

Quad Cities Cable Communications Commission

Anoka City Hall – Council Chambers

September 17, 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 July 16, 2020, commission meeting minutes.
 - 4.2. Treasurer
 - 4.2.1. June - July Financial Reports
 - 4.2.1.1. Investment Report
 - 4.3. Executive Director
- 5. General Business**
 - 5.1. Liability Waiver
 - 5.2. Strategic Plan
 - 5.3. Communications Position
 - 5.4. Capital Equipment – HVAC Replacement
 - 5.5. 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 JULY 16, 2020

CALL TO ORDER – 1

Chair Ulrich 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; Jeff Menth Ramsey; Kurt Ulrich, Ramsey; Jim Dickinson, Andover; and Bret Heitkamp, Champlin.

Commissioners absent: Jamie Barthel, Andover; and Ryan Sabas, Champlin.

Others present included Karen George, Executive Director; Tami Wendt, Lexica Communications.

APPROVAL OF AGENDA – 3

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

A roll call vote was performed:

Chair Ulrich	aye
Commissioner Menth	aye
Commissioner Heitkamp	aye
Commissioner Dickinson	aye
Commissioner Lee	aye

Motion carried.

ADMINISTRATIVE REPORTS – 4

4.1 Secretary

4.1.1. Approval of meeting minutes from May 21, 2020

Motion was made by Skogquist and seconded by Menth to approve the May 21, 2020 minutes as presented.

A roll call vote was performed:

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

Motion carried.

4.2 Treasurer

4.2.1. April - May Financial Reports

Commissioner Dickinson provided a brief review of the financial reports. He noted that in May the organization received its first quarter franchise fee payment.

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

A roll call vote was performed:

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

Motion carried.

4.3 Executive Director

Ms. George stated that staff has settled into the new grove and has been doing the Post weekly information show for about one month. She stated that they are pleased with the engagement they are receiving and the fulfilment of a Strategic Plan item. She stated that QCTV received notification that it has been awarded three Telly Awards, one silver and two bronze. She stated that staff has been working with the coordinators of election forums to prepare for the election season coverage. She provided an update on the programing pivot due to the George Floyd coverage and related Governor press conferences. She stated that Taylor

Johnson was a guest on a virtual conference related to providing coverage for sports with COVID safety precautions. She highlighted a staff retirement. She provided an update on the graduation collaboration with the School District to provide virtual graduations.

Chair Ulrich thanked Jim Reynolds and wished him well in his retirement. He also commended staff for their flexibility and ability to pivot during the past few months.

GENERAL BUSINESS – 5

5.1 Lexica Communications Consultant Report

Ms. George introduced Tami Wendt with Lexica Communications and provided background information on the consulting services being provided by Lexica and the process with Lexica.

Tami Wendt provided background information on her experience, noting that she actually worked for QCTV years ago. She presented the report from Lexica Communications. She stated that Ms. George has been forward enough to recognize trends in this industry and express interest in adapting QCTV to take advantage of those trends. She highlighted information within the different sections of the report and summarized some of the recommendations in the report, including the recommendation to hire a Social Media Manager. She noted that position could manage both the social media platforms and website to ensure consistent branding and messaging. She stated that there are other delivery platforms, such as providing programming through its own channel on Roku and Apple TV. She noted that additional detail is provided in the Report.

Commissioner Skogquist referenced the Social Media Manager position and asked if there were any thoughts as to staffing positions that could perhaps be redeployed in this manner, rather than adding new staff.

Ms. Wendt stated that she does not have a lot of detail about the background of the current staff related to social media and delivery platforms. She stated that her task was to determine how the organization could have a stronger social media/digital presence and the management of that activity.

Commissioner Skogquist stated that perhaps Ms. George could better answer his question.

Ms. George stated that she provided a link to the Strategic Plan within the report. She referenced growing the brand and engagement of the community goal and noted that has a lot of related tasks. She reviewed the tasks identified for that goal which are focused on communications and marketing. She stated that the Commission or Personnel Committee could have a deeper discussion on that

topic, noting that it will be a balancing act between where the organization would like to be and how it could get there. She noted that there are a lot of options available to accomplish the goals and recommendations of the Report.

Commissioner Dickinson asked for input related to the integration between social media and the website.

Ms. Wendt stated that she views websites as home base. She stated that little things can be done on social media, but you would want to drive that traffic back to the website where the larger experience is provided.

Ms. George stated that in March a three-phase approach was discussed. She stated that this is phase one. She stated that phase two would be development of an implementation plan and phase three would be to develop a plan for garnering supplemental revenue. She stated that the organization worked to update its website a few years ago to develop that home base.

Chair Ulrich stated that obviously they would want to see a sustainable model and asked for details on the opportunities available for revenue and whether Ms. George believes that is possible.

Ms. George stated that is a question they have been looking at within the organization and organizations across the industry. She stated that COVID-19 has had an impact on the industry and reviewed some of the challenges over the past few months. She noted that phase three will present some tough questions related to other revenue sources. She reviewed some examples of other revenue sources.

Chair Ulrich asked for additional details on the Social Media Manager and how that would relate to city staff and the work they do, including the benefit that could be provided to the cities.

Ms. George stated that there was discussion during the strategic planning process related to communications and shared services with the member cities. She noted that each of the member cities have staff responsible for communications and QCTV provides that staff person with packages to deploy on their platforms. She stated that she is not an expert in social media and therefore would not want to go into too much detail on the Social Media Manager position. She stated that additional discussion will be needed to develop the scope of that position and determine what that would look like.

Motion was made by Dickinson and seconded by Heitkamp to accept Lexica Communications Phase I Report and direct the Executive Director to work with the Personnel Committee on the recommendations.

A roll call vote was performed:

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

Motion carried.

5.2 Other

No comments.

ADJOURN – 6

Time of adjournment 11:34 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 June 30, 2020

	Total
ASSETS	
Current Assets	
Bank Accounts - QCTV	1,513,324.64
- PayPay acct	554.60
- US Bank Reserve	5,000.00
- Petty Cash	250.00
- Investments	1,342,625.01
Accounts Receivable	0.00
Other current assets	0.00
Total Current Assets	\$ 2,861,754.25
Fixed Assets	0.00
TOTAL ASSETS	\$ 2,861,754.25
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	14,320.32
Other Current Liabilities	3,180.49
Total Current Liabilities	\$ 17,500.81
Equity	2,844,253.44
TOTAL LIABILITIES AND EQUITY	\$ 2,861,754.25

* Equity: QCTV allocates fund reserves in two areas:

Operating Reserves = \$436,808

Capital Reserves = \$2,424,946.25 (\$3.4 M needed for 5-Year CIP)

