
DATE: Friday, June 11, 2021
TIME: 12:00 p.m.
PLACE: Virtually on Zoom (Urbana City Council Chambers, 400 S Vine St, Urbana, IL 61801)

MINUTES

Members Present: Peter Folk, Carol Inskeep, Mark Schultz, Dale Sinder

Members Absent: Christopher Fuller, Marie Polk

Staff Present: Jason Liggett

1. Call to Order & Roll Call & Declaration of Quorum

Commissioner Sinder called the meeting to order at 12:03 p.m. A quorum was not present. Commissioner Schultz was present in the Council Chambers.

2. Approval of Minutes

The minutes of the December 11, 2020 meeting were not approved at this time as there was no quorum.

3. Correspondence

There was no correspondence.

4. Staff Report

UPTV Station Manager Jason Liggett reported the cable franchise renewal agreement with Comcast passed unanimously through the Urbana City Council in late December.

UPTV Producers Elizabeth Hess and Julie Pryde received a Best of the Midwest Media Fest award for their COVID-19 interview series. Nathan DeHaan, Jake Hasan, Brendyn Jones, and Alex Aguilera also received an award for their work on *WPGU's Illini Drive*.

CU Wise TV premiered on April 1. This series provides engaging content for older adults. *Mark in the Park* resumed production. The Park District records on location in parks rather than in the UPTV studio as they previously did. *Art Now* resumed production. Recent episodes included an interview with Jake Metz and Namsoo Hyong.

UPTV's work with Urbana School District #116 resumed with coverage of two Urbana High School softball games, Urbana Middle School Concert and Jazz Band performances, and the Urbana High School Jazz Band concert.

UPTV's most popular Facebook post was a video of the Mayoral Proclamation and Pride Flag Raising. It reached 959 people. The most viewed YouTube video was a livestream of the

Urbana High School Graduation Ceremony at 1,782 views. Liggett noted UPTV also streamed all three Urbana Middle School 8th Grade promotion ceremonies. The most popular tweet was the announcement of Illini Drive receiving a regional media award. It was actually UPTV's most popular tweet ever as it reached over 11,000 people.

Liggett thanked the community members who continued to produce videos regularly throughout the pandemic.

Chair Folk joined the meeting at 12:16 p.m.

Liggett is serving on the Midwest Region of the Alliance for Community Media's Conference Program Committee for the upcoming conference in October.

Liggett will present at the national Alliance for Community Media conference at the end of June.

Chair Folk assumed the duties of the chair at 12:19 p.m.

Commissioner Schultz moved approval of the December 11, 2020 minutes, seconded by Commissioner Inskip, passed unanimously.

Liggett welcomed Sara Bennett to the UPTV Commission. She will be the representative from the Urbana Free Library beginning July 1, 2021.

5. Audience Participation

There was no audience participation

6. Unfinished Business

There was no unfinished business.

7. New Business

A. Fiscal Year 2022 Budget

Liggett reported staff capacity will remain the same as the 2021 budget. He did put in a request for an additional 18 hour/week Production Assistant to focus on government and education access programming. The request was not fulfilled.

B. Capital Equipment Purchase Plan

Liggett presented the planned capital purchases remaining for fiscal year 2021. The purchases were more than originally planned as the City needed to spend the fund balance of the 2% PEG fee. Purchases include a video broadcast server, closed captioning server, hearing assist system, video production switcher, DSLR camera, boom microphone, and public seating for the Council Chambers.

Liggett presented the planned capital purchases for fiscal year 2022. The total amount of money spent on new equipment totals \$41,000.00

Commissioner Schultz asked if there was a reoccurring cost such as a subscription associated with the closed captioning server.

Liggett reported there is no subscription fee. There are software updates available for purchase.

Commissioner Schultz complimented staff on the audio quality of the Urbana Middle School concert shown during the staff report.

Chair Folk asked if the closed captioning server would be used for public access content and if it would be available on-demand on YouTube. Liggett confirmed the closed captioning would be available for all content on UPTV running to the cable system. It will not be available for on-demand web videos, but YouTube has their own built-in captioning system.

8. Commissioner's Comments

Commissioner Inskeep expressed her appreciation of UPTV's work over the past year.

Chair Folk recognized the last year has proven how important video production is to the City.

Chair Sinder thanked Carol Inskeep for her service on the UPTV Commission

9. Set Meeting Date and Adjournment

The meeting was adjourned at 12:38 p.m.