

MINUTES FOR RIVERSIDE TV COMMISSION FEBRUARY MEETING
 FEBRUARY 10, 2020, 7:00 p.m.
QUIET READING ROOM, RIVERSIDE PUBLIC LIBRARY
1 BURLING ROAD, RIVERSIDE, IL 60546

Minutes

Call to Order:

Meeting called to order at 7:03 PM

Present: Chair Greg Gorski, Commissioners Eric Sundstrom, Steve Wojcik and Mark Yurkiw (arrived at 7:07 PM)

Absent: Commissioner Karina Turner Koncius

Also present: Production Supervisor Joe Doria, Technical Director Lorenzo P Cordova, and Village Trustee Cristin Evans

Approval of the following minutes:

December 09, 2019 Regular Meeting

Motion: Yurkiw

Second: Sundstrom

All in favor. Approved.

Meeting Schedule for 2020.

VILLAGE BOARD OF TRUSTEES MEETINGS – 2020
(7:00 PM, 1st and 3rd Thursday, except as noted*)

(Meetings are held in Room 4 or as noted)

Regular Meeting (1st Thursday)	Regular Meeting (3rd Thursday)
January 2 — CANCELLED	January 16
February 6	February 20
March 5	March 19
April 2	April 16
May 7	May 21
June 4	June 18
July 2	July 16
August 6	August 20
September 3	September 17
October 1	October 15
November 5	November 19

December 3	December 17
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TOWNSHIP OF RIVERSIDE MEETINGS — 2020

(7:00 PM, except as noted; 2nd Tuesday, except as noted*)**

(Meetings are held in Room 4 or as noted)

Regular Meeting (2nd Tuesday)
January 14
February 11
March 10
April 14** - 6:00 PM meeting start time due to Annual Town Meeting
May 12
June 9
July 14
August 11
September 8
October 13
November 10
December 8

DISTRICT 96 BOARD OF EDUCATION MEETINGS – 2020

(7:00 PM, 1st and 3rd Wednesday, except as noted*)**

(Meetings are held in the Hauser LRC or as noted)

Committee of the Whole Meeting (1st Wednesday)	Regular Meeting (3rd Wednesday)
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January 1 — CANCELLED	January 15
February 5	February 19
March 4	March 18
April 1	April 15
May 6	May 20
June 3	June 17
July 1	July 15
August 5	August 19
September 2	September 16
October 7	October 21
November 4	November 18
December 2	December 16

RIVERSIDE TV COMMISSION MEETINGS – 2020

(7:00 PM, 2nd Monday, except as noted*)

(Note: These meetings are not recorded, but crew is welcome to attend)

(Meetings are held in the Riverside Library Quiet Reading Room or as noted)

Regular Meeting (2nd Monday)
January 13
February 10
March 9
April 13
May 11
June 8
July 13

August 10
September 14
October 12
November 9
December 14

Old Business:

2020 Census Video — Chair Gorski asked for an update on this project. Village Trustee Evans informed the Commission that the Riverside Complete Count Committee met for the first time in January. The committee is comprised of individuals from groups such as: local school boards, faith-based organizations, and other organizations with their own communities. Evans then explained the purpose of the United States Census, which is to count the number of people living in an area to determine, among other things, proper legislative representation for that area. Evans further explained that the Census will go live online on the week of March 12. Evans also noted that Census information is kept private and that the Census does not ask individuals to indicate their citizenship status. Evans followed up by suggesting that Riverside TV produce a public service announcement (PSA) featuring Village President Ben Sells sitting at his desk and explaining why the Census is important. Evans expressed to the Commission that she wants the campaign to begin at the end of March, and she continued by asking if a script is required for the PSA. Supervisor Doria suggested talking points that Sells can use to put into his own words. Gorski suggested different versions of the PSA to run at different parts of the time the Census is live. Wojcik cautioned against getting too specific with these videos. Gorski suggested that, since the campaign will run through August, reminder videos should also be produced, and he asked that Evans bring the Commission's ideas to Sells. Evans responded by saying that she will bring the TV Commission's ideas to the Riverside Census Committee when they meet later in the week. Evans suggested the PSA be recorded after the next scheduled Village Board meeting, which will take place on February 20, with the alternate date being March 5. Evans stated that she believes Sells will also want a version of the PSA in Spanish. The Commission and Evans brainstormed who could deliver the message in Spanish. Evans finally suggested Riverside Brookfield High School Principal Dr. Hector Freytas, who previously offered to assist the Census Committee. Evans suggested getting Freytas the same talking points given to Sells so that Freytas may deliver as close as a message as the one delivered by Sells. Evans noted that Freytas's availability may be a challenge.

Added Item: District 96 meetings — Commissioner Wojcik asked for the next meeting date of the District 96 Board of Education. He stated that he would like to introduce himself as a member of the TV Commission to District 96 Superintendent of Schools Dr. Martha Ryan-Toye.

