name. John Hickman of Beavers Pond Press read from the book and Geri talked about Darby's Alzheimer journey and of all their canoe trips down the river. Geri and Darby are long time science educators from Champlin, now retired and they have a very touching story.

We were asked and produced an update by the Anoka Police Chief on their community efforts. The Chief and Mayor also had a message to residents on the George Floyd murder.

We started using some drone footage in our productions and they add a lot of interest. Producer Taylor Johnson has recently been F.A.A. certified.

We worked in the studio to re-do our sets and lights to make it more efficient and safer. We moved the graphics station from the control room to a small room off the studio. In the control room only two people are involved in any production. We stagger guests for The Chamber Show so there is only one guest at a time, and we are cognizant of social distancing, washing hands, and wearing masks.

Sports started at the end of the month and we covered The Metro Minny baseball Invite with our local Andover team participating.

The Father Hennepin Parade was cancelled so we played back parades on our channel starting with 2013 and going through 2019. We will do this for other cancelled parades as well.

Testimonials this month:

"Thank you for your efforts and the video of the Anoka Alumni Club Scholarship presentation. I thought you and Jared Boyer did a fine job with this video."

- Jim Lundeen, RJM Enterprises

A long overdue THANK YOU for your assistance with our Mayor's Prayer Breakfast in April. It was great to work with you and your team. We really appreciate all you did to help make this event a success in these difficult and ever-changing times."

- Devin Hanson, Executive Director of Youth First

“Thank you for producing the show on Rumriver. I also heard from a couple of artists and they said they had a blast and we very appreciative of the Virtual Art Crawl you did.”

- Larry Weinberg, Director of Rumriver Art Center

“I love it! Thanks, so much to you and your excellent crew for getting the word out on our book “For Love of a River: The Minnesota”. What an asset to our community you are!”

- Geri Nelson, Champlin

“The new format of “The Post “looks nice, thank you for sending the link.

- Roberta Colotti, City of Champlin Clerk

“Thank you for helping us with our annual fundraiser. The show that you produced resulted in almost \$20,000.00 We really appreciate it!”

- Rachel Bohnsack, Norther Starz Theatre

“I want to thank you again Taylor for bringing your crew up to cover the Andover Aces/Hinkley Knights game at Brennan Field. We’ve heard a bunch of feedback that a lot of people in our area watched the game as it streamed live and were happy for our home field to get some recognition. You and your crew do great work. Kudos from the Hinkley Athletic Association and the Hinkley Knights!”

- Derrick Hinds, Hinkley Knights

4.3.2 Technology Report

July 9, 2020

To: Karen George, Executive Director

From: John Sommer, Technology Manager

Subject: May 2020 Technology Report

Current Projects - Remote Meeting Participation:

City of Anoka continues to use remote meeting technology at their city meetings. Anoka uses a hybrid approach where some staff and members are present in the chambers.

City of Ramsey has continued to hold meetings where all of the meeting participants met remotely. I worked with City staff a plan to bring some people back to the Chambers for the end of the June.

New equipment at Champlin installed this month by Alpha Video. I met with Champlin Staff both remotely and in the Chambers for training and testing with staff and council members. Champlin is also taking a hybrid approach and trying to have at least one council member or commissioner present to conduct the meeting.

General Items:

Technology staff worked with meeting producers on the remote meeting technology with training before and live support during city meetings.

Production and Technology departments deployed LU-Smart app on iPad Pros to producers for live in-the-field video transmission. QCTV used this technology to produce "The Relief Sessions - Virtual Art Crawl" show.

Equipment Issues:

QCTV Equipment

No issues to report for this period.

City Equipment

No issues to report for this period.

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

July 9, 2020

To: Karen George, Executive Director
From: John Sommer, Technology Manager
Subject: June 2020 Technology Report

Current Projects - Remote Meeting Participation:

Remote meeting attendance continued to be broadly used this month at QCTV member cities.

Building Issues:

Studio Reznor blower motor stopped working. NAC was able to repair the problem and the Studio is now climate controlled (air conditioned) again.

Equipment Issues:

QCTV Equipment

Three brief power outages from Xcel Energy caused computer issues for the Channel Bulletin Board CGs. All issues have been resolved. I needed to use a different computer to run the Channel 15 Carousel while I repaired the CG. Third power outage knocked out Andover and Champlin CGs. I routed Anoka and Ramsey to Andover and Champlin in CableCast while I repaired the CGs. The channel downtime was minimal in both cases.

City Equipment

Comcast DTA at Anoka failed and was replaced. May have been caused by a storm/power incident.

Comcast Equipment

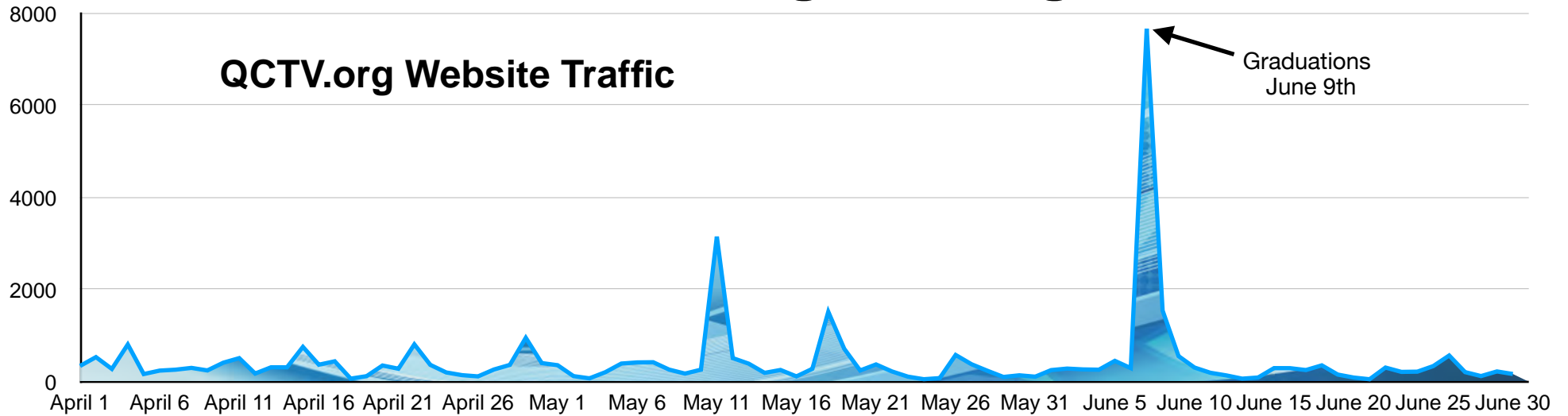
No issues to report for this period.