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

	Jun 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
Duplication Revenue	72.40	41.67	30.73	173.75%	1,701.51	500.00	1,201.51	340.30%
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%	254,025.62	858,000.00	(603,974.38)	29.61%
Interest Income	94.36	2,500.00	(2,405.64)	3.77%	12,932.43	30,000.00	(17,067.57)	43.11%
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%	136,580.38	429,000.00	(292,419.62)	31.84%
Total Income	166.76	114,791.67	(114,624.91)	0.15%	466,305.96	1,377,500.00	(911,194.04)	33.85%
Expenses								
A-PERA Expense	6,599.14	4,210.83	2,388.31	156.72%	25,276.87	50,530.00	(25,253.13)	50.02%
A-SS/Medicare Expense	3,408.85	4,295.58	(886.73)	79.36%	21,006.66	51,547.00	(30,540.34)	40.75%
A-Wages - Full-time	43,097.71	46,142.75	(3,045.04)	93.40%	253,282.27	553,713.00	(300,430.73)	45.74%
A-Wages - Part-time	2,387.50	10,000.00	(7,612.50)	23.88%	27,017.50	120,000.00	(92,982.50)	22.51%
Accounting / HR Services	968.45	1,333.33	(364.88)	72.63%	5,545.27	16,000.00	(10,454.73)	34.66%
Ads/Promos/Sponsorships	2,454.78	916.67	1,538.11	267.79%	4,684.78	11,000.00	(6,315.22)	42.59%
Andover Capital Equipment		1,083.33	(1,083.33)	0.00%	225.00	13,000.00	(12,775.00)	1.73%
Announcers Fees	215.45	1,083.33	(867.88)	19.89%	3,098.51	13,000.00	(9,901.49)	23.83%
Anoka Capital Equipment	229.58	1,083.33	(853.75)	21.19%	1,362.32	13,000.00	(11,637.68)	10.48%
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%	3,262.25	7,000.00	(3,737.75)	46.60%
Building - Insurance		316.67	(316.67)	0.00%	2,337.00	3,800.00	(1,463.00)	61.50%
Building - Maintenance	110.00	1,458.33	(1,348.33)	7.54%	2,554.54	17,500.00	(14,945.46)	14.60%
Building - Supplies	94.92	125.00	(30.08)	75.94%	404.97	1,500.00	(1,095.03)	27.00%
Car Allowance	250.00	250.00	0.00	100.00%	1,500.00	3,000.00	(1,500.00)	50.00%
Cell Phone - Allowance	525.00	525.00	0.00	100.00%	3,150.00	6,300.00	(3,150.00)	50.00%
Champlin Capital Equipment	84.90	1,083.33	(998.43)	7.84%	509.40	13,000.00	(12,490.60)	3.92%
City Sewer & Water	191.85	216.67	(24.82)	88.54%	649.86	2,600.00	(1,950.14)	24.99%
Commission Expense	720.00	416.67	303.33	172.80%	950.00	5,000.00	(4,050.00)	19.00%

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

	Jun 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Consulting Services	1,380.00	6,250.00	(4,870.00)	22.08%	9,150.00	75,000.00	(65,850.00)	12.20%
Contingency Fund		2,891.17	(2,891.17)	0.00%	0.00	34,694.00	(34,694.00)	0.00%
COVID-19	2,463.87		2,463.87		18,970.73	0.00	18,970.73	
Duplication Expenses		41.67	(41.67)	0.00%	66.48	500.00	(433.52)	13.30%
Electric Service	1,216.56	1,333.33	(116.77)	91.24%	6,088.89	16,000.00	(9,911.11)	38.06%
Emp / Comm Appreciation		208.33	(208.33)	0.00%	667.92	2,500.00	(1,832.08)	26.72%
Equip/Repair/Supply/Software	1,375.80	2,500.00	(1,124.20)	55.03%	6,702.32	30,000.00	(23,297.68)	22.34%
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%	45,535.61	100,964.00	(55,428.39)	45.10%
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	613.00	416.67	196.33	147.12%	1,688.00	5,000.00	(3,312.00)	33.76%
Legal Fees	277.50	2,083.33	(1,805.83)	13.32%	3,377.25	25,000.00	(21,622.75)	13.51%
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	716.01	750.00	(33.99)	95.47%	3,641.72	9,000.00	(5,358.28)	40.46%
Miscellaneous Expenses	(152.05)	83.33	(235.38)	-182.47%	(142.05)	1,000.00	(1,142.05)	-14.21%
Natural Gas	282.12	500.00	(217.88)	56.42%	1,318.24	6,000.00	(4,681.76)	21.97%
Office Supplies / Equipment	622.36	500.00	122.36	124.47%	2,415.07	6,000.00	(3,584.93)	40.25%
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%	522.50	2,400.00	(1,877.50)	21.77%
Postage	18.50	83.33	(64.83)	22.20%	109.20	1,000.00	(890.80)	10.92%
Printing / Copy Services		83.33	(83.33)	0.00%	0.00	1,000.00	(1,000.00)	0.00%
Professional Development	800.00	1,833.33	(1,033.33)	43.64%	5,379.46	22,000.00	(16,620.54)	24.45%
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%	791.82	13,000.00	(12,208.18)	6.09%
Sales Tax		41.67	(41.67)	0.00%	63.00	500.00	(437.00)	12.60%
Secretary Services		208.33	(208.33)	0.00%	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

	Jun 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%	3,622.46	7,000.00	(3,377.54)	51.75%
Studio Sets		2,500.00	(2,500.00)	0.00%	0.00	30,000.00	(30,000.00)	0.00%
Subscription Services	325.98	1,833.33	(1,507.35)	17.78%	14,838.49	22,000.00	(7,161.51)	67.45%
Temp Staff Services		208.33	(208.33)	0.00%	0.00	2,500.00	(2,500.00)	0.00%
Vehicle - Equipment / Repair	104.16	1,250.00	(1,145.84)	8.33%	1,295.10	15,000.00	(13,704.90)	8.63%
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%	793.10	1,500.00	(706.90)	52.87%
Web / VOD / Int / CaTV / Phone	1,657.41	1,833.33	(175.92)	90.40%	8,035.66	22,000.00	(13,964.34)	36.53%
Work Comp Insurance		166.67	(166.67)	0.00%	0.00	2,000.00	(2,000.00)	0.00%
Total Expenses	82,218.24	118,537.29	(36,319.05)	69.36%	520,471.82	1,422,448.00	(901,976.18)	36.59%
Net Income	(82,051.48)	(3,745.62)	(78,305.86)	2190.60%	(54,165.86)	(44,948.00)	(9,217.86)	120.51%

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

QCTV Bank Reconciliation

June 2020

Beginning Balance - 4M Statement	1,666,067.33
Less: Cleared Checks/Withdrawals	(143,185.16)
Plus: 4M Fund Interest	50.07
Plus: Bank Deposits/Credits	1,250.00
Bank Balance	\$1,524,182.24
Book Balance	1,524,182.24
Adjusted Book Balance	1,524,182.24
Difference:	\$0.00

