

COMMUNITY SERVICES BOARD  
Preliminary Minutes  
April 20, 2012

Present: Laurie Amelse, Jacki Craver, Sher Fulker, Stephen Dykstra, Arvin Van Zante, Rich Schulte & Chad Klein

Staff: Chandler Nunnikhoven, Mallary Herring, Jenny Hesselstine & Brenda Ross

Chad made a motion to approve the minutes from the March 23<sup>rd</sup> meeting. This was seconded by Laurie.

### **Workforce Development**

Information was passed out regarding migrant and seasonal farm workers as provided by the Iowa Workforce Development office.

### **General Program Updates**

The summer brochure is currently posted on the city's website. At the present time we are unable to accept credit cards or online registrations. A new software program is in the CIP budget for FY 2013/2014 at which time we hope to begin accepting credit/debit cards. A question was raised regarding the ADA accessibility at both pools. The Aquatic Center meets the guidelines but the Indoor Pool is required to install one more access point. This will be included with the renovations.

### **PTV 12 Policies**

The board's general consensus was that they agreed with the majority of the PTV12 Guidelines and Operational Policy. They thought that what is broadcasted on PTV12 should also be available on the website for 1 full week. A suggestion was made about adding links to churches for users to view previous church sermons. The new equipment should be up and running by mid May at which time additional marketing of PTV12 will be done.

## **PTV 12 GUIDELINS & OPERATIONAL POLICY (draft)**

### **Policy Statement:**

PTV 12 is Public Educational and Governmental (PEG) access channel provided through Mediacom and the City of Pella website and is a direct service of the City of Pella, Iowa. PTV 12 will provide access to pre-recorded or live programs and community billboards of local governmental activities, educational information and activities, and other events of value to the local community through cable telecasts on cable channel 12 in accordance with the franchise agreement between Mediacom Cable TV and the City of Pella. These same telecasts will also be available on the City's website [www.cityofpella.com](http://www.cityofpella.com) for the purpose of historical "video-on-demand" reference.

### **Operating Guidelines:**

1. Telecasting rights on PTV 12 shall only be granted to individuals or organizations within Pella corporate limits that have been approved or authorized by the City of Pella to utilize this form of communication. Programs and/or billboards promoting specific political or commercial topics, views, and/or entities shall not be permitted. Such organizations and activities approved or authorized by the City of Pella shall include non-profit organizations, governmental events and activities, school-related or -sponsored events and activities, general bi-partisan political announcements, and any other announcements or programs generated within the Pella corporate limits. No charges will be incurred for the use of PTV 12.
2. Programs and/or billboards must promote activities that take place within the Pella corporate limits and/or are sponsored by Pella-based groups. Submittals from groups based outside of

- Pella shall not be considered.
3. The team responsible for the production of PTV 12 shall consist of the Community Center Manager or his/her designee and/or the Administrative Services Director or his/her designee. **his team shall loosely be named "system coordinators."**
  4. Each submission for telecast shall be reviewed by the system coordinators and may be denied on the basis of content, either by determination of inappropriate material or on a non-discriminatory basis, taking community interest into account, and/or due to poor or substandard video or audio quality.
  5. The system coordinators and City Administrator shall have the authority to determine the specific times for telecast or re-telecast, and shall also have the authority to determine the order in which material is televised. Programs shall not be telecast during times dedicated to governmental telecasts or re-telecasts. In general, programs will be scheduled in a first come, first served non-discriminatory manner that will maximize fairness and diversity of expression and that will ensure that no one person or organization monopolizes facilities to the disadvantage of others. The system coordinators will be guided by these rules and may also take community interest into account.
  6. The system coordinators shall establish the format in which the material is to be received. All material must have stable control track for at least fifteen (15) seconds before the start of the program material.
  7. Programs and/or billboards submitted for PTV 12 telecast shall be provided to the system coordinators at least five (5) working days before airing. When timeliness of a program is essential, the scheduling and advance submission time may be waived with approval of the system coordinators and/or City Administrator.
  8. All programs longer than 29 minutes or 59 minutes may be interrupted during telecasting with channel identification at the half hour or at the hour.
  9. The system coordinators shall have the authority to edit billboards submitted for PTV 12 telecast for length and clarity.
  10. All programs submitted for telecast must be labeled clearly with the name/type of program, date on which the program was recorded, submitter, and total running time.
  11. No program, production, presentation, or billboard shall include any material that violates any local, state, or national law.
  12. PTV 12 shall not be used for any purpose other than the telecast of governmental or educational programming, or programming deemed to be of community interest. Neither the equipment nor the services available through the City of Pella are intended to be used for private or commercial gain, or in direct competition with local businesses which offer production services or video equipment rental to the public as their livelihood. Advertising of a for-profit business or enterprise, conducting or promoting of a lottery or other illegal enterprise, or offering of any product or service for sale on PTV 12 will be considered a violation of this **policy. However, it is acceptable for a business or enterprise to "sponsor" or "underwrite" a program which meets the criteria established above, with the notation of the business or enterprise listed at the beginning and/or end of the program and/or billboard.**
  13. In the absence of any written agreement to the contrary, the rights to a PTV 12 program remain with the producer. However, the City of Pella will retain the rights to use the program in the public interest for repeat telecasts, promotions, and archival purposes, including on the City website. All video and audio recordings, except those purchased by the producer, remain the property of the City of Pella. No program shall be aired that constitutes or contains copyrighted material without the specific written authorization of the holder of said copyright. In addition, prior to airing any program or billboard, the party submitting shall hold the city harmless from any and all liability in way related to the airing of any material on PTV 12 including any and **penalties, damages and attorney's fees.**
  14. Periodic changes to these policies and specific rules may be made from time to time as required.
  15. The City of Pella retains the right to refuse to air any program and/or billboard for any reason.

### Billboards

Billboards aired on PTV 12 shall be in a stationary print format and contain no audio feedback. The billboard playlist shall rotate through all billboards provided. The duration of each rotation and the duration any item remains on the playlist shall be determined at the system coordinators' discretion.

### Programs

Unless pre-approved by system coordinators, non-governmental programs shall be limited to a sixty (60) minute maximum per group per day, with a maximum of four (4) hours per week, as playback time and capacity allows. The amount of capacity shall be determined by the system coordinators based on the governmental programming being aired in a given week.

### **Procedures for submitting material for telecasting:**

1. Ensure that the material complies with all rules as stated herein.
2. Label recorded material with provider name, program title and running time. Both the form of media and its container should be labeled.
3. Bring the recorded material to the Community Services office located at 712 Union St one week ahead of the time requested for telecasting, unless prior arrangements have been made.
4. Complete and sign the PTV 12 User Agreement form.

### **Open Discussion**

Sod was cut from the Community Gardens on Thursday and Friday, the water line was installed last week and fencing will be put up after Tulip Time.

The tulips are holding pretty well due to the cold nights. Chandler confirmed that there will be no annuals ready to plant before Tulip Time. Volunteers will be digging up some bulbs to be handed out during the parades.

Next meeting will be Friday, May 18 at noon at the Police Training Room. Chad K made motion to adjourn, seconded by Arvin. Meeting adjourned at 1:10 pm.

Respectfully submitted:

Brenda Ross

April 20, 2012