

# Minutes

## Missoula Civic Television Advisory Commission

### April 15, 2019

**Commission Members in Attendance:** Megan Robson, Ginny Merriam, Chris Badgley, Lisa Mecklenberg Jackson, Toffer Lehnherr, Hatton Littman, Anne Hughes, Heather Harp and Jen Sauer

**Commission Members Absent:** Stacie Anderson

**Others in Attendance:** Joel Baird (MCAT Staff), Mike Painter (MCAT Board) and Heidi Bakula (Mayor's Office)

1. The minutes of March 18, 2019 were approved as submitted
2. Public Comment

Mike Painter stated that he had watched six of the eight videos that were made about the Local Government Citizen's Academy and they are very good.

3. Commission Member Comment

Heather Harp stated that the Local Government Citizen's Academy would be held every other year in the future. Chris Badgley then discussed condensing the footage so it could be made into a magazine style show. He thought that maybe a university intern could help. Joel Baird explained that he did not have much luck working with the university as far as interns were concerned.

Megan Robson suggested contacting Paige Williams with Audience Awards. Maybe MCAT could get a grant and incentivize kids by offering prizes. Prizes are given through businesses and maybe local businesses would get involved.

Heather added that maybe the idea could be taken to the Montana League of Cities and Towns since most cities offer a law enforcement academy. Maybe MCAT could make a highlight reel of the citizen's academy that could be shown to league members.

Megan said she would contact Paige Williams at Audience Awards and look for some grant money. She has a possible grant available for \$5,000.

Joel discussed the recent meeting that was held with Charter about MCAT's franchise agreement.

- The most recent meeting was used to set expectations.
- The Federal Communications Commission (FCC) is giving providers more control.

- Recently MCAT asked for 5% of gross receipts, which Charter declined because there are just not as many people subscribing to cable services at this time. MCAT has a declining revenue source.
- MCAT will be losing 18%, or \$75,000, of its operating budget.
- Because of the court battle, Charter is not motivated to make a deal with MCAT and the City of Missoula will be entering into a one-year extension agreement. There is no clear resolution at this time.

#### 4. Old/Continuing Business

- a. Review current programming schedule that has been recorded/is being recorded

##### Old

See attached list for previous programming.

##### New

- Fairgrounds Development - as changes are made
- Hampton Lecture at Business School coming up
- Powwow at UM
- Community Discussion on Public Lands at UM
- Commencement at UM on May 4<sup>th</sup>
- Missoula County Public Schools Graduation in June
- Legislative Recap – Local Option Sales Tax, Housing Bill – May
- Missoula Campus Industry Night at UM
- Business Improvement District Rate Payer Meeting
- Neighborhood Council Leadership Training Meeting – April 29<sup>th</sup>
- Show about new bike parks and Missoula Rail Link Park – people are using the parks before they are officially open by sneaking through the fence
- Missoula in Motion Parklets
- Dragonhollow Community Day – May
- Instrument Adventure Night – grade school kids meet with Missoula Symphony members to test out instruments – June 3rd

- b. Discuss Annual Report – Ginny Merriam

The annual report was not discussed at this meeting.

#### 5. New Business

#### 6. Set agenda for next meeting

Joel Baird will not be available for the MCTAC Meeting on Monday, May 20, 2019. Mike Painter will be filling in for him.

Respectfully submitted,

Heidi Bakula, Executive Assistant