

VILLAGE OF COTTAGE GROVE NOTICE OF PUBLIC RELATIONS COMMITTEE MEETING

Wednesday, December 18, 2019

5:30 P.M.

Village Hall
221 Cottage Grove Rd

AGENDA

1. Call to Order
2. Determination of quorum and that the agenda was properly posted.
3. PUBLIC APPEARANCES – Public's opportunity to speak about any subject that is not a specific agenda item.
4. Discuss and consider the minutes from September 17, 2019.
5. Discuss and consider cable TV equipment plans for 2020 and 2021.
6. Future agenda items.
7. Adjournment

This agenda has been prepared by Staff and approved by the Village President for use at the meeting as listed above. Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

VILLAGE OF COTTAGE GROVE NOTICE OF PUBLIC RELATIONS COMMITTEE MEETING

Tuesday, September 17, 2019 5:30 P.M. Municipal Services Building
210 Progress Drive

1. Matt Giese Called the meeting to Order at 5:30 pm
2. Determined there was quorum and that the agenda was properly posted.
3. PUBLIC APPEARANCES – Public’s opportunity to speak about any subject that is not a specific agenda item.
No Public Appearances
4. Discuss and consider committee Chair and Secretary for Committee.
James Elmore Nominated Troy Allen for committee Chair
2nd from Don Hagen
Unanimous vote in favor of Troy
Troy Allen Nominated James Elmore for Secretary
Scott Jonovic 2nd the nomination
Unanimous vote in favor of James
5. Discuss and consider equipment for cable department.
Discussion of need equipment
Matt made the point that because the staffing for the operation of the equipment is in transition, we may not want to implement until the situation is stable.
Motion by James Elmore to recommend to the Village of Cottage Grove Board High Priority and Medium High Priority equipment goes into the budget:

Summary	
High Priority	
Project	Cost
<u>Monitoring Equipment</u>	\$671.85
<u>Batteries</u>	\$261.99
<u>Cablecast Software Assurance</u>	\$800.00

Medium-High Priority	
Project	Cost
<u>New Cameras</u>	\$8,907.74
<u>SDI System</u>	\$3,985.00

Motion was 2nd by Don Hagen
Motion was unanimously passed

6. Discuss and consider 2020 draft budget.

Committee discussed the budget.

James Elmore made a motion to budget:

13,000 for 2020

Motion was 2nd by Scott Jonovic

Motion was passed unanimously

7. Future agenda items.

Try to get Andrew or the new Tech person to attend a meeting to discuss improving the process.

8. Troy Allen made a motion for Adjournment

Scott Jonovic 2nd

Motion passed unanimously

Attendees: Matt Giese, Troy Allen, Don Hagen, Scott Jonovic and James Elmore

Memo



To: Public Relations Committee

From: Derek Westby, Cable TV Coordinator

Date: December 11th, 2019

Subject: 2020 Equipment Purchases

The Village of Cottage Grove was kind enough to allocate \$15,000 towards community television equipment in the 2020 budget. After reviewing the equipment that we currently have I have slightly different recommendations that should help carry us into the future.

It would be great to proceed with all of the projects in the attached spreadsheet however that would require an additional \$17,000 so for the 2020 budget year I am recommending that we proceed with all of the projects with the exception of the new camera system for the board room.

In 2019 we were fortunate enough to be able to purchase a used broadcast server to greatly improve our broadcasts. In 2020 I would like to purchase a better converter for that server to improve signal flow. The cost of the converter is around \$195 plus shipping and can be purchased locally through Full Compass Systems in Madison.

I would also like to replace the board room microphone system with a 16-microphone wireless system and desktop stands that will feed a digital sound board with the ability to gate the channels. This would greatly increase the sound quality of meetings as well as having the system portable to use with Deer Grove EMS. Most of the system would be ordered through Full Compass Systems for a total cost of around \$3,871.82 plus shipping.

Through using the existing remote camera I've noticed that it has many issues including no power supply. This means the camera must operate on battery. I am recommending replacing the camera with two identical Canon XF405 cameras, an additional tripod, batteries, SD cards and accessories. The reason that I recommend two is that there are some situations where coverage could be improved or expanded using two cameras and editing them together in post. The cost of this project is about \$7,736.90 plus shipping and can be purchased mostly from Full Compass.

Lastly it is clear that we need a desktop edit computer and updated software for a total of around \$3,000.

All these projects come out to just under \$14,800 plus shipping and would fit into the allocated money.

I am planning on applying for grants to see if I would be able to also purchase the camera system in 2020 but with a few little modifications that we have already done we could push the system off to 2021 for the additional \$17,000 in funds needed if the grants do not work out.

