



# Cable Commission Meeting Agenda

Monday, January 27, 2025 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

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## Call to Order

## Roll Call

## Notice of Open Meeting

## Approval of Agenda

## Approval of Minutes

1. Approval of Minutes from November 18, 2024

## Public Comment

## Unfinished Business

2. Approved Cable Fee Schedule for 2025
3. Creating Topic List for Possible Short-Form Video Show

## New Business

4. Council Chamber AV Updates Discussion and Possible Direction
5. PCI Compliance Resolution – Discussion of Options and Possible Action

## Department Reports

6. Cable Budget Update
7. Cable TV Industry Report

## Items for Future Agendas

## Adjourn

\*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** January 27, 2025

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**Item Title:** Approval of Minutes from November 18, 2024

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

The Cable Commission will review, make any changes as necessary, and approve the minutes from November 18, 2024, Cable Commission meeting.

**List all Supporting Documentation Attached:**

November 18, 2024, Cable Commission Meeting Minutes

**Action Requested of the Cable Commission:**

Review and approve, with any necessary changes, the minutes from November 18, 2024, Cable Commission meeting.



## Cable Commission Meeting Minutes

Monday, November 18, 2024 at 6:30 PM

Columbus City Hall – 105 N. Dickason Boulevard

The meeting was called to order at 6:30pm by Famularo.

A quorum of the Cable Commission present included Behl, Famularo, Pyfferoen, and Roelke. Staff liaison Bennett was also present.

Bennett confirmed that the meeting was properly noticed.

Pyfferoen motions to approve the agenda for the Cable Commission meeting of November 18, 2024. Behl seconds. Motion carries by unanimous vote.

1. Roelke motions to approve the minutes from the Cable Commission meeting of October 28, 2024. Behl seconds. Motion carries by unanimous vote.

There were no members of the public present for comment. Bennett confirmed there was no correspondence received.

### Unfinished Business

2. The Cable Commission discussed some possible topics to be covered in short-form video format. Discussion highlighted various City-focused topics including department updates, employee features, and highlighting behind-the-scenes type material from various departments. Other topics discussed include historical highlights, notable resident highlights, and featuring local organizations.

The commission would like to keep this on the January agenda and review quarterly throughout the year.

### New Business

3. Bennett presented a revised fee schedule to be implemented in 2025. The Cable Commission had approved of one for equipment loans that would require a \$250 refundable deposit for local organizations and individuals to borrow equipment. Staff has revised the fee schedule to include proof of training and in the case of non-profits borrowing equipment, proof of 501 (c)(3) status. Additionally, staff recommended an equipment rental fee that would be \$500 plus a refundable \$250 deposit. This fee would be for anyone who wishes to rent equipment. Roelke asked if the contingencies would affect students from having equipment loaned. Bennett stated that the proof of 501 (c)(3) status would only apply to organizations and only the training requirement would apply. Bennett does not think that would be a deterrent for students.

Behl motions to approve the recommended fee schedule for equipment loan to \$250 refundable deposit and require proof of training and 501 (c)(3) status along, and equipment rental fee of \$500 with a \$250 refundable deposit. Pyfferoen seconds. Motion carries by unanimous vote.

### Department Reports

4. Bennett updated the Cable Commission with October's financial statement. No new franchise fees were received for revenues. Total franchise fees on the year totaled \$36,819.71.

Bennett informed the commission that expenditure line items 151, 190, and 387 had been adjusted after a couple of invoices for training were coded to the wrong accounts. They have been re-coded, and the expenses properly allocated. Bennett stated that \$99.90 for new camera batteries were reflected as expenditures. There is \$25,906.34 remaining in the 2024 budget.

Topic discussion for short-form videos will be added to future agendas.

The next Cable Commission will be January 27, 2025.

Behl motions to adjourn the November 18, 2024, Cable Commission meeting. Pyfferoen seconds. Motion carries by unanimous vote. The meeting is adjourned at 6:53pm.

**\*\*These minutes will be approved at the next Cable Commission meeting and may be amended as necessary and are respectfully submitted by David Bennett, Communications and Economic Development Coordinator.\*\***

**\*A quorum of city committees and/or commissions may be present at this meeting. No action will be taken or considered by those committees and/or commissions.**



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** January 27, 2025

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**Item Title:** Approved Cable Fee Schedule for 2025

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

The Cable Commission approved a proposed fee schedule for equipment rental to be discussed and approved by the Council. At the recommendation of the City Administration, a revised fee schedule was submitted to Council and reviewed at its Committee of the Whole meeting that took place January 7, 2025. There was no discussion regarding the Cable portion of the fee schedule at that time and was forwarded to the January 27 Council meeting for additional discussion and approval.

Staff will implement an online form for the public to apply to use one of the field equipment kits.

**List all Supporting Documentation Attached:**

2025 Proposed Fee Schedule – Approved at 1-27-25 Council Meeting

2025 Cable Fee Schedule Draft

Available Equipment Kit List

Equipment Rental Application

**Action Requested of the Cable Commission:**

None requested.