CenturyLink Equipment

Video issues for 8441 and 8941 reported to CenturyLink, as of now it is unresolved.

Action Requested: None.

2020 Quarter 2 Programming Stats



How did people find us and what page did they go to most?

Top 10 Ways Users Find QCTV			Top 10 Pages		
1	Direct	57%	1	Homepage	8,076
2	From Facebook	19.7%	2	Live - Community Channel	5,590
3	Google search	19%	3	The Relief Sessions	3,146
4	From Twitter	1%	4	Program Guide	2,396
5	Bing search	0.7%	5	Andover	1,544
6	Yahoo search	0.5%	6	Anoka	1,175
7	From mncouts.gov	0.3%	7	Champlin	1,159
8	From Champlin's website	0.1%	8	Program page	1,147
9	From Ramsey's website	0.1%	9	Sports	592
10	From duckduckgo	0.05%	10	Ramsey	534

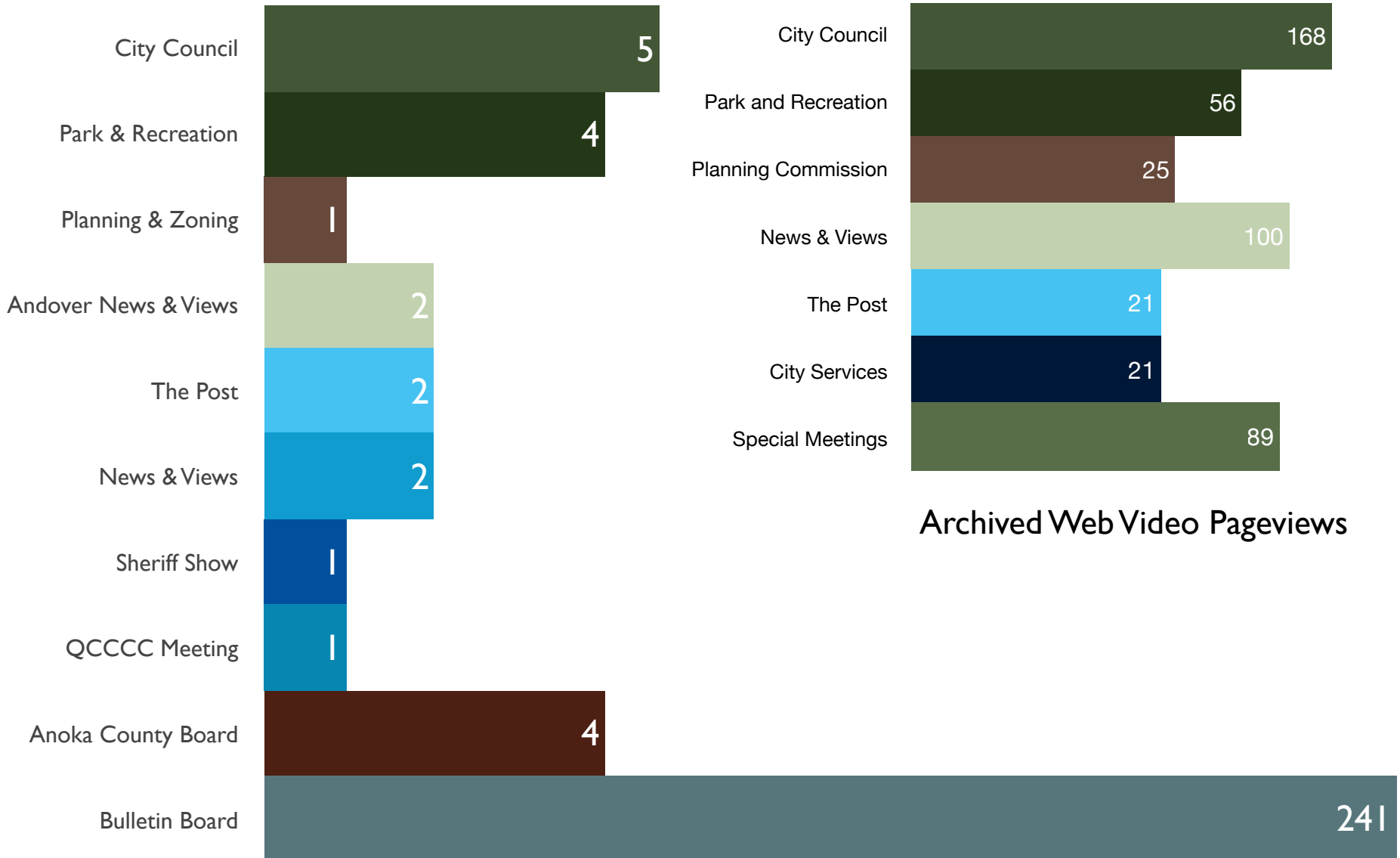


Top Videos - HIGHEST PERFORMING VIDEOS BY MINUTES VIEWED FROM 4/1 - 6/30

Video	Published	Minutes...	3s Video Views
Champlin Park High School - Virtual Graduation Ceremony 2020	06/07/20 5:00 PM	6.2K	1.2K
LIVE Governor Walz - Update on State of MN Response on COVID-19 - ...	04/08/20 12:00 PM	3.8K	2.2K
Mick Sterling Presents: The Relief Sessions - Episode 2	04/04/20 4:55 PM	3.6K	2.1K