Completed by: MK

Quad Cities Communications Commission

BILL PAYMENT LIST

June 2020

DATE	NUM	VENDOR	AMOUNT
Quad Cities Commission			
06/05/2020	13241	ACE Solid Waste, Inc.	-123.85
06/05/2020	13242	Alpha Video & Audio Inc.	-24,760.00
06/05/2020	13243	Amazon	-1,896.22
06/05/2020	13244	Associated Bank	-120.00
06/05/2020	13245	HealthEquity Inc.	-400.24
06/05/2020	13246	Huebsch	-165.35
06/05/2020	13247	Kennedy & Graven, Chartered	-653.75
06/05/2020	13248	Lexica Communications, Inc.	-2,250.00
06/05/2020	13249	LiveU Inc.	-208.32
06/05/2020	13250	Preferred One Insurance Co.	-8,084.12
06/05/2020	13251	Sprint	-22.99
06/05/2020	13252	The Lincoln National Life Ins. Co.	-600.13
06/05/2020	13253	Timesavers	-148.00
06/05/2020	13254	U.S. Bank Corporate	-545.75
06/05/2020	13255	Xcel Energy	-921.84
06/05/2020	W D	Minnesota State Retirement System	-486.08
06/05/2020	W D	PERA	-3,201.05
06/15/2020	13256	AT&T Mobility	-458.76
06/15/2020	13257	CenterPoint Energy	-282.12
06/15/2020	13258	City of Andover	-916.95
06/15/2020	13259	City of Champlin	-191.85
06/15/2020	13260	Comcast 2	-471.39
06/15/2020	13261	Greenery Enterprises, Inc.	-613.00
06/19/2020	13262	Associated Bank	-120.00
06/19/2020	13263	HealthEquity Inc.	-376.54
06/19/2020	W D	Minnesota State Retirement System	-486.08
06/19/2020	W D	PERA	-3,180.46
06/26/2020	13264	Bret Heitkamp	-80.00
06/26/2020	13265	Comcast Cable	-869.16
06/26/2020	13266	Erik A Skogquist	-120.00
06/26/2020	13267	Greenery Enterprises, Inc.	-650.00
06/26/2020	13268	HealthEquity Inc.	-23.70
06/26/2020	13269	James Dickinson	-160.00
06/26/2020	13270	Jamie A. Barthel	-120.00
06/26/2020	13271	Jason Dorow	-60.00
06/26/2020	13272	Jeffrey C. Menth	-120.00
06/26/2020	13273	Kurtis G. Ulrich	-120.00
06/26/2020	13274	Maza Technologies, LLC	-1,580.00
06/26/2020	13275	Preferred One Insurance Co.	-8,084.12
06/26/2020	13276	Prime Advertising & Design, Inc.	-1,790.37
06/26/2020	13277	Sprint	-49.81
06/26/2020	13278	Telly Awards	-664.41
06/26/2020	13279	The Lincoln National Life Ins. Co.	-600.13

Quad Cities Communications Commission

BILL PAYMENT LIST

June 2020

DATE	NUM	VENDOR	AMOUNT
06/26/2020	13280	Vividly Clean Inc.	-981.36
Total for Quad Cities Commission			\$ -67,757.90

INVESTMENT SCHEDULE

6/30/2020

Description	Cusip Number	Purchase Price	Carrying Cost	Maturity Amount	Interest Rate	Interest Paid	Maturity / Due Date
Investments - Cash Flow Reserves							
4M Fund			-				
4M Plus			454,634.24		0.100%		
			<u>454,634.24</u>				
Investments - Building							
4M Fund			263,356.62		0.030%		
			<u>263,356.62</u>				
Investments - Capital							
4M Fund			76,634.15		0.030%		
CD - Corporate One Federal Credit Union		148,000.00	148,000.00	154,114.21	2.747%		8/17/2020
CD - Bank of China		200,000.00	200,000.00	204,077.65	2.028%		8/31/2020
CD - Preferred Bank	2546723D8	200,000.00	200,000.00	202,910.92	1.459%		3/2/2021
			<u>624,634.15</u>				
			<u>1,342,625.01</u>				

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

	Total
ASSETS	
Current Assets	
Bank Accounts - QCTV	1,400,741.51
- PayPay acct	572.70
- US Bank Reserve	5,000.00
- Petty Cash	250.00
- Investments	1,342,649.86
Accounts Receivable	0.00
Other current assets	0.00
Total Current Assets	\$ 2,749,214.07
Fixed Assets	0.00
TOTAL ASSETS	\$ 2,749,214.07
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	16,094.49
Other Current Liabilities	3,180.49
Total Current Liabilities	\$ 19,274.98
Equity	2,729,939.09
TOTAL LIABILITIES AND EQUITY	\$ 2,749,214.07

* Equity: QCTV allocates fund reserves in two areas:
 Operating Reserves = \$436,808
 Capital Reserves = \$2,312,406.07 (\$3.4 M needed for 5-Year CIP)

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

	Jul 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Income								
Duplication Revenue	18.10	41.67	(23.57)	43.44%	1,719.61	500.00	1,219.61	343.92%
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%	254,025.62	858,000.00	(603,974.38)	29.61%
Interest Income	53.10	2,500.00	(2,446.90)	2.12%	12,985.53	30,000.00	(17,014.47)	43.29%
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%	136,580.38	429,000.00	(292,419.62)	31.84%
Total Income	71.20	114,791.67	(114,720.47)	0.06%	466,377.16	1,377,500.00	(911,122.84)	33.86%
Expenses								
A-PERA Expense	5,129.47	4,210.83	918.64	121.82%	30,406.34	50,530.00	(20,123.66)	60.17%
A-SS/Medicare Expense	5,483.62	4,295.58	1,188.04	127.66%	26,490.28	51,547.00	(25,056.72)	51.39%
A-Wages - Full-time	64,358.40	46,142.75	18,215.65	139.48%	317,640.67	553,713.00	(236,072.33)	57.37%
A-Wages - Part-time	8,563.75	10,000.00	(1,436.25)	85.64%	35,581.25	120,000.00	(84,418.75)	29.65%
Accounting / HR Services	896.27	1,333.33	(437.06)	67.22%	6,441.54	16,000.00	(9,558.46)	40.26%
Ads/Promos/Sponsorships		916.67	(916.67)	0.00%	4,684.78	11,000.00	(6,315.22)	42.59%
Andover Capital Equipment		1,083.33	(1,083.33)	0.00%	225.00	13,000.00	(12,775.00)	1.73%
Announcers Fees	180.00	1,083.33	(903.33)	16.62%	3,278.51	13,000.00	(9,721.49)	25.22%
Anoka Capital Equipment	227.71	1,083.33	(855.62)	21.02%	1,590.03	13,000.00	(11,409.97)	12.23%
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%	3,808.61	7,000.00	(3,191.39)	54.41%
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%	3,942.64	17,500.00	(13,557.36)	22.53%
Building - Supplies	59.85	125.00	(65.15)	47.88%	464.82	1,500.00	(1,035.18)	30.99%
Car Allowance	250.00	250.00	0.00	100.00%	1,750.00	3,000.00	(1,250.00)	58.33%
Cell Phone - Allowance	525.00	525.00	0.00	100.00%	3,675.00	6,300.00	(2,625.00)	58.33%
Champlin Capital Equipment	84.90	1,083.33	(998.43)	7.84%	594.30	13,000.00	(12,405.70)	4.57%
City Sewer & Water	421.41	216.67	204.74	194.49%	1,071.27	2,600.00	(1,528.73)	41.20%
Commission Expense		416.67	(416.67)	0.00%	950.00	5,000.00	(4,050.00)	19.00%

