



Agenda
Columbus Cable Commission
Monday, June 21, 2021
Council Chambers, City Hall, 5:00 pm

Join Zoom Meeting

<https://us02web.zoom.us/j/87061784220?pwd=MDZnWTZlbG9lZXhpbW5zeWV0dm5RUT09>

Meeting ID: 870 6178 4220

Passcode: 634503

(312) 626-6799 (Chicago)

(929) 205-6099 (New York)

1. Call to order
2. Roll call - Determination of quorum
3. Notice of public meeting
4. Approval of Minutes for June 2, 2021
5. Approve agenda
6. Comments of citizens present
7. Old Business
 - a. Discuss Media Coordinator Job Description
8. New Business
 - a. None
9. Establish next meeting date
10. Adjournment

COLUMBUS CABLE COMMISSION MEETING
COLUMBUS CITY HALL

June 2nd, 5:00 PM - Council Chambers, City Hall

1. Vice Chairman Pyfferoen called the meeting to order at 5:01 pm.
2. Members present: Clark, Pulver, Pyfferoen, Traxler. Also in attendance: City Administrator/Treasurer Kyle Ellefson
3. Notice of public meeting. The meeting was properly noticed.
4. Motion to approve minutes as submitted by Traxler, second by Pulver. Motion carried unanimously.
5. Motion to approve the Agenda by Clark, second by Traxler. Motion carried unanimously.
6. Citizen Comments: Lisa Wolf, representing Wisconsin Community Media, commented via Zoom. Wolf introduced herself as the Vice President of the Wisconsin Community Media Board of Directors, and the Media and Communications Coordinator for the City of Watertown. Having worked for Columbus previously, she expressed a desire to help the Commission and offered herself as a resource.
7. **OLD BUSINESS**
 - a. Discuss Production Specialist Job Description changes with City Administrator. Administrator Ellefson reviewed changes from what had originally been submitted by the Commission, including classifying the position as FLSA Non-Exempt, indicating the work environment may at times be loud or noisy, and adding an essential duty that covers the creation of promotional or informational materials. Commissioners questioned if this position would be working on the City Website or performing other administrative city duties, but Ellefson clarified that this additional duty would cover creation of materials used in conjunction with the Cable Channel, such as promotional and educational materials that promote an event or program shown on the channel.
8. **NEW BUSINESS**
 - a. Annual Election of Officers. Motion by Pyfferoen and seconded by Pulver to elect Traxler as Chair. No other nominations were made. Motion carried unanimously. Motion by Pulver and seconded by Traxler to elect Pyfferoen as Vice-Chair. No other nominations were made. Motion carried unanimously. After a discussion regarding if the Secretary must be elected from within the membership, Traxler made a motion to table the election of a Secretary until Administrator Ellefson could receive feedback from the City Attorney, which was seconded by Pyfferoen. Motion Carried unanimously.
 - b. Review Existing Media Coordinator Job Description and discuss potential changes. Administrator Ellefson and Commissioners discussed the current job description as well as what would be desired in an updated job description that was more comprehensive than the current version. Administrator Ellefson indicated he was interested in broadly enhancing this position's role in communicating information to the public across platforms to ensure there was more timely, relevant and accurate information disseminated regarding the City. Consensus of the Commissioners was that they would like to see this position manage the cable website and resources so they are regularly updated; cover and broadcast City news and events; broadcast useful information for residents; and create content for the Channel. Experience with video editing was highlighted as something that should be added to the qualifications, and there was an interest in explaining the relationship between the Media Coordinator and the Cable Commission within the job description. Traxler indicated he was interested in keeping a fair balance between the funding from the Cable Commission and the duties of the position. Administrator Ellefson will try to compile this information into one document and bring the job description back to the Commission's next meeting for review.
 - c. Budget Update Most recent financial statement was presented.
9. **Establish next meeting date: Special meeting – June 16, 2021 at 5:00 PM**
10. **Adjournment:** Motion by Pulver and second by Clark to adjourn at 6:10 pm, motion carried unanimously.