Channel Programming Stats

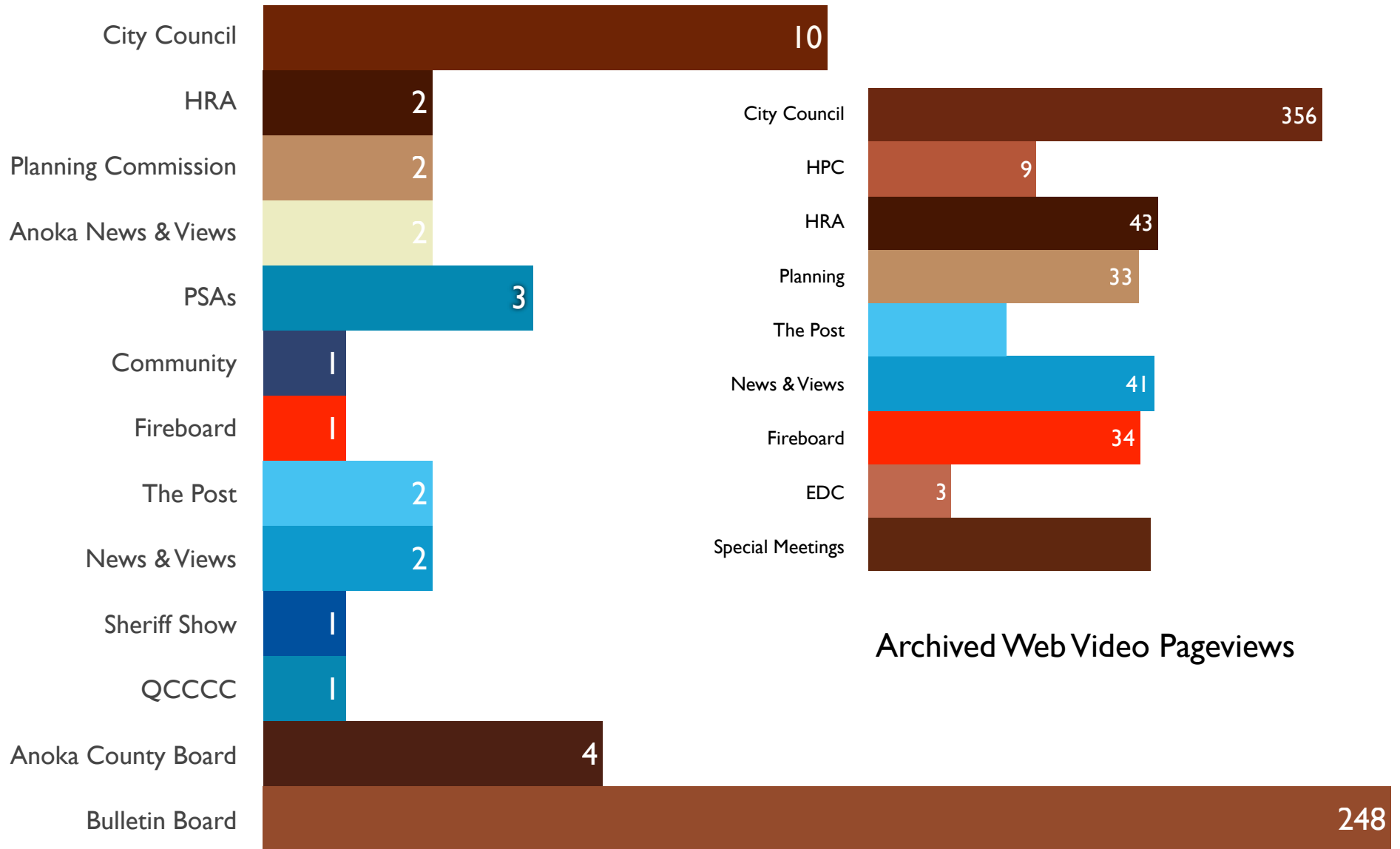


Number of New Shows - 22

2020Q2



Channel Programming Stats

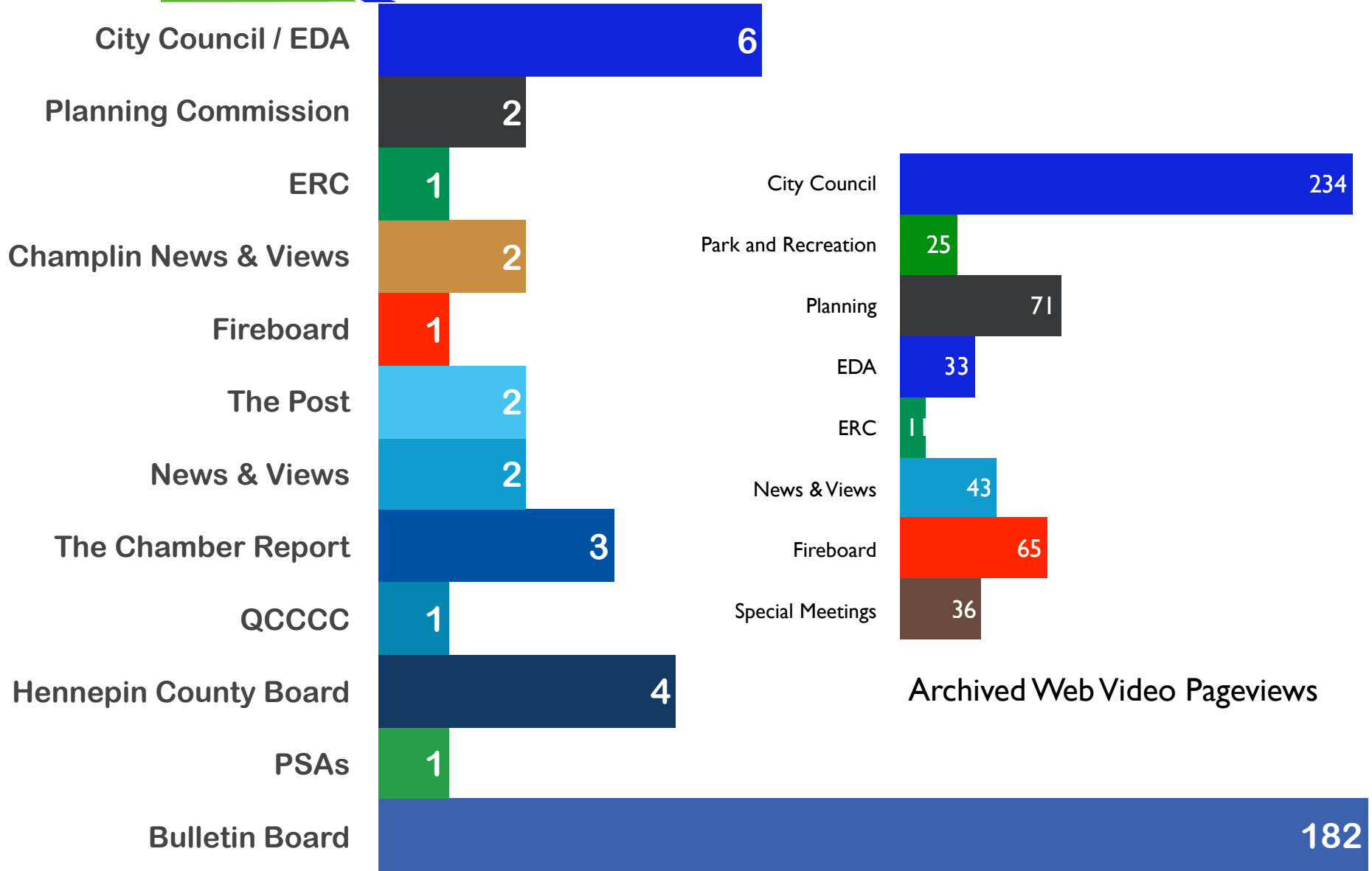


Number of New Shows - 31

2020Q2

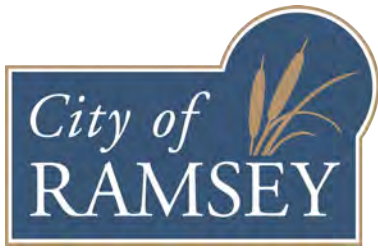


City of Champlin Channel Programming Stats

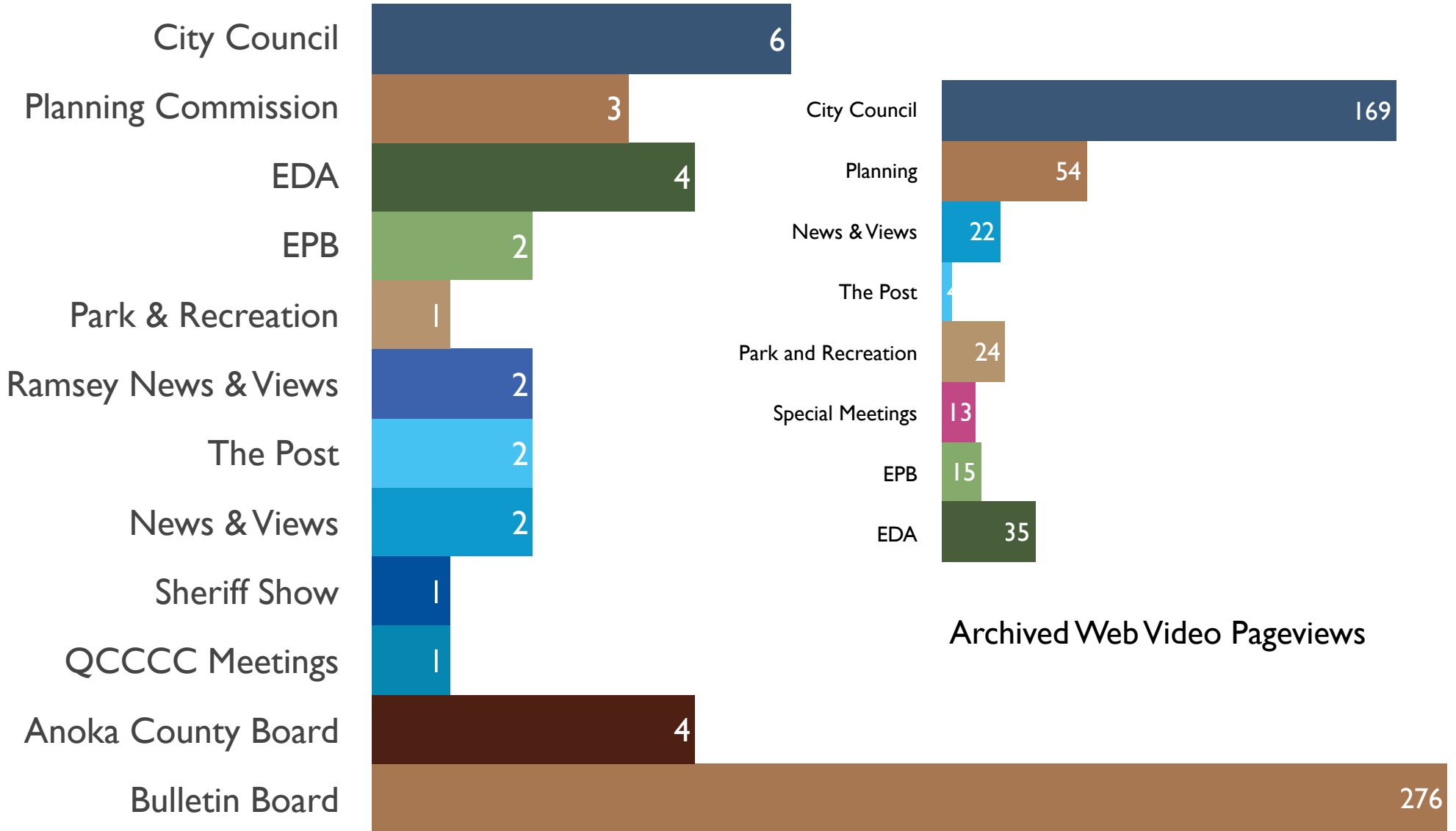


Number of New Shows - 23

2020Q2



Channel Programming Stats

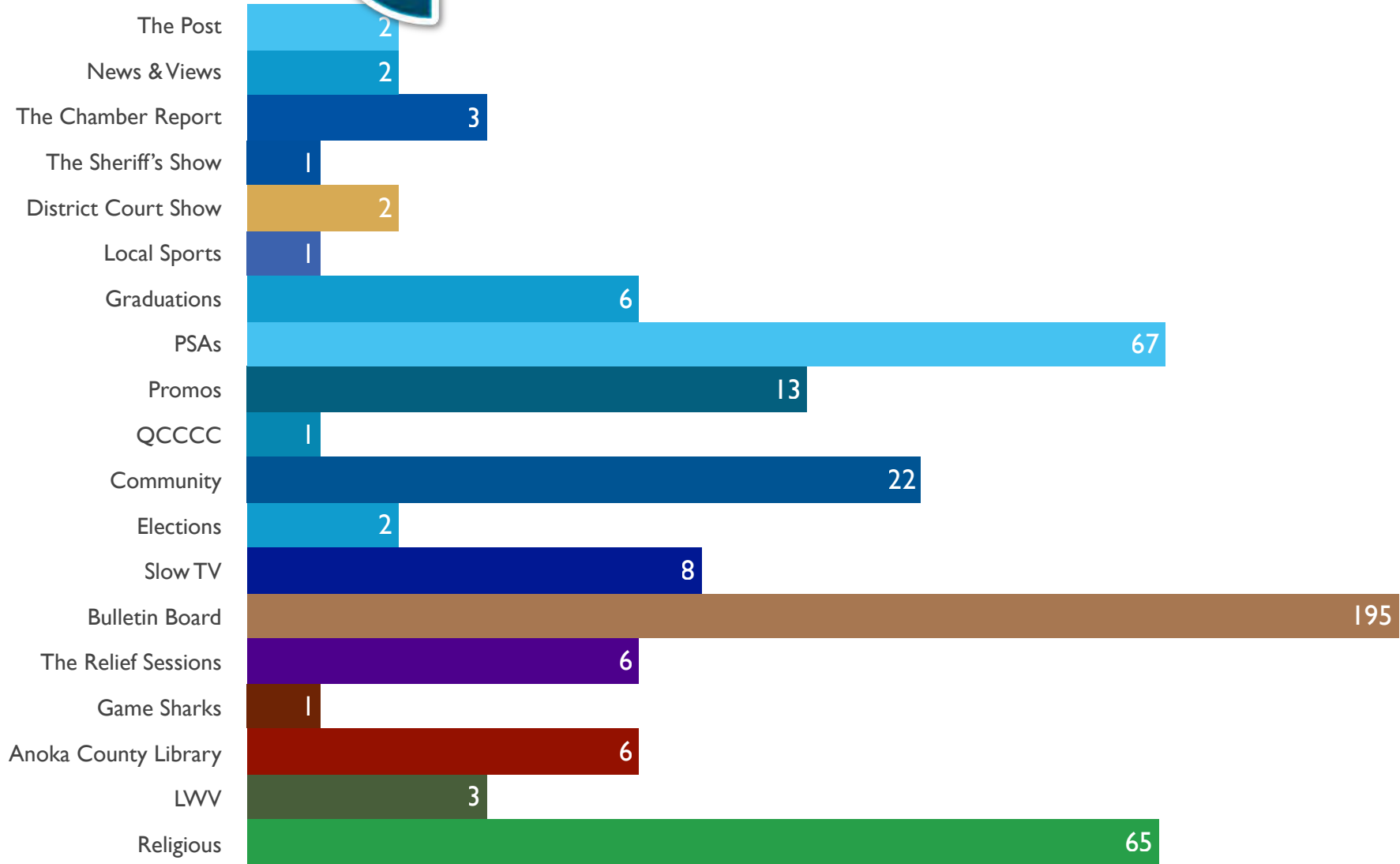


Number of New Shows - 27

2020Q2



Channel Programming Stats



Number of New Shows - 147 New Submitted Shows - 65

2020Q2

5.1 Lexica Communications Consultant Report

July 13, 2020

To: Commissioners

From: Karen George, Executive Director

Subject: Lexica Communications Consultant Report

The Strategic Plan (<http://qctv.org/wp-content/uploads/2019/12/Strategic-Plan-and-Direction.pdf>) calls for a Social Media First Strategy and communication/marketing of QCTV. Staff has been working to shift programming, staffing duties, and equipment in that direction. Lexica Communications presented a three phase proposal to align strategic vision with day-to-day operations. In March, the commission approved work on Phase 1.

Phase 1

Craft plan aligning program content, format, and social media delivery platforms.

Phase 2

Draft an implementation plan.

Phase 3

Develop a plan for garnering supplemental revenue.

The Phase 1 report has been completed and is enclosed for commission review and action. Tami Wendt of Lexica Communications will present the report at the Commission meeting.

Report Highlights:

- Management-Level operational model for strategic implementation.
- Social Media Channels including Facebook, YouTube, Instagram, Email, LinkedIn, NextDoor, and Twitter.
- Social Media Manager.

The report recommends adding a Social Media Manager to the QCTV team. Staff recommends that the Personnel Committee meet to review this report in detail, align with the strategic plan objectives regarding communications/marketing, and provide direction to the Executive Director for implementation.

Staff recommends the commission accept the report and direct the Executive Director to work with the Personnel Committee on recommendations.