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

	Jul 2020				YTD			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
Consulting Services	1,380.00	6,250.00	(4,870.00)	22.08%	10,530.00	75,000.00	(64,470.00)	14.04%
Contingency Fund		2,891.17	(2,891.17)	0.00%	0.00	34,694.00	(34,694.00)	0.00%
COVID-19	7,876.86		7,876.86		26,847.59	0.00	26,847.59	
Duplication Expenses		41.67	(41.67)	0.00%	66.48	500.00	(433.52)	13.30%
Electric Service	1,096.83	1,333.33	(236.50)	82.26%	7,185.72	16,000.00	(8,814.28)	44.91%
Emp / Comm Appreciation		208.33	(208.33)	0.00%	667.92	2,500.00	(1,832.08)	26.72%
Equip/Repair/Supply/Software	254.93	2,500.00	(2,245.07)	10.20%	6,957.25	30,000.00	(23,042.75)	23.19%
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%	53,187.09	100,964.00	(47,776.91)	52.68%
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%	2,113.00	5,000.00	(2,887.00)	42.26%
Legal Fees	874.50	2,083.33	(1,208.83)	41.98%	4,251.75	25,000.00	(20,748.25)	17.01%
Licenses and Permits		250.00	(250.00)	0.00%	360.00	3,000.00	(2,640.00)	12.00%
Meals	122.00	83.33	38.67	146.41%	353.73	1,000.00	(646.27)	35.37%
Memberships - NATOA / Others		833.33	(833.33)	0.00%	5,970.00	10,000.00	(4,030.00)	59.70%
Mileage	1,475.60	750.00	725.60	196.75%	5,117.32	9,000.00	(3,882.68)	56.86%
Miscellaneous Expenses	289.00	83.33	205.67	346.81%	146.95	1,000.00	(853.05)	14.70%
Natural Gas	40.32	500.00	(459.68)	8.06%	1,358.56	6,000.00	(4,641.44)	22.64%
Office Supplies / Equipment	1,523.63	500.00	1,023.63	304.73%	3,938.70	6,000.00	(2,061.30)	65.65%
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%	647.50	2,400.00	(1,752.50)	26.98%
Postage	19.15	83.33	(64.18)	22.98%	128.35	1,000.00	(871.65)	12.84%
Printing / Copy Services		83.33	(83.33)	0.00%	0.00	1,000.00	(1,000.00)	0.00%
Professional Development	(113.80)	1,833.33	(1,947.13)	-6.21%	5,265.66	22,000.00	(16,734.34)	23.93%
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%	923.89	13,000.00	(12,076.11)	7.11%
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%	740.00	2,500.00	(1,760.00)	29.60%

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

	Jul 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%	4,222.59	7,000.00	(2,777.41)	60.32%
Studio Sets		2,500.00	(2,500.00)	0.00%	0.00	30,000.00	(30,000.00)	0.00%
Subscription Services	305.99	1,833.33	(1,527.34)	16.69%	15,144.48	22,000.00	(6,855.52)	68.84%
Temp Staff Services		208.33	(208.33)	0.00%	0.00	2,500.00	(2,500.00)	0.00%
Vehicle - Equipment / Repair	104.16	1,250.00	(1,145.84)	8.33%	1,399.26	15,000.00	(13,600.74)	9.33%
Vehicle - Insurance		166.67	(166.67)	0.00%	848.00	2,000.00	(1,152.00)	42.40%
Vehicle - Maintenance / Gas	252.13	666.67	(414.54)	37.82%	771.55	8,000.00	(7,228.45)	9.64%
Waste Removal	123.85	125.00	(1.15)	99.08%	916.95	1,500.00	(583.05)	61.13%
Web / VOD / Int / CaTV / Phone	1,563.88	1,833.33	(269.45)	85.30%	9,599.54	22,000.00	(12,400.46)	43.63%
Work Comp Insurance		166.67	(166.67)	0.00%	0.00	2,000.00	(2,000.00)	0.00%
Total Expenses	113,399.72	118,537.29	(5,137.57)	95.67%	634,857.37	1,422,448.00	(787,590.63)	44.63%
Net Income	(113,328.52)	(3,745.62)	(109,582.90)	3025.63%	(168,480.21)	(44,948.00)	(123,532.21)	374.83%

ZCIP - Andover	43,895.00
ZCIP - Anoka	43,895.00
ZCIP - Champlin	40,000.00
ZCIP - Master Control Equipment	5,838.00
ZCIP - Office Equipment	10,688.00
ZCIP - Ramsey	50,950.98
ZCIP - Studio	4,885.00
ZCIP - Truck	4,900.00
	<u>205,051.98</u>

QCTV Bank Reconciliation
July 2020

Beginning Balance - 4M Statement	1,524,182.24
Less: Cleared Checks/Withdrawals	(117,645.48)
Plus: 4M Fund Interest	28.25
Plus: Bank Deposits/Credits	-
Bank Balance	\$1,406,565.01
Book Balance	1,406,565.01
Adjusted Book Balance	1,406,565.01
Difference:	\$0.00