Please let me know if you have any questions,

Derek Westby
Cable TV Coordinator

Total Needed \$ 30,974.20

Proper Converter

2020

BlackMagic SDI to Composite	Full Compass	\$ 195.00	1	\$ 195.00	https://www.fullcompass.com/prod/148292-blackmagic-design-convmasa-sdi-to-analog-mini-converter
			Total	\$ 195.00	

New Mic System

2020

4 pack rechargeable mics	Full Compass	\$ 600.00	4	\$ 2,400.00	https://www.fullcompass.com/prod/129426-vocopro-uhf5805-wireless-4-channel-uhf-mic-system
Tabletop Mic Stand	Full Compass	\$ 15.00	16	\$ 240.00	https://www.fullcompass.com/prod/167612-ultimate-support-js-mms1-mini-tripod-tabletop-microphone-stand
Behringer XR18	Full Compass	\$ 600.00	1	\$ 600.00	https://www.fullcompass.com/prod/270498-behringer-xr18-18-channel-digital-rackmount-mixer-for-ipad
iPad	Amazon	\$ 319.99	1	\$ 319.99	https://www.amazon.com/Apple-iPad-10-2-Inch-Wi-Fi-32GB/dp/B07XL7G4HH
4RU case	Full Compass	\$ 174.99	1	\$ 174.99	https://www.fullcompass.com/prod/261286-skb-1skb-r4u-4ru-molded-rack-case
XLR Cables	Full Compass	\$ 6.99	16	\$ 111.84	https://www.fullcompass.com/prod/218537-cable-up-mic-xx-3-3-ft-xlr-microphone-cable
Speakers		\$ 25.00	1	\$ 25.00	
			Total	\$ 3,871.82	

These microphones have built-in rechargeable batteries. Mounting the receivers in a portable rack will allow use at both the Village Hall and any other location such as Deer Grove EMS Commission or public events.

New Camera System

2021

Panasonic AV-HLC100	Keycode Media	\$ 8,900.00	1	\$ 8,900.00	
Panasonic PTZ Cameras	Keycode Media	\$ 1,750.00	4	\$ 7,000.00	
PoE Switch	Amazon	\$ 125.00	1	\$ 125.00	https://www.amazon.com/NETGEAR-16-Port-Gigabit-Ethernet-JG5516PE/dp/B00GG1ACX2
Data Cable	Amazon	\$ 60.00	1	\$ 60.00	https://www.amazon.com/Dripstone-600004-Solid-Network-Ethernet/dp/B0100U6BV2/
Data Ends	Amazon	\$ 8.00	1	\$ 8.00	https://www.amazon.com/SHD-Connectors-Network-Stranded-Crystal/dp/B01F59NT6W/
Data Crimper	Amazon	\$ 14.50	1	\$ 14.50	https://www.amazon.com/TRENDnet-Crimping-Rj-45-Rj-12-TC-CT68/dp/B0000AZK4G
Monitor	Amazon	\$ 100.00	1	\$ 100.00	https://www.amazon.com/Sceptre-X328BV-SR-32-Inch-720p-Model/dp/B06XNMQQCP/
			Total	\$ 16,207.50	

This system has four 4K NDI cameras allowing for a wide shot, two different close up shots as an shot for the audience/podium/table. This system also would allow ingesting the presentation. The Panasonic AV-HLC100 would record in full HD and can stream out to multiple locations such as to YouTube and to the TelVue Server.

Remote Camera

2020

Canon XF405	Full Compass	\$ 3,200.00	2	\$ 6,400.00	
Shotgun Microphone	Full Compass	\$ 330.00	1	\$ 330.00	https://www.fullcompass.com/prod/227259-sennheiser-mke-600-shotgun-microphone-supercardioid-directional-condenser-for-cameras
Tripod	Full Compass	\$ 419.00	1	\$ 419.00	https://www.fullcompass.com/prod/523713-manfrotto-mvk502055xpro3-mvh502ah-fluid-video-head-with-mt055xpro3-aluminum-tripod
SD Card	Full Compass	\$ 35.72	3	\$ 107.16	https://www.fullcompass.com/prod/535832-centon-s1-sdxui-128g-128gb-sdxc-uhc-1-card
Extra Battery	Full Compass	\$ 148.50	2	\$ 297.00	https://www.fullcompass.com/prod/242844-canon-bp828-lithium-ion-battery-pack-2670mah
Battery Charger	Full Compass	\$ 91.87	2	\$ 183.74	https://www.fullcompass.com/prod/241344-canon-2590b002-cg-800-battery-charger
			Total	\$ 7,736.90	

Two identical cameras for higher quality shoots that can be edited together later

Editing System

2020

Vegas Pro 17	Sony	\$ 600.00	1	\$ 600.00	https://www.vegascreativesoftware.com/us/sem/vegas-pro/
Computer		\$ 2,103.00	1	\$ 2,103.00	Config Emailed to Derek
Monitors		\$ 129.99	2	\$ 259.98	https://www.amazon.com/ViewSonic-VX2476-SMHD-Frameless-Widescreen-DisplayPort/dp/B01GV9H1RS/
			Total	\$ 2,962.98	

2020 Total \$ 14,766.70