Action Requested:

Motion to accept Lexica Communications Phase I report. Direct the Executive Director to work with the Personnel Committee on recommendations.



July 2020

Prepared by



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Background

QCTV is a community-based, cable television station serving Anoka, Andover, Champlin, and Ramsey. The station is currently broadcasting on four local channels and available only to viewers in those areas. Programming falls into the categories of local community events/activities/information, local government, and local sports. The station's strategic plan includes increasing community engagement and implementing a mobile-first strategy

In an effort to increase its community engagement, value to its constituencies, and potentially, increase its revenue, QCTV is re-evaluating its programming and delivery models. Because of the growing interest in and demand for internet-based, mobile content, QCTV would like help researching and developing a forward-thinking, mobile-first approach to creating and delivering content.

Project Description

Lexica Communications, Inc. is working with QCTV to create a vision of what a mobile-first approach to serving its constituencies could look like in terms of content, format, and delivery platforms. The components of this project three phases. We are currently working on phase 1.

Phase I

Develop an executable vision of program content, format, and delivery platforms that utilize as much of QCTV's current resources as possible and be based on QCTV's business objectives. The project will be based on research on industry trends as well as constituency demographics and psychographics. The work will be done in conjunction with QCTV staff.

Introduction

As more people "cut the cord" with cable television and as turn to their mobile devices for entertainment and information, QCTV needs to adapt its operations model to stay relevant and to continue to provide value to the communities they serve.

The following report outlines how the station could transition from the model of using traditional (linear, one-way communication) television broadcasts as the hub of their content to a mobile-first (non-linear, two way communication) model to foster more engagement with the community; which in turn will enable the station to be more responsive to the changing needs of the community.

The report includes:

- A suggested high-level operational model

- Recommended social media platforms along with suggested timing for posting and type of content
- Recommendations for managing the social media strategy

A Vision of Mobile-First at QCTV



QCTV is currently creating long-form programs that are broadcast via the Comcast & CenturyLink channels and are hosted on the web site. They have started to do more live, remote videos that are broadcast via Facebook. They are also using Facebook to drive traffic to upcoming shows as well as recently published shows. They are using Twitter to post sports scores, and posting some of their content to YouTube.

As QCTV accelerates its move to a mobile-first strategy, we recommend expanding the use of YouTube. Adding more content and adding the video descriptions with keywords to all content hosted there to significantly increase the likelihood of being found during web searches.

Video is king on social media platforms, so we recommend adding more video teasers to facebook to drive traffic to long-form content.

QCTV should expand its presence on social media by adding more social media platforms as outlined in the Recommended Digital Platforms section of this report. This should be done as part of an overall social media strategy managed by a dedicated social media manager.

The social media manager will play a key role in building brand awareness and increasing community engagement. Metrics gathered by the social media manager will be influential in programming content decisions.

With a social media component in place, the station can start a transition to using social media platforms as a primary delivery platform; in addition to using them to promote long-form programming delivered on the web or the broadcast channels.

Programming on social media platforms will be “short-form” rather than “long-form” with most shows being no longer than 15-20 minutes. Some current long-form shows could be produced in shorter segments for social media delivery while the long-form version is made available on the station’s web site. This would involve revisiting the current shows and re-structuring them with a short form mindset.

As the social media platforms drive traffic, the web site should be re-designed in a way that makes accessing content quick and mobile-friendly. Deeper exploration and recommendations for the web re-design will be part of the second phase of this project.

A final piece to the future vision of QCTV includes generating supplemental revenue from the new operational strategy. Potential supplemental revenue streams will be explored in the third phase of this project.

PRODUCTION TIPS FOR MOBILE-FIRST

There are nuances to producing video that makes for a more effective small screen experience. Here are some tips for producing engaging video for mobile screens:

- Shorter long-form programs: 5-15 min to better fit habits of the “watch on run” viewer.
- Break down longer content into shorter segments. Feed viewers small bites rather than large spoonfuls.
- Minimize the amount of text on any individual screen and use larger font sizes. Use more screens if more text is needed. Think billboard style.
- MS and CUs are more engaging and intimate.
- Use WS more sparingly. Details in a WS can be too small to register with the viewer.

Recommended Digital Platforms

The following platforms have been recommended for QCTV based on research done by Lexica Communications and from information provided by certified social media master, Dick Fisher, the Chief Social Officer at e-Merge Online Marketing.

The recommendations include a description of the platforms’ strengths as they related to QCTV, and provides initial recommended posting frequency, type of content, and our recommendation level (from high to low). Please note that for most social media platforms, there are no broad-brush dates, times, and frequencies for posting. These factors should be determined by monitoring the analytics from each platform. QCTV should have its own presence on the chosen platforms and tag applicable cities, businesses, and people as appropriate.

Facebook

Nearly 75% of Americans between the ages of 18-49 use Facebook. More than 74% visit the site at least once a day. About 4 in 10 get their news through this platform. It is the most popular social network among seniors. Among Americans 65 and older, 46% use Facebook.

This social media platform has one of the largest audiences and the widest reaches. Of the other popular platforms, it allows for longer video length, and users will watch 3-5 minute videos if the

content is engaging. Facebook helps boost an organization’s organic search “juice”, can serve as a video delivery platform as well as a tool for driving traffic back to your web site, and, of the mainstream social platforms, offers the most potential for building a follower base and for user engagement.

Facebook ads can be utilized to reach specific audiences (e.g. page-like campaign) and to generate ad revenue.

Posting frequency: 2-3 times/day

Time of day: post based on facebook insights to know when your followers are likely online

Content: news and fun stuff (should be local and shareable)

Recommendation level: high

YouTube

Behind Google, YouTube is the 2nd largest search engine on web. Eighty-one percent of 15-25 year-olds in the U.S. use YouTube. Over 70% of visitors do so on a mobile device. This platform allows people to subscribe to a channel; making it easier to get new content in front of those viewers and grow a following.