Completed by: MK

Quad Cities Communications Commission

BILL PAYMENT LIST

July 2020

DATE	NUM	VENDOR	AMOUNT
Quad Cities Commission			
07/02/2020	13281	Alpha Video & Audio Inc.	-5,125.00
07/02/2020	13282	Amazon	-3,481.73
07/02/2020	13283	Associated Bank	-120.00
07/02/2020	13284	Coordinated Business Systems, LTD	-241.00
07/02/2020	13285	HealthEquity Inc.	-376.54
07/02/2020	13286	Monarch Pest Control	-110.00
07/02/2020	W D	Minnesota State Retirement System	-499.03
07/02/2020	W D	PERA	-3,250.13
07/17/2020	13287	ACE Solid Waste, Inc.	-123.85
07/17/2020	13288	Associated Bank	-120.00
07/17/2020	13289	AT&T Mobility	-576.31
07/17/2020	13290	CenterPoint Energy	-40.32
07/17/2020	13291	City of Champlin	-100.80
07/17/2020	13292	Comcast 2	-479.56
07/17/2020	13293	Comcast Cable	-867.29
07/17/2020	13294	Greenery Enterprises, Inc.	-425.00
07/17/2020	13295	HealthEquity Inc.	-376.54
07/17/2020	13296	Huebsch	-47.46
07/17/2020	13297	James R. Erickson	-155.45
07/17/2020	13298	Kennedy & Graven, Chartered	-277.50
07/17/2020	13299	LiveU Inc.	-104.16
07/17/2020	13300	Maza Technologies, LLC	-3,059.96
07/17/2020	13301	Minnesota Unemployment Ins.	-7,149.16
07/17/2020	13302	T-Mobile	-106.56
07/17/2020	W D	Minnesota State Retirement System	-498.10
07/17/2020	W D	PERA	-3,189.61
07/23/2020	13303	U.S. Bank Corporate	-1,298.59
07/23/2020	13304	Vividly Clean Inc.	-1,026.36
07/23/2020	13305	Xcel Energy	-1,216.56
07/31/2020	13306	Amazon	-330.56
07/31/2020	13307	Associated Bank	-100.00
07/31/2020	13308	HealthEquity Inc.	-240.24
07/31/2020	13309	Peter James Hayes	-120.00
07/31/2020	13310	Sprint	-72.87
07/31/2020	13311	The Lincoln National Life Ins. Co.	-600.13
07/31/2020	W D	Minnesota State Retirement System	-501.80
07/31/2020	W D	PERA	-3,135.27
Total for Quad Cities Commission			\$ -39,543.44

4.3 Executive Director's Report

August 31, 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/>

I have had the opportunity to host The Post a few times. Staff is doing an excellent job: Katherine assigns relevant stories and the producers are delivering quality, short packages that are deployed on social media. Kudos to all.

Praise for The Post

Viewership is increasing for the new weekly program. Katherine Lenaburg's operations reports include multiple positive comments regarding the new show.

Communications Consultant Report

The Lexica Communications Phase I report was accepted by the commission in July. The Personnel Committee has met twice to provide direction and feedback on fulfilling the communications needs for QCTV. A report with recommendations is before the commission for action at the September meeting.

Franchise Fee Audit of Comcast

Ashpaugh & Sculco, CPAs (A&S) are making progress on the audit of Comcast fees. 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.

2020 Election

There are 30 candidate forums planned for the 2020 election cycle. QCTV staff worked with the League of Women Voters to conduct virtual forums. Staff produced a segment on the importance of voting. All the forums are available for viewing on demand on the QCTV website: <http://qctv.org/elections/>

Strategic Plan

Year One of the strategic plan is complete. While COVID-19 certainly impacted operations, staff did an excellent job delivering on planned objectives and pivoting to meet changing needs during the pandemic. A full review of the strategic plan is scheduled for September 11. A report will be forwarded to the commission. 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 later this fall. <http://qctv.org/wp-content/uploads/2019/12/Strategic-Plan-and-Direction.pdf>

COVID-19 Grants

QCTV is a joint powers government agency and does not qualify for federal or state COVID-19 fiscal relief. I have sent an email to each member city requesting to be considered for a grant to offset expenses. The City of Anoka responded to the email request but did not elaborate on application process. The City of Ramsey will be using all the federal money for city expenses. I looked into the Anoka County \$10,000 forgivable grant. Unfortunately, the grant requires that the organization have a physical office in Anoka County. QCTV offices are located in Champlin in Hennepin County.

ACM and NATOA Conferences

These national professional organizations have cancelled their in-person conferences and transitioned into virtual professional development events. ACM is conducting monthly webinars while NATOA opted to have a live virtual conference the same week as the in-person conference was scheduled for (Aug. 31-Sept 4).

League of Minnesota Cities Task Force

I participated in the LMC Telecommunications Task Force policy meetings in August.

Retirement

Jim Reynolds retired 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!

Master Control Position Recruitment

QCTV completed recruitment of the Technology Support Specialist position and held interviews. An offer has been extended and we are working on a start date for early October.

Awards

QCTV is in the running for a few NATOA awards. The Government Programming Awards will be televised on September 3.

Telly Awards announced, awaiting the hardware.

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

Customer Comments

Anoka vs Buffalo baseball game

Good morning.

First of all, I would like to say how absolutely impressed I was of the coverage of the baseball game last evening. From the announcers to the camera coverage it was very impressive! I am wondering if it was also recorded. If so would you be able to tell me how I would be able to get a copy of it? Thank you!

Melanie Brisk, viewer

The Post

“Katherine- Nice work! Please tell Jim Reynold congratulations on his retirement and thank you for all the hard work he did in Anoka. Much appreciated!

Pam Bowman, City of Anoka

MBA State Tournaments

Thanks, Taylor! You guys are VERY impressive, and I appreciate you keeping within all the parameters that we had set forth! I was EXTREMELY impressed and pleased with you and your staff! I’ll send out a couple of photos to you later, but again, THANK you and your crew for making it easy to have you here! You are welcome anytime in the future!

Bill Schleper, Minnesota Baseball Association

Anoka County History Center

QCTV – Thank you so much for being our partner and a supporter of local history. I appreciate your help and technology insight as we figure out how to be relevant in this weird digital year of 2020. It’s so fun seeing how modern tech and a mystery from over 100 years ago can mesh together.

Sara and the ACHS crew, Anoka County Historical Society

Action Requested:

Accept Executive Director's report.

QCCCC Agenda Item

4.3.1 Operations Report

July 31, 2020

To: Karen George, Executive Director

From: Katherine Lenaburg, Operations Manager

Subject: Operations Update

We produced five episodes of our new show “The Post”. Although it is as time consuming as expected, it is going very well. This weekly show replaces our monthly show “News and Views” with similar content- interviews with elected officials, police and fire updates, stories on the park and rec activities, etc. We promote what is going on in our four member cities. Each week we have a “live and local” shot with a producer in the field promoting local upcoming events. This new show is a result of our strategic plan that calls for more immediate and shorter stories to be deployed on social media. “Off the Clock” is a new segment where we interview city council members when they are doing some activity they like so far planting dahlias, walking local trails, and out on a boat. Reaction from our member cities has been positive and they are posting our stories on their social media platforms.

We produced 16 live government meetings with 6 being cancelled.

Election coverage this month includes a show called “All About Voting, Our Candidate Forums, Election Judges and More!”. Guests include Secretary of State, Steve Simon and Anoka County Elections Manager, Paul Linnell. The program was hosted via Zoom so questions were posted as well.

