

**PROCEEDINGS OF THE NEW BERLIN
COMMUNICATIONS COMMITTEE**

Wednesday, January 20, 5:00 PM

**NEW BERLIN CITY HALL
3805 S. Casper Drive
Common Council Chambers**

Call Meeting to Order

The meeting was called to order by Alderman Hopkins at 5:02 PM.

Roll Call: Declaration of Quorum and Public Notice

Present: Alderman Hopkins, Alderman Seidl, Alderman Moore, Kris Scalzo and Bruce Peterka. Also present: Deputy City Clerk Christine Stefanich, Information Technology Director Nick Roethel and City Attorney Mark Blum.

Minutes

Motion by Kris Scalzo to approve the December 16, 2009 minutes as printed. Seconded by Alderman Seidl and carried unanimously with Alderman Moore abstaining.

New Business:

Assembly Bill 606 – Proposed amendments to video franchise.

Attorney Blum stated there are issues, in the City's perspective, in terms of operations and the way that cable television has been dealt with as compared in the past. There were a number of issues and concerns raised by the RTC and other municipal interest groups as to the impact the act would have as to how cable television was operated from a municipal perspective. He stated now that the act is in place, those similar concerns that were previously raised are now being understood more clearly. A Bill AB606 was drafted and intended to address some of these concerns. He stated the major focus is on the issue of PEG Channels (Public Educational Governmental) channels, the channel that which this broadcast is going out. In reviewing this he stated he found it not dealing with certain municipality issues as far as the cable bill and how it would be applied. Attorney Blum summarized the fine points of the proposed legislation he previously drafted in an attached memo: He stated there has been an attempt to take some of the problems that were created by the operation of this legislation, place restrictions and make it friendlier to the public as well as municipal organizations to deal with. Attorney Blum explained his memorandum previously presented to the committee on "Assembly Bill 606 – Proposed amendments to video franchise".

There was discussion on the effect on U-Verse customers verses non U-Verse customers in the City, timelines and amount of households affected.

Attorney Blum stated there is both Republican and Democratic support and it will be interesting to see the attraction it is given in Madison. There are Municipal organizations as well as other groups who have indicated their desire to participate and support. He stated there are no hearings in Madison at this point, but in general the reaction from a staff standpoint is this would be a step forward as to how these issues are regulated.

There was discussion regarding sending a letter of support from the City. Attorney Blum stated that would be an appropriate first option of response. He didn't know whether anyone has done an accurate fiscal impact of what this legislation would need.

Alderman Hopkins suggested this item to stay on the table with updates and at some point making our concerns known.

Old Business:

Advertising on City website.

IT Director Nick Roethel was asked to research the amount of lawsuits that have been filed and to update the committee at a later date. IT Director Nick Roethel stated that he had misstated the

fact that there was not a set agreement timeline to be locked into the company if business was done. As a correction he stated there would be a one year agreement but, that there would be no termination penalty to leave. He stated although further concerns may need addressing, technically the City would be signing a one year agreement. IT Director Nick Roethel stated he felt there was one open issue of concern and that would be who the ultimate approving authority would be if this was to move forward. Alderman Hopkins stated that would be something to discuss further and to possibly speak to the Mayor about. Alderman Moore stated he appreciated Attorney Blum's cautions and concerns. Alderman Hopkins stated he as well respected Attorney Blum's opinions but he that he differs somewhat and feels a need to continue to look into areas for future expansion.

Discussion on electronic (paperless) agenda packets. Council E-Packet System & Paperless Initiative.

No action taken

Web streaming and video on demand for City meetings.

No action taken.

Responsibilities of the Communications Committee/Structure/By-Laws.

Alderman Hopkins stated he would have something for the committee within the next 30-60 days.
No action taken.

Adjourn

Motion by Bruce Peterka to adjourn at 5:28PM. Seconded by Alderman Seidl and carried unanimously.

Respectfully submitted:

Christine Stefanich
Deputy City Clerk