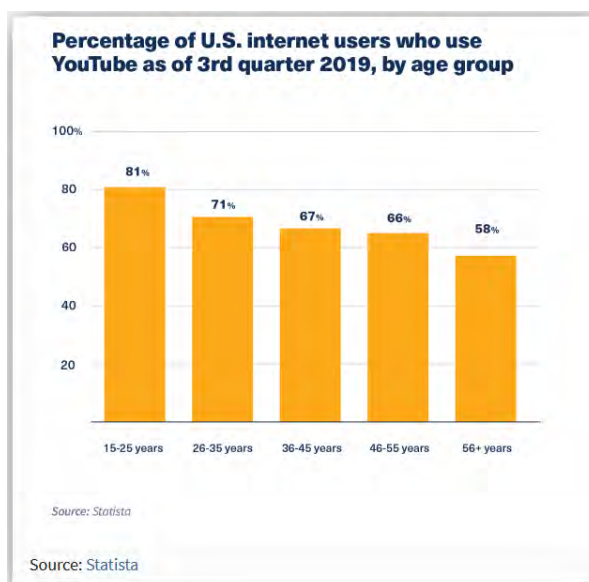
QCTV currently has a YouTube channel, but it’s not usage is not currently being maximized. Adding text descriptions to the videos using keywords will help potential viewers find QCTV content. Video uploaded to YouTube can be automatically transcribed; making them accessible to more viewers through subtitles and significantly increasing SEO.

Posting frequency: when new programming content is available

Time of day: doesn’t matter

Content: short-form and long-form programming

Recommendation level: high



Instagram

37% of American adults use Instagram. Most of its users fall into the 18-29 age group. Users like its focus on visuals and the sense that it feels “less noisy” than facebook. Content is primarily still photos and short video clips. Posts are a good way to drive traffic to your web. Capitalizes on facebook ads.

Posting frequency: daily

Time of day: to be determined once you have followers

Content: still photos and short clips of local places and people. Fun content plays well here, too. Content should be local and shareable.

Recommendation level: moderately high

Percentage of Instagram Users by Age Group (2020)	
<u>Age Group</u>	<u>Percentage</u>
18–29:	67%
30–49:	47%
50–64:	23%
65+	8%

Email

Email is an often overlooked way to reach constituencies. Nearly everyone who has internet access has an email account. It is direct to user without a “feed” to scroll through. Short, weekly/bi-weekly messages to subscribers can alert them to new content directly; whereas posts on other social platforms can be lost in the constant stream of content.

Building an organic email list generally requires a campaign, but email lists are valuable. It’s also possible to purchase a list

Posting frequency: weekly or bi-weekly

Time of day: no parameters

Content: short text and photo teasers of recently (or soon-to-be) release content

Recommendation level: moderately high

LinkedIn

This platform is known as the professional social networking site. 27% of Americans and 51% of Americans with a college degree use LinkedIn. While it can be difficult gain company page followers, individuals (staff) can use their profiles to post content. Business-related programming (e.g. *city info, Workforce Center, Anoka Area Chamber content*) would be well-suited to this platform and will increase brand awareness and drive traffic to web site.

Posting frequency: there are no data analytics to drive this

Time of day: T-F 8-9:30 a.m. and Sunday 8-10 p.m.

Content: business-related video segments

Recommendation level: moderate

NextDoor

Nextdoor bills itself as “the neighborhood hub for trusted connections and the exchange of helpful information, goods, and services.” It also helps organizations connect at the local level where people are having conversations about what matters to them most in and around home. Information on this hyperlocal platform is shared only to users in and around the area where user lives; unlike other social platforms. Participants can have a daily summary of posts emailed to them daily or weekly, so there is no reliance on having people go out to the platform to get information. This utilizes a “push” strategy rather a “pull” strategy.

Having staff members active on their individual accounts with “Did you see...” posts can be a good way to generate interest. We recommend exploring options available through NextDoor Business account.

Posting frequency: 1x week

Time of day: no data to indicate best time

Content: informational (e.g. news & events)

Recommendation level: moderate

Twitter

Approximately, 22% of U.S. adults use Twitter. Users tend to be younger with highest percentage of users in the 18-24 year-old group. This platform’s strength for QCTV would be using hashtags (by city, organization, or event) to create awareness and drive traffic to the web site, facebook, and YouTube. Twitter is strongest when used for real-time info during events.

Posting frequency: when there's "happening now" content

Time of day: early afternoon, M-F and 8-9 p.m.

Content: teaser video with links to web

Recommendation level: low to moderate

Overview of Who's on Which Social Media Platforms

Use of different online platforms by demographic groups

Use of different online platforms by demographic groups
% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000-\$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 6-Feb. 7, 2019.

PEW RESEARCH CENTER

Source: Pew Research Center

Managing QCTV's Social Media & Web Strategy

Managing multiple social media platforms should be coordinated by a central traffic manager using a social media management tool to ensure that a unified voice is presented across platforms and to ensure that posts are distributed on the right platforms at the right times. QCTV producers could also be authorized to post under direction from the social media manager.

A social media management tool will allow QCTV to post and manage most of its social media channels in one place. The most popular tools, like Hootsuite, allow you to post across multiple platforms quickly and easily, to schedule posts for a specific date and time, and to track analytics from the various platforms. Most of the robust social media management tools require a monthly subscription fee. On the low end, Hootsuite offers programs from \$29 - \$599 per month; depending on the number of social profiles being managed and the number of users accessing the product. For QCTV, the \$129 per month subscription level should be sufficient for as long as the number of users doesn't exceed three.

We recommend the addition of Social Media Manager position to the QCTV staff. Ideally, this would be a dedicated, full-time position. This position would be responsible for redefining QCTV's current social media strategy (including Key Performance Indicators KPIs) based on the station's goals and for executing the strategy. The KPI analytics will play a central role in determining the type and timing of programming for the station. This role would work closely with (or possibly manage) the station's web site. Note: Redundancy should be considered in so that other employees are able to fill in when the social media manager is unavailable.