We also played back a show that was produced in St. Paul called “League of Women Voters: Elections 2020- Protected or Infected?” We have several candidate forums scheduled for next month.

Baseball is back and we are covering Metro Minny and legion baseball. It is going very well and play-offs will be in August. We produced 9 games in July and one was cancelled.

We produced “The Chamber Report”.

We produced a show called “Anoka County Tour of Town” in conjunction with the Anoka County Historical Society. It is a tour of all the towns in Anoka County.

We carried a live Governor Walz press conference.

Procured programming includes “Inside Health Care” from a sister station and three short videos used in “The Post” that were of interest to our cities. We also carried an Off Road ERX Championship show that was done in Elk River.

43 Slow TV’s were produced and 68 bulletins and graphics. We are working on a series of promos to promote “The Post”.

Taylor Johnson is keeping track of when the drone we want to purchase will be available and reports the DJI Mavic 3 has not been released to date. QCTV is still monitoring for an expected release this summer or fall and will provide an update once we have more information. Once the drone is available, QCTV will move forward with the purchase as approved in the May commission meeting.

Testimonials this month:

“I love the concept of “The Post”! It’s like a new and improved “News and Views”- it offers a stronger sense of community by joining all the highlights together in the Quad Cities rather than focusing on just one city. It has the potential to attract more viewers because it is live and then sent out to four cities to share as a team. It’s a great communication tool!”

– Pam Bowman, city of Anoka

“The Post is an awesome show!”

– Megan Thorstad, city of Ramsey

“Very nice! Alpine dog park is my favorite- it is 3 miles from my house! You all do a nice job at QCTV!”

– Dana Makinen, city of Andover

“So fun to watch “The Post” from San Diego! You have been talking about this new show and it is fun to see it come together. Will you take me to Anoka when I visit the Twin Cities? Love your hair! Love, Mom”

(Mary Lenaburg)

QCCCC Agenda Item

4.3.1 Operations Report

August 31, 2020

To: Karen George, Executive Director

From: Katherine Lenaburg, Operations Manager

Subject: Operations Update

In August we produced 17 live government meetings and 5 were cancelled.

We are out and about in the community each week producing stories for “The Post” our weekly news show. 20 local stories were produced for the show and deployed on social media. We did a live shot in each show promoting what is going on in each of our member cities.

9 Candidate Forums were produced. The forums are sponsored by the League of Women Voters ABC, Metro North Chamber of Commerce, and North Suburban Optimists. The league conducts the forums without an audience to avoid COVID-19 spread. Questions can be submitted to the local league’s website at lwvabcmn.org. Several other candidate forums will be conducted in September.

We also produced testimonials with league members on the importance of voting this year.

We produced 3 baseball games including the state amateur baseball tournament. We produced live coverage of a Beatles Tribute concert in Ramsey and were set to do one in Anoka and it was cancelled at the last minute due to lightning.

We spent time getting ready for fall sports. We will do soccer this fall- two nights a week and we will cover a boys and girls game each night. We are

also working on “At the Half” which features other sports like track and field, swimming and diving, and the dance team. We recruited some high school students as the host of the show that runs at half time during soccer games.

We carried 12 Saints games on our local channels.

We produced “Game Sharks”, “The Chamber Report”, and “Answers to Aging”.

Procured programming includes “Inside Healthcare” and “Disability Viewpoints, produced by sister stations. We also carried an Off Road ERX Championship show that was done in Elk River.

Testimonials this month:

“Thank you so much for sending “The Post” to me with the story on The American Club. Great work!”

- Mick Conlon, Gramercy Development

“I like “The Post”. Jared is very talented.”

- Brian Wesp, Anoka City Council Member

“Katherine- Nice work! Please tell Jim Reynold congratulations on his retirement and thank you for all the hard work he did in Anoka. Much appreciated!

- Pam Bowman, City of Anoka

“Thank you for the voting testimonials. What a wonderful program. A creativity award goes to Linda Rodgers!”

- Kathy Aanerud, LWV- ABC

“Nice story. Tell Leslie she did a great job making me look better than I am.”

- Dave Berkowitz, Andover City Engineer

“Awesome Katherine. Cory did a great job. Several people told me they saw the story and really liked the drone footage.:

- Bart Ward, Haven for Heroes

“Thanks Cory- really nice job on the school bus driver story. We’re grateful to have accurate information out there and for the exposure of course.”

- Craig Hutchinson, Regional Recruiter, First Student, Champlin

QCCCC Agenda Item
4.3.2 Technology Report

September 9, 2020

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

COVID-19 - Remote Meeting Participation:

Remote meeting attendance continues to be used this month at QCTV member cities. QCTV is now using HD transmission equipment at all four city halls to get a high-quality signal to residents watching on Cable or the QCTV website. With more people interacting remotely, high quality video is essential for city communications.

Equipment Issues:

QCTV Equipment

After a small hardware problem on one server, I worked on all of the CableCast video servers and player to update both Carousel and CableCast software. There are a number of new features available now that Tech staff are looking forward to taking advantage of.

City Equipment

No issues to report for this period.

Comcast Equipment

No issues to report for this period.

CenturyLink Equipment

Video issues for 8441 and 8941 reported to CenturyLink, this continues to be unresolved.

Action Requested: None.

September 9, 2020

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

New Hire:

QCTV posted the position of Technology Support Specialist (Master Control) to fill the vacancy created by Jim Reynolds' retirement. We received 17 completed applications. I conducted half hour phone interviews with the 9 most qualified applicants and from that pool we brought in five people to be interviewed by the management team. We made an offer to our top selection and he accepted the position. CJ Luck has been involved in video production starting in high school. He is a graduate of the University of Northwestern in Roseville, MN where he studied Broadcasting and Electronic Media. He has worked and volunteered at several other access stations in the metro area. CJ starts work at QCTV Monday October 5th and we are glad to welcome him aboard.

General Items:

QCTV showed the first St. Paul Saints 2020 season baseball game from CHS field this month. We show these games live as they happen this month and September.

Equipment Issues:

QCTV Equipment

No issues to report for this period.

City Equipment

Two different issues with the Document Camera at Champlin. Both were resolved fairly easily and may have been caused by Xcel power issues. I logged both issues with Alpha Video support staff.

Comcast Equipment

No issues to report for this period.

CenturyLink Equipment

Video issues for 8441 and 8941 reported to CenturyLink, this continues to be unresolved.

Action Requested: None.

QCCCC Agenda Item

5.1 Liability Coverage Waiver

September 1, 2020

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.