Mental Health Board Video — Chair Gorski mentioned that Supervisor Doria had an update on a possible video for the Riverside Township Mental Board. Doria stated that he met with UCP Seguin Vice President of Residential and Clinical Services Joe Mengoni regarding the creation of a video to advertise the services offered by the Riverside Township Mental Health Board. Doria explained that Riverside Brookfield High School's RBTv created a video consisting of two segments explaining the services offered by the Mental Health Board. Doria

went on to explain that Mengoni said he would like Riverside TV to replicate the video produced by RBTV. Doria said he will speak with Director and Editor Jason Valley and Director Cordova to discuss possibilities accomplishing this.

New Filming Policy – Discussion of criteria for approving shoots/broadcasts — Chair Gorski asked for any further items to add to the list of criteria for newsworthiness. Commissioner Wojcik said that he looked up the definition of “newsworthy” on Google and determined that Gorski covered every part of the definition with the items on his list. Doria, as an aside, mentioned that he spoke to the Fargo production team and was immediately denied when making a request to record any behind-the-scenes video during times Fargo films in Riverside. He explained that the production team routed him to the media relations team, who in turn told him that Riverside TV would be welcome to record from the street outside a set but was absolutely not allowed to enter the set. Doria then spoke to Village Manager Jessica Frances, who suggested he speak to the Fargo media relations team, which Doria had already done. He stated that he is still interested in interviewing people whose homes were used for the production. Gorski stated that he would like to forward his list of newsworthiness criteria to President Sells, the Village Board, and Manager Frances for additional input. The TV Commission would be copied in this communication. From there, the Village Board could vote to approve or deny the list.

Commissioner Wojcik made a motion to send the list of newsworthiness criteria to President Sells.

Motion: Wojcik
Second: Yurkiw
All in favor.
Approved.

Commissioner Shoot Visits – Google Docs Update — Chair Gorski said that he will check with Commissioner Koncius for the link to the document.

Holiday Stroll - Review — Chair Gorski opened the floor to comments on the Holiday Stroll. Commissioner Wojcik complimented the editing work by Director and Editor Valley and the on-camera appearance by Jacob Palka.

Resident, Laura Muller, Cooking Show Umbrella Branding — Chair Gorski asked for an update on this. Supervisor Doria asked Director Cordova for an update on this. Cordova replied that he has no update. Doria informed the Commission that, in one of his meetings with Manager Frances, the Manager suggested soliciting content from residents. Doria informed her that this is already happening through My Riverside TV. Doria stated that Frances offered to help solicit resident-produced content by offering Riverside TV access to some of the Village’s resources. Gorski asked for more specifics on how the Village could help, and he suggested getting some resident-produced videos on the village’s website. Doria suggested soliciting content simpler than videos. He suggested that residents could submit pictures of their pets. Commissioner Wojcik complimented Doria’s idea and suggested a change be made to the informational slide running on the Riverside TV channels that solicits content from residents. Wojcik stated that the updated slide should reflect that Riverside TV is now soliciting photos and even PDF documents.

Commissioner Wojcik made a motion to amend the informational slide regarding My Riverside TV to solicit pictures as well as other media content from residents.

Motion: Wojcik
Second: Sundstrom
All in favor.
Approved.

EDC – Focus on Business — Chair Gorski asked for an update on this. Supervisor Doria informed the Commission that he spoke to Community Development Director Sonya Abt and that she stated that this project is still in a holding pattern. Abt informed Doria that hair salon Let Hair Go may be the next business to be featured. Doria also suggested featuring a new barbershop, which recently opened inside the Arcade Building.

Riverside Township – Update — Chair Gorski stated that this item was mostly covered in the Mental Health Board Video item. Supervisor Doria informed the Commission that he has spoken to members of the Riverside Township Board of Trustees after their meetings to let them know that Riverside TV is interested in covering any upcoming events they may have. Doria said he has been told that someone will reach out to him but so far, no one has done so. Director Cordova mentioned a cannabis lecture put on by the Township on Saturday, February 8 that would have fit in with the other programming, previously recorded by Riverside TV, regarding heroin and opioids. According to Cordova, the Township never reached out to have his event recorded.

Trustee Evans left the meeting at 7:51 PM

Riverside Minutes – Update — Chair Gorski asked for an update on this. Commissioner Wojcik stated that production on this will have to wait until spring since most of the locations to be featured will require exterior photography.

Library of Congress Website/Videos – comments — Chair Gorski asked for any updates on this. Director Cordova informed the Commission that Riverside TV has currently been well stocked with weekend programming content from Commissioner Yurkiw. At that point, Commissioner Yurkiw brought out a movie to potentially be added to the weekend programming lineup. According to Yurkiw, the movie is the final Laurel and Hardy feature. Commissioner Yurkiw submitted the movie to Commissioner Wojcik for review, per a previous agreement. After Wojcik reviews the movie, it will be submitted to Riverside TV staff so it may be added to the TV channels. Gorski mentioned that Wojcik had noticed audio and video sync issues with one of the several movies submitted for incorporation to the Riverside TV weekend evening lineup at the end of 2019. Gorski asked if those movies were reviewed. Cordova responded by stating that the aforementioned set of movies was not reviewed by Commissioner Wojcik or any other Commissioner. Yurkiw asked if the audio and video sync issue could be corrected digitally. Cordova replied that this would not be possible, because the movies are simply ripped from DVD media supplied by Yurkiw and added to Riverside TV's broadcast system.

