

# Missoula Civic Television Advisory Commission

## Minutes ~ June 16, 2009

Commission Members in Attendance: John Rettenmayer, Antonio Guglielmo, Link Starbureiy, Lesli Brassfield, Carol Bellin, Jean Curtiss, Ginny Merriam,

Commission Members Absent: Ed Childers, Jason Wiener, Rita Munzenrider (medical leave); Jen Sauer (filling in for Rita Munzenrider as UM Representative)

Others in Attendance: Melani Coyle (Commission Secretary), Geoff Badenoch (MCAT Board Liaison), Joel Baird (MCAT)

John Rettenmayer called the meeting to order.

Jean Curtiss made the motion to approve the May minutes with the following corrections and Carol Bellin seconded the motion. The motion passed.

- Additional Comments/Questions #6: UTube should be YouTube
- Additional Comments/Questions #3: The ~~franchise~~ *three-year* agreement between *MCAT and the City of Missoula* is up June 30, 2010. Contract negotiations will be ~~this~~ *the spring of 2010*.

### Old Business

- ❖ Review current programming schedule that has been recorded/is being recorded
  - The [current programming schedule](#) was discussed.
    - The Mill Looking Back
    - Mayoral Forum – Perspective on Sustainable Community
    - 2009 Economic Outlook Seminar
    - Physical Activity & Academic Performance in 2 – 12 Grade Missoula County Youth
    - Scott Street Bridge Closure
- ❖ Programming ideas from the commission
  - Public education on how to drive a roundabout
    - Jean Curtiss said the County will be having a 'mock' roundabout on Expressway on July 7.
    - Many suggestions were made: include the biking community, including smaller children to advanced riders; disabled; parents; drivers education instructors.
    - Have a crane, fire truck with bucket/ladder, Northwestern Energy's new hybrid bucket truck, etc so there could be footage from above as people drive the roundabout.
    - Barb Martens will be working on media notification, and Ginny offered to help with that. Media contact, put on City's web site, etc as the City gets prepared to open the roundabout at Higgins/Hill/Beckwith.
    - Meet with MCPS, UM and citizens about how to use a roundabout

- Information on Mount Sentinel since the fire – changed trails, weed pulls, great recreational area. Joel said he would contact Marilyn Marler.
- Bike trail between Lolo and Missoula.
- Swine flu information – health officials think it will come back this fall, so be prepared with some programming
  - Parental concerns
  - Vaccine available (should be available this fall, 2 shots)
  - Health Dept, MCPS, UM talk show about how it affects students, parents, etc.
- Increase in income qualifications for CHIP, how to apply etc.
- Health care reform group rallies

*Geoff Badenoch said MCAT is not a reporting agency and it is going too far to try to determine what gets covered and what groups are covered. If a commission member knows of an agency or group that would like coverage, let them know about the media assistance grants and to contact MCAT. (This would apply to the CHIP and Health care reform rallies).*

## **New Business**

### **MCAT Board Comment**

There was no MCAT board comment.

### **Additional Comments/Questions**

- ❖ Ginny Merriam asked the commission how to get more commission members to attend meetings and why they thought members did not attend. Geoff Badenoch said there has not been much substantive work for the commission except for the name change that recently occurred and updating the bylaws.

It was suggested that commission members were not bringing forth as many ideas for programming because of running up against the hours that are in the contract between the City and MCAT.

John Rettenmayer asked if members have something of interest to be recorded, could the commission look at what is currently being covered and make changes. Ginny said taking a deep look at what is covered could be a reminder to commission members.

Geoff said with the contract coming up for review, the commission could make the recommendation to MCAT to ask for more hours so there are more resources.

Carol Bellin asked if the commission should have an annual assessment of what the contract hours are being used on. Joel said this is in the annual report to City Council members in the fall, but he will do it again for the next meeting.

- ❖ Link Starbureij spoke about YouTube and partnering channels with Google Sites. He said if the City of Missoula signed up to have its own channel, it would be possible to receive free hours, unlimited band width, etc. The only catch to it is that there are ads before each video that have to be viewed. He will email Melani the link to his site and she will forward to the commission.

- ❖ Jean Curtiss made the motion to not have a meeting in July and August and Lesli Brassfield seconded the motion. The motion passed.

**Date of next meeting:**

September 15, 2009  
Jack Reidy Conference Room  
3:00 pm