Social media is a discipline unto itself. We recommend that this position be filled by someone experienced in developing and executing social media platforms and who has web site management experience.



OPTION:

Lexica Communications can provide a social media coach to work with staff on developing an effective social media strategy and the logistics to support it.



OPTION:

Upon request, Lexica Communications will develop a social media manager position description. This would be included as part of phase one of the project.

Other Content Delivery Platforms

Cable cord-cutters are using streaming devices to push internet-based content to their televisions. Among the most popular are Roku, Apple TV, Amazon Fire Stick, and Chromecast. (Chromecast simply “casts” to your television whatever is playing on your mobile device.)

It’s relatively easy to have a channel created and added as an option on the popular streaming devices (e.g. Roku). There are instructional videos online that can guide you through the process; however, we recommend on hiring a developer. There are monthly fees associated with hosting the channels. Pricing for this varies by developer. QCTV’s technical staff should be involved with this project and would, then, be responsible for maintaining content on the channels.

Once the channels are launched, a communications campaign would make residents aware of how to find and add the channel on their respective devices.

LINKS TO INFORMATION ON CREATING A CHANNEL FOR STREAMING DEVICES

<http://www.instanttvchannel.com/>

<https://www.streamingvideoprovider.com/>

<https://youontvnow.com>

Current Programming – Future State Example

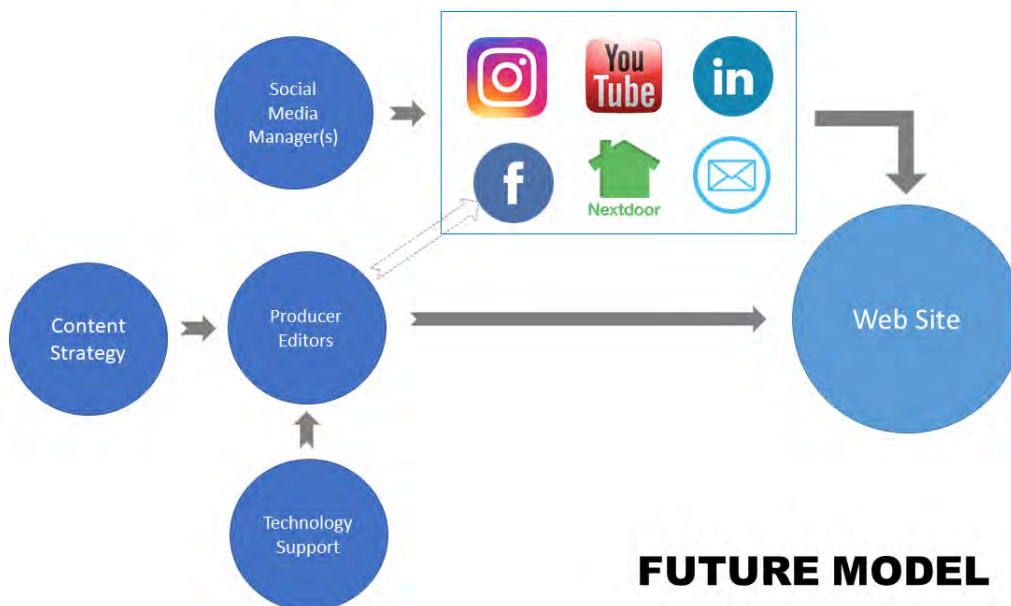
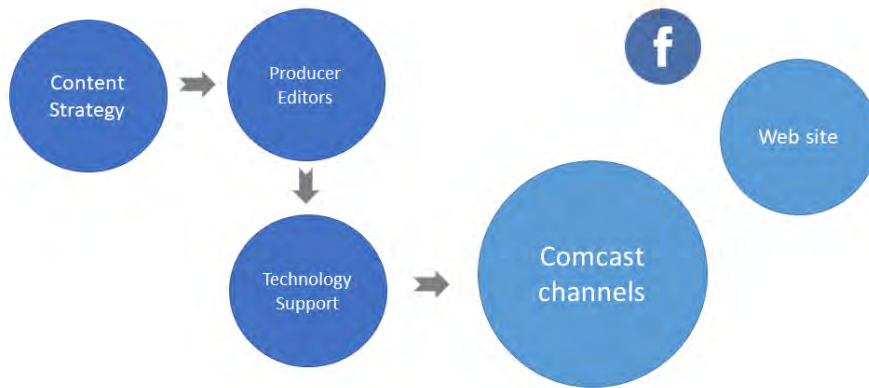
This example is intended to provide a clearer understanding of what current programming could look like with a mobile-first approach.

Programming	Live	Social	Web (and/or tv broadcast channel)	VOD
City Council	Stream to web	Included in “coming up this week” post and “starting soon” post	Most current recorded meeting	Past meetings
Planning & Zoning		Included in “coming up this week” post and “starting soon” post	Most current recorded meeting	Past meetings
Parks & Rec		Included in “coming up this week” post and “starting soon” post	Most current recorded meeting	Past meetings
News & Views		Segments separated and used as posts	Whole show	Past shows
Bulletin Board		Posts across all platforms	Slider on home page	
Community Activities (concerts, festivals, etc.)	Stream to fb	Live video posts from event	Highlight video	Past events
Sports	Stream to web	Live video posts		Past events
Gamesharks		Teaser posts	Selection of episodes from past X months	Older episodes
District Court Show		Teaser posts	Whole show	Past meetings
Storytime		Teaser posts	Selection of episodes from past X months	Older episodes
The Post	Stream to fb	Segments posts across all platforms	Most current episode	
Virtual Creativity		Teaser posts	Selection of episodes from past X months	Older episodes
High School non-sports	Stream to web	Live video posts	Selection of videos from past X months	Past events

Metrics from the social platforms and the web site will help leadership know which shows are getting the most views and guide programming decisions.

Content Production & Distribution Flow

CURRENT MODEL



FUTURE MODEL