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

September 3, 2020

To: Commissioners

From: Karen George, Executive Director

Subject: Strategic Plan

The Commission approved the 5-Year Strategic Plan one year ago. Since then, staff created a one-year objective plan and has been working to deliver on the plan. On September 11, QCTV will meet with Aurora Consulting to facilitate strategic planning review of year one. The results of that meeting will be shared with the commission at the September 17 meeting. Staff will work with Aurora Consulting to establish 2021 objectives later this fall.

Action Requested: Accept Year One review.

QCTV Strategic Plan

2019-2020 Implementation Plan

ACTION RESULTS – September 2020

DIRECTION 1: ENGAGING THE COMMUNITY

Strategies

- A. Develop capacity to market QCTV.**
- B. Leverage community partners for programming.**
- C. Update programming content to engage the community.**

Current Status

- Doing some social media
- Chamber report, court show - community programming
- Have a lot of good community partners in school and business – positive relationships
- Above average engagement in channel viewing
- No marketing position/focus
- Had some programming content for 5 years
- High commitment to election cycle programming

Success Indicators

- Revamped programming line up
- Younger audience know us
- Social media plan well developed
- Social media first
- More, shorter programming
- Community partners reach out to us to get the story out
- “Junior Producers”



First Year Accomplishments!

Presented options for communications support to personnel committee for marketing QCTV (Karen) *Completed. Personnel Committee Spring 2019. Direction to increase Member City CIP grant from \$20,000 to \$40,000 maximizing flexibility for each city. Revisit QCTV communications/marketing position in 2020. COVID-19 Update: Revisit after Q3 fee payments.*

Evaluated new technology and tools for a social media first strategy (John: Jim, Jared) *Completed. Shared with Lexica Communications for Phase I report. See next item.*

Budget (2020) reflects new needs from strategic plan (John: Taylor) *Completed. COVID-19 Update: Technology purchases in response to telework, remote productions, city hall live signal feeds HD.*

QCTV programming review completed with recommendations for revamp, especially shorter content (Katherine: Jim) *Completed. March 2020 presentation document. COVID-19 Update: Not presented to commission in March. Pilot show completed and link sent to commissioners.*

Regular meetings with community and city partners are scheduled (Katherine: Winter) *Completed. City partners, School District Curriculum Committee.*

Social media specific short programming has been piloted (Katherine) *Completed. Launched weekly live information show The Pilot, June 2020. COVID-19 Update: Single talent show, eliminated community co-host.*

IN PROGRESS

Social media plan is developed/revised (Taylor: Lisa, Jim) *Initially addressed. Shared with Lexica Communications for Phase I report. To be addressed comprehensively in 2021.*

Goals developed for frequency of social media postings (Taylor) *Initially addressed. Shared with Lexica Communications for Phase I report. To be addressed comprehensively in 2021.*

Proposed idea to high schools (or others) about “Junior Producers” (Katherine: Leslie) *Two high school students hosted our "At the Half" fall shows. Deferred due to COVID-19 limitations regarding public school.*



DIRECTION 2: COLLABORATING FOR SUCCESS

Strategies

- A. Define core services within legal parameters.**
- B. Promote engagement among staff and commissioners.**
- C. Foster collaborative working relationships between QCTV and city staff.**

Current Status

- Done some specialized training with city staff “boot camp”
- Annual staff/commissioner event
- Two work sessions between staff and commission – 6 regular meetings
- Some level of staff confusion about core services
- Have collaborative relationships with city staff but somewhat disjointed and siloed (with QCTV staff) – is effective though
- Do a city clerks meeting annually
- Have “contact us” and other in-bound emails
- Budget process includes management staff, budget committee and board

Success Indicators

- More shorter programming with or from city staff
- Staff more integrated into budgeting, have a chance to review and comment
- Staff attendance at regular commissioner meetings
- Communications function for both QCTV and member cities
- Core services defined for everyone
- Events for QCTV and city staff
- More staff/community events
- Better attended staff/community events
- Increased communication between city staff and QCTV



First Year Accomplishments!

Presented options for communications for the member cities to the board (Karen) *Completed. Personnel Committee Spring 2019. Direction to increase Member City CIP grant from \$20,000 to \$40,000 maximizing flexibility for each city. Revisit QCTV communications/marketing position in 2020.*

Deployment of timely topic specific video on a trending topic (Katherine: Cory) *Piloted. COVID-19 Topical short-format videos.*

IN PROGRESS

Statistical sharing of social media data from our member cities, mutual tagging (John: Cory, Winter) *Mutual tagging is occurring. Data sharing to be addressed in 2021.*

Demonstrated interpretation of topical social media first with in depth longer program content after (Katherine: Winter) *In development.*

DEFERRED

Core services documentation exists and is reviewed by staff (Taylor: John) *To be completed in 2021.*

New equipment bootcamp happens with city staff (Katherine: Leslie, Cory, Jared) *Deferred due to COVID-19 impact on member cities.*

Communications role has created relationships with key city staff to develop KPIs for future work (Karen: Lisa) *Deferred due to Lexica Communications Phase I report.*



DIRECTION 3: INNOVATING FOR IMPACT

Strategies

- A. Identify community needs and assess engagement.**
- B. Diversify distribution platforms.**
- C. Diversify revenue for sustainability.**

Current Status

- Have subscriber survey and after show surveys and NPS
- Have multiple platforms
- Have community testimonials
- Two main sources of revenue with: Franchise, PEG, equipment grant, Century Link, paid production, service sales
- No advertising programs and no paid productions for profit (board directive)
- Have a history of staff training

Success Indicators

- Social media analytics incorporated into decision making
- Increased viewership in measurable areas
- Areas identified to diversify revenue
- For profit video opportunities identified – beyond existing partnerships
- Subscriber survey and non-subscribers
- Standardized questions about QCTV on member city surveys – compare data
- QCTV attending community events in each city to market QCTV



First Year Accomplishments!

Current analytics recorded as a baseline for comparison in future (Taylor) *Completed. Captured 6 month previous stats for comparison. See third bullet re implementation.*

Next staff training event scheduled (Taylor) *Completed 2019. COVID-19 Update: Revisit for compliance with COVID-19 requirements.*

Identified stats to collect and stats to stop collecting (John) *Completed. Reflected in new quarterly report format in commission packet. COVID-19 Update: Not presented to commission in March.*

Social media platforms review and recommendations for possible new platforms (Taylor: Jared) *Completed. Shared with Lexica Communications for Phase I report.*

IN PROGRESS

[N/A]

DEFERRED

Timing of city surveys identified (Karen: Lisa) *Deferred due to COVID-19 impact on member cities.*

Marketed QCTV at a community event, tabling (Karen: Leslie, Lisa, Winter) *Deferred due to COVID-19 limitations on public events*

Survey questions identified for member city resident survey (Karen) *Deferred due to COVID-19 impact on member cities.*

Conducted an environmental scan to paid production opportunities in North Metro area (Katherine: Leslie, Taylor) *Deferred due to COVID-19 economic impact.*



QCCCC Agenda Item

5.3 Communications Position

September 1, 2020

To: Commissioners

From: Karen George, Executive Director

Subject: Communications Position

Strategic Vision and Consultant Recommendation

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, and on July 17 accepted the Phase I report and directed the Executive Director to work with the Personnel Committee on implementation recommendation.

