



Forest Lake Cable Commission Meeting Regular Meeting



• Notice of Agenda •

Wednesday, October 11th, 2017 • 4:00 PM • Forest Lake City Center
1408 Lake Street South • Forest Lake, MN 55025

1) CALL MEETING TO ORDER

2) ROLL CALL

3) APPROVE AGENDA

4) OPEN FORUM

5) APPROVE CONSENT AGENDA

- ACTION

A. Secretary's Report:

- a. Approve Meeting Minutes from August 9th, 2017
- b. Approve Meeting Minutes from September 13th 2017
- c. Approve Payment of Commission Bills

6) APPROVE TRESURER'S REPORT

- ACTION

7) REGULAR AGENDA

A. New Media Sales

- ACTION

B. Watershed Meetings

8) UPDATES

A. 2018 Budget Update

B. Personnel Policy Workshop

9) ACCESS COORDINATOR REPORT

10) CHAIRPERSON REPORT

11) ADJOURN MEETING

NEXT MEETING - November 8th at 4:00pm at Forest Lake City Center

Lakes Area Television's mission is to collaborate with people and organizations in the communities we serve to bring quality programming and learning opportunities while being fiscally responsible under direction of the Forest Lake Cable Commission.

Lakes Area Television's vision is to Educate, Inform, Entertain and Involve people within the Cities of the Joint Powers Agreement as directed by the Forest Lake Cable Commission.



Media Sales Staff Memo

Date: October 6, 2017

To: Members of the Cable Commission

From: Tim Schingen, Programming Specialist

Re: Media Sale Procedure

CURRENT PROCEDURE:

Currently we have one form of media to sell here at the station of our productions, that is by DVD. We currently complete 95% of our DVD sales through our website, the other 5% is either orders from over the phone or in person at our office. In November of 2016 our media sale procedure changed to increase the cost of a DVD to \$17, and to discontinue any partnerships with schools / organizations to help us sell DVD's for a reimbursement to the school/organization at \$3 each. We also included shipping and tax cost of the DVD in the \$17 price.

Our thought was with the new website that launched in December of 2016, we would be able to offer customers our DVD's easier to purchase. Although that may be the case, because of the discontinuing of partnerships with the schools / organizations, we have lost the only advertisement we had to sell these DVD's. In 2016 our total revenue for media sales reached well over \$10,000. So far in 2017, our media sales are sitting at just over \$2,500.

REQUEST:

We revise our partnership policy, prices, and products to gain additional revenue going forward.

DISCUSSION:

Here is a breakdown of cost to generate our current DVD's. This does not account for the time to create the production, as we would be creating these programming shows even if DVD's are not sold.

DVD: \$0.24

CASE: \$0.19

ENVELOPE: \$0.49

INK / PAPPER: \$0.09

POSTAGE: \$2.63

Average station cost of our standard DVD to produce is about \$3.50 including shipping.

In working with Paul, we have been discussing a few other avenues to share our product instead of just a standard quality DVD. In looking at other stations, many of them also provide HD Blu Ray disks, and digital files to download or flash cards. Digital downloads from our website is not achievable yet, but we hope to be

able to do so in the near future. If we were to create Blu Ray disks the additional charge from a standard DVD will be an extra \$0.56. If we were to create flash stick media files, the cost would be \$7.10.

Working with schools and organizations greatly benefited us selling DVD's from 2010-2016. We could once again work with these groups to help sell our products for us for a \$3 kick back for every item purchased. One change we could do is still have the media sent through the mail to the customers home, instead of being delivered through the school which was very difficult to manage in the past.

RECOMMENDATION:

We approve new media sale guidelines as listed below:

DVD's: \$17

Blu-Ray: \$20

Flash Stick File: \$25

For every DVD sold by a pre-established partnership with Lakes Area Community TV, the organization will receive a reimbursement of \$3 per item sold within 30 days of a given production event.

All media will be mailed to the customers address, or available to pick up at our offices. We will not hand deliver media to the school / organization.

The subject of the content (music concert, sporting event, city meeting, community event) are allowed to only receive one free copy of a DVD for their records.

Access Users who create their own program will only be able to receive one complementary DVD of their production once finished. Additional forms of media and copies of a DVD can be made upon the request to the Access Coordinator.

Estimated Station Income Per Media Item:

DVD: \$10.50

Blu-Ray: \$14.94

Flash Stick File: \$12.41

EXECUTION:

If these new guidelines are approved, the Programming Specialist will continue to handle all digital media sales for the station and work with the organizations on selling these products for the station.



CURRENT PROCEDURE LISTED IN ACCESS RULES SCHEDULE GUIDELINES DOCUMENT:

This was taken from the May 18, 2011 minutes. I have added them at the end of the new Policies and Procedures document.

May 18, 2011 Approved Pricing Policy

Starting June 1, 2011 DVDs will be \$15.00

Starting June 1, 2011, discontinue selling DVDs citizens make.

Starting June 1, 2011, DVD copies and shipping remain at \$5.00.

Continue to offer school organizations a \$3.00/DVD incentive for selling DVDs at school events.

Starting June 1, 2011, transfer media to DVD will be \$18.00. The cost of additional copies of DVDs will remain at \$5.00.

Discontinue Custom Package of sponsorship.

Cities and city departments will receive one copy of meetings or shows taped at no charge. Sporting event coaches and event coordinators will be given 1 free copy of events, but only upon request and the DVD may not be copied or sold.

Businesses involved in the "Around Lakes Area" program will receive a DVD if a minimum sponsorship package is bought by the business starting June 1, 2011.

Discontinue making VHS tapes for customers.