Respectfully Submitted,

Kyle L. Ellefson, City Administrator/Treasurer

POSITION DESCRIPTION

Class Title: Media Coordinator
Department: Administration
Location: City Hall
Date: 2021
Salary: \$XXXXXXX
FLSA: Exempt

GENERAL PURPOSE

The Media Coordinator is a full-time, FLSA exempt position with the City of Columbus. The Coordinator is responsible for managing the day-to-day operations of the Columbus Cable Channel, as well as communicating important City information to staff, residents, property owners, businesses and visitors alike. This position requires creativity and insight to leverage our programming assets, enhancing the City's brand while also communicating important news and updates across multiple platforms. The Coordinator will have the opportunity to create and facilitate programming that educates, entertains, informs and promotes the City of Columbus. The Media Coordinator will serve as a communications advisor for other City Departments, assisting with planning and creation of press releases, reports, presentations, flyers and other content for internal and external customers.

SUPERVISION RECEIVED

Works under the direction of the City Administrator.

The Media Coordinator also receives guidance from the Cable Commission, although it is advisory in nature.

SUPERVISION EXERCISED

Provides direct supervision to a part-time Production Specialist, assigns their work and evaluates their performance.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Film and broadcast City government meetings to the public access channel, as well as other approved electronic formats.
- Film, produce, and/or broadcast programming that support the goals of the Columbus Cable Commission's master plan for public access programming.
- Manage the Media and Cable Commission budgets, maintain an accurate inventory of cable supplies and equipment, and develop plans for replacing and upgrading cable equipment in consultation with the Cable Commission.
- Market and promote City events, City Departments, projects, and programs (including Cable) using multiple methods and platforms to maximize the message penetration.
- Ability to prepare accurate and professional documents, records, reports, and correspondence.
- Ensure the City's website and other digital platforms are current and accurate by evaluating data and informing appropriate staff to review, update, or correct information as necessary.
- Advise and assist City staff in communicating important information to the public leveraging multiple methods and platforms as appropriate.

- Staff the Columbus Cable Commission meetings, and assist the Director of Planning & Development in staffing the Tourism Commission.
- Assist in the development of the Media and Cable Commission budgets, and administer them according to the annual budget authorization and related policies.
- Assist in the development, enhancement, and strengthening of the City's brand identity.
- Supervise, direct, and evaluate part-time Production Specialist.
- Other duties as assigned.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES

- Ability to establish effective working relationships, use good judgment, initiative, and resourcefulness when dealing with the public, community leaders, and other employees.
- Experience with video production, video editing, graphic design, and Photoshop methods and techniques.
- Effective use of existing and emerging social media platforms, websites, and other digital outlets to communicate.
- Principles and techniques of communications, public information, public relations, advertising, and marketing.
- Communicate clearly and concisely, both orally and in writing, using proper grammar, vocabulary, spelling and punctuation.
- Respond to questions or concerns from residents, property owners, businesses, visitors, or elected officials using tact and diplomacy, with an exceptional level of customer service
- Run wires or cables to equipment, receivers, and other electronic devices.
- Valid Wisconsin Driver's License.

TOOLS & EQUIPMENT USED

Video and still cameras; digital recorders; personal computer; broadcast and recording equipment, video processing and editing software; word processing, spreadsheet, database and internet browsers; phone; copy machine; city vehicles and equipment.

EDUCATION AND EXPERIENCE GUIDELINES

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Associates Degree in a field related to communication, marketing, journalism, graphic design, information technology, or other relevant field.

OR

Two years combined professional experience in broadcast or video production, marketing, communication, media relations, graphic design, information technology, or a related field.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting. Occasional exposure to extreme hot or cold temperatures is possible.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull up to 40 pounds of weight; to operate office equipment requiring repetitive and movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

Vision: See in the normal visual range with or without correction; vision sufficient to read computer screens and printed documents; ability to distinguish colors.

Hearing: Hear in the normal audio range with or without correction

SELECTION GUIDELINES

Formal application, rating of education and experience; oral interview and reference/background checks; job related tests may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

ACKNOWLEDGEMENT

I acknowledge that I have read the job description and requirements for the Media Coordinator position and I certify that I can perform these functions.

Applicant Signature

Date

Management has the right to add or change these duties of the position at any time.