PSA for Fire Department — Chair Gorski asked if there was any update on this. Supervisor Doria stated that this project is still in a holding pattern.

Other Special Shoot Recaps — Chair Gorski asked if any special shoots took place since the last Commission meeting. Supervisor Doria and Director Cordova informed the Commission that no special shoots had taken place in that span of time.

Crewmembers - Update — Chair Gorski asked for an update on this. Supervisor Doria stated that Ethan Bork has completed the hiring process and is now a part of the Riverside TV crew. Doria also informed the Commission that Nicole Lawler, the Riverside Fiscal Assist overseeing Accounts Payable and Payroll, asked him for a report on hires and resignations. Doria informed the Commission that crew members who have resigned are: Schuyler Poss, Lisandro Resto, Colin Hughes, Derek Johnson, and Anisa Selenica.

Pending Shows - Riverside, My Riverside TV — Chair Gorski suggested that this item be removed from the agenda.

Added Item: Olmsted Society — Supervisor Doria updated the Commission on the status of the filming agreement between Riverside TV and the Frederick Law Olmsted Society of Riverside. He stated that the Olmsted Society has approached him to ask that Riverside TV record their lectures in 2020. Doria spoke to his contact at the Olmsted Society and informed them that rates for covering these lectures would be higher in 2020 due to the fact that Olmsted Society lectures would now be subject to the Village of Riverside's new filming policy. According to Doria, the Olmsted Society asked if Riverside TV could offer a package deal for covering four lectures. Doria then asked Director Cordova for the estimated time it would take to cover a lecture. After factoring lead-time, production time, and teardown time, the total labor hours expended would be approximately six. Doria estimated that the possible rate per lecture could be \$275. Doria informed his contact at the Olmsted Society that the TV Commission would have to draft an agreement or package deal to cover these lectures. The agreement would then have to be reviewed and approved by the Village of Riverside Board of Trustees. Doria looked at his budget numbers from 2019 for Olmsted Society lectures and said that Riverside TV went approximately \$1000 over budget on lectures. Doria then said that some of these overages may include numbers from the Olmsted Society House Walk project, which is unrelated to the lecture filming agreement. He concluded by saying that he will reevaluate the budget numbers for lectures and return to the Commission with a further update.

Added Item: West Central Cable Agency (WCCA) — Supervisor Doria supplied the Commission with updates from the West Central Cable Agency. Doria informed the Commission that the WCCA is considering hiring a consultant to look at standardizing broadcast equipment for all member communities. Commissioner Wojcik asked for the definition of "broadcast equipment." Doria replied that the WCCA was defining "broadcast equipment" as items like the NEXUS broadcast system in the Riverside TV office and the Teradek VidiU Pro Live Video Encoder, which Riverside TV uses to broadcast meetings, live to YouTube and Facebook. Doria also stated that Village Manager Frances suggested that he ask the Commission to look at video content from other communities outside the WCCA.

Equipment Update — Supervisor Doria informed the Commission that since their last meeting, he purchased a \$100 printer as well as plastic storage bins for the Riverside TV office. In addition, he stated that Riverside TV, after months, procured a six-foot-tall storage cabinet from the Riverside Parks and Recreation Department. Doria mentioned that the cabinet is a bit beat up and the doors do not lock properly. To remedy this problem, he will be purchasing a padlock with keys, which will be issued to certain crewmembers as well as the Village Office. Doria concluded by saying that, in the future, he may be purchasing editorial desks and procuring even more storage cabinets.

New Business:

Census 2020 Video — This item was covered at the start of the meeting.

Cooking Show for 2020 — Supervisor Doria mentioned that in putting together his budget for 2020, he factored in the cooking show as well as how-to videos, which Village Manager Frances had previously suggested be produced in 2020. Doria mentioned that approximately \$7,000, which was earmarked for how-to videos, were removed from Riverside TV's budget and allocated to fire and police overtime.

Added Item: Don Farnham — Commissioner Wojcik asked if Riverside TV is planning to do any tributes to Riverside TV co-founder and former TV Commissioner Don Farnham who passed away on Sunday, February 9. Director Cordova stated that he will add the Memories of Riverside video featuring Commissioner Farnham to the front page of the Riverside TV website. In addition, Cordova said he will make the Memories of Riverside video featuring Commissioner Farnham the featured video on Riverside TV's YouTube channel, and he will upload the video to Riverside TV's Facebook.

Saturday Morning Programming – Update — Director Cordova stated that he has rotated the cartoon blocks on the channel.

RTV Weekend Movies – Update - Director Cordova stated that the movies airing, as of the weekend of February 08, are now Cyrano de Bergerac and The Giant Gila Monster.

New Programming Ideas — There were no updates at this time.

Next Meeting: Monday, March 09 at 7:00 PM at the Riverside Public Library

Adjournment

Motion: Sundstrom

Second: Wojcik

All in favor.

Approved. Adjourned: 8:47 PM

Minutes recorded by:

Lorenzo P Cordova