The consultant report recommended adding a Social Media Manager to the QCTV team. The Personnel Committee: met twice; reviewed the strategic plan and Lexica Communications report in detail; and directed the Executive Director to draft a position description for hiring a fulltime communications position while remaining within the current FTE authorization of the commission. That FTE is 15 with 10 fulltime employees and 5 FTE in part-time Associate Producer positions. Below are the Personnel Committee recommendations.

Job Description

Lexica Communications completed research and drafted a job description based on organizational needs. It is attached.

Wage Scale

The wage scale aligns with the Coordinator level in the organization. The 2020 wage scale is \$44,367-\$54,565.

Elimination of Digital Media Specialist position

The strategic plan shift in organization direction, commission direction to not expand the fulltime employee count, COVID-19 impact on business operation, and a retirement are the factors in the elimination of this position. Timing of the layoff is unknown at this time. The employee is eligible to apply for the new Communications position during open recruitment.

Budget Impact

Adding a coordinator position and eliminating a specialist position is expected to impact the budget up \$8,200 in annual wages depending upon hire step of the new Communications position. There may be unemployment cost related to the layoff.

Action Requested:

Provide direction on Communications/Marketing/Social Media personnel changes.

QCTV Position Description: Social Media Coordinator

Position Title: Social Media/Communications Coordinator

Department:

Reports to: Executive Director

Status: Full Time, Exempt, Management Level Individual Contributor

Salary Range: \$44,367-\$54,565

PRIMARY OBJECTIVES OF POSITION

This position is responsible for planning, developing, implementing, managing, and analyzing QCTV's social media efforts with the goal of increasing the community's awareness of and engagement with QCTV.

SUPERVISION RECEIVED

Works in conjunction with producers and technology manager under the direction of the executive director

PRIMARY DUTIES AND RESPONSIBILITIES

- Develops and continually refines social media strategies and goals that align with QCTV's strategic plan, goals, and objectives
- Analyzes and defines audience segments
- Sets up and monitors social media channels and email campaigns
- Works in conjunction with web developer to design and maintain QCTV web site that aligns with social media efforts
- Executes the day-to-day social strategy across social platforms; including writing posts
- Ensures brand voice consistency in all social media and marketing messages
- Engages the communities/followers on the various social platforms; including responding to online comments and questions
- Provides guidance to media producers in the creation and posting of video content that supports social media goals
- Tracks and analyzes engagement in order to optimize performance and growth of social presence
- Develops benchmark metrics to measure the results of social media efforts
- Provides regular reports to the executive director on impact of social media efforts and web site analytics
- Monitors trends in social media and makes recommendations
- Monitors member city online platforms and coordinate cross functionality with QCTV content

- Participates in the development of internal and external social media policies
- Provides support for QCTV's marketing and communications efforts
- Provides administrative support for executive director, as needed

MINIMUM QUALIFICATIONS

- A.A. degree in communications, marketing, social media, or related field
- 3 years of experience in social media marketing/management
- Strong written and verbal communication skills
- Project management experience
- B.A. degree preferred

KNOWLEDGE, SKILLS, AND ABILITIES

- Strong multitasking and time-management skills
- Critical thinker with excellent problem-solving skills
- Ability to work as part of team
- Understanding of social media KPIs
- Experience using Hootsuite, Social Studio or another social media planning and listening platform
- Understanding of SEO and web traffic metrics
- Working knowledge of website content management systems (CMS) tools (e.g. Cascade, Drupal, WordPress)

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES

- Experience developing strategic communication plans preferred
- Graphic design experience preferred

TOOLS AND EQUIPMENT

Mac and PC computers and monitors. iPads and smart phones. Various software programs for office application.

PHYSICAL DEMANDS

This job requires the employee to sit for extended periods of time, talk on the phone and in person, and hear telephone and in-person conversations. Manual dexterity including the ability to type and handle/control objects is also required by the job. The employee is occasionally required to walk, bend, reach, stretch, crouch or crawl.

WORK ENVIRONMENT

The work environment is an office-type environment with fluorescent lighting. The environment is usually quiet. May also include working on the location of a video shoot and working from home.

SELECTION GUIDELINES

The duties listed are intended as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the job duties and responsibilities.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

5.4 HVAC Replacement

September 10, 2020

To: Karen George, Executive Director

From: John Sommer, Technology Manager

Subject: Capital Equipment - HVAC Replacement

General Overview:

QCTV has a variety of heating and cooling equipment. From four residential style Carrier furnaces to a commercial Reznor unit. Based on past practices our preferred vendor is NAC. At the moment this is the one vendor that will work with us because of our small size and high complexity.

The compressor for AC-2 failed and can no longer operate. This vintage 2002 unit is past the ASHRAE life expectancy of 15 years. This system uses R-22 refrigerant, which started to be phased out in 2013 and is illegal to make or import now in 2020.

Option One - Replace AC-2 only:

This option would replace the condensing unit outside and the evaporator coil on top of furnace 2 inside the building. Cost is \$7,350.00 for this option.

Option Two - Replace failed AC-2 and preemptively replace furnace 2:

This option would replace the condensing unit outside, the evaporator coil and the furnace unit inside. The rationale for this option is that the new evaporator coil would be installed in the supply duct on top of the existing 19-year-old furnace. If we replace the furnace later, the evaporator coil will need to be replaced again. Cost is \$9,500.00 for this option. Replacing both AC and furnace units at the same time could potentially save \$1,000.00 to \$1,500.00 over replacing them separately.

Option Three - Replace failed AC-2 and all four similar units:

This option would replace all four Carrier furnaces and AC units. This would solve the refrigerant issue by using the industry standard R-410a refrigerant. This would also save money by doing all of the work at one time. Cost is \$35,000.00 or \$8,750.00 per system for this option. This option saves \$750.00 per system over replacing them one at a time.

Action Requested:

Approve purchase outlined in Option Two. Replace furnace, condensing unit and coil at a cost not to exceed \$9,500.00.

Additional Options for Action

- Approve purchase outlined in Option One. Replace condensing unit and evaporator at a cost not to exceed \$7,350.00.
- Approve purchase outlined in Option Three. Replace all four furnaces, condensing units and evaporators at a cost not to exceed \$35,000.00.
- Direct staff to obtain more information or quotes and return at a later meeting.
- Delay action for future consideration.
- Further direct staff to pursue planned replacement of remaining Reznor unit that serves the Studio. This unit is no longer in production and the system will have to be completely rebuilt.