## Fee Schedule – Cable Commission

<b>CABLE</b>					
<b>Fee Type</b>	<b>Amount</b>	<b>Deposit</b>	<b>Other Fees or Requirements</b>	<b>Date Adopted/Revised</b>	<b>Authority</b>
Equipment Rental	\$500.00	\$250.00	Rental based on approved application		
Equipment Rental - Exempt	Rental fee waived upon approval	\$250.00	Fee Waiver Requires: Proof of Training; Proof of 501 (c)(3) status; Proof of student status; Proof of residency; Affirmation project will air on local cable channel		

## Additional Information:

- Cable Equipment Rentals will be tied to an application that is available to anyone. The rental cost will be \$500 with a refundable deposit of \$250. To qualify for the exempt pricing, the applicant must provide the following if applicable:
  - **Proof of training** – Applicants must prove they have either used the equipment or similar equipment prior to renting and can demonstrate the use of the equipment. They may also receive training in using the equipment if they have no prior experience.
  - **Proof of 501 (c)(3) status** – an organization must confirm their non-profit status.
  - **Proof of student status** – individuals enrolled in the Columbus, WI School District may provide proof of enrollment and receive exempt pricing and may be exempt from the deposit.
  - **Proof of residency** – an individual applying must provide confirmation they are residents in the City of Columbus, WI.
  - **Affirmation the project will air on cable channel 980** – all applicants will confirm they intend to air their video on the City's local cable channel.

## Fee Schedule – Cable Commission

<b>CABLE</b>					
<b>Fee Type</b>	<b>Amount</b>	<b>Deposit</b>	<b>Other Fees or Requirements</b>	<b>Date Adopted or Revised</b>	<b>Authority</b>
Equipment Loan		\$250.00	Proof of Training; Proof of 501 (c)(3) status		
Equipment Rental	\$500.00	\$250.00			

## Cable TV Equipment Rental List

### Camera Kit (1 or 2 cameras)

- Canon Vixia HF G50 (up to 2)
  - 2 batteries for each camera
  - 2 SD cards for each camera
- Rode VideoMic NTG and / or GO shotgun microphones
  - 1 connecting cable for each camera
- Bogen 3011 Tripod (up to 2 – one for each camera)

### Audio Kit

- Denon Envoi P.A. speaker
  - Power cord
  - Vu speaker tripod
- Sennheiser hand-held microphone
  - Wireless transmitter and receiver pair

### Individual Equipment

- Equipment listed in either of the available kits can be rented



## City of Columbus, WI Cable Equipment Rental Application

**Contact Information**

Name (First), (Last)

Address

Phone Number

Email

**Equipment to be Rented** (check one)

- ☐ Field Camera Kit (camera, batteries, SD card, mic, & tripod)
- ☐ P.A. Speaker Kit (speaker, wireless mic set)
- ☐ Individual equipment (describe)

**Pricing**

- ☐ \$250 refundable deposit
- ☐ \$500 rental fee

Exemption Pricing – The following applicants may be eligible for exemption pricing. Exemption pricing consists of waiving the rental fee, unless otherwise stated. Check any that apply:

- ☐ Resident of Columbus, WI
- ☐ Non-Profit Organization with 501(c)(3) Status
- ☐ Student enrolled at Columbus School District (deposit is also waived)

***Please note that equipment training is required or demonstratable proof of using similar equipment prior to receiving equipment and affirmation that the project will air on City's local cable access channel are also required for exempt pricing.***

Upload Proof for Exemption Pricing

**Refundable Deposit**

The \$250 deposit will be refunded if all equipment is returned and in the same condition as when checked out. Any lost pieces, damage, etc. will be deducted from the deposit.

***Payment is due at City Hall, located at 105 N. Dickason Blvd. before equipment can be picked up.***



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** January 27, 2025

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**Item Title:** Creating Topic List for Possible Short-Form Video Show

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

At its last meeting, the Cable Commission would like to create a list of topics for a proposed program each quarter. Topics currently include various department activities, staffing, and processes, along with highlighting City facilities. Other topics discussed included highlights of local history, organizations, and notable residents.

**List all Supporting Documentation Attached:**

**Action Requested of the Cable Commission:**

Discuss and create a quarterly topic list



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** January 27, 2025

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**Item Title:** Council Chamber AV Updates Discussion and Possible Direction

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

Staff have been asked by City Administration to create a plan to upgrade the Council Chamber's A/V presentation system. After inspecting the current infrastructure and how cabling has been installed, staff is recommending updating to a wireless or minimally wired system that would benefit both the filming of meetings and on-premises AV display. The new equipment will not use the current wiring system infrastructure due to too much interference and being used through support beams. A/V computers will be included in the 2026 CIP but new displays, speakers, and media connections for the Chamber may be paid for by Cable Funds. Staff intends to have a pricing guide at the next Cable Commission meeting.

**List all Supporting Documentation Attached:**

Council Chamber Wiring Photo

**Action Requested of the Cable Commission:**

Discussion and to give direction to staff for possible features to be included in upgrading the Council Chamber and A/V production

Example of shoddy wiring for Council Chamber AV





## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** January 27, 2025

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**Item Title:** PCI Compliance Resolution – Discussion of Options and Possible Action

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

The Recreation Department is currently experiencing failed Payment Card Information (PCI) compliance checks. Each failed check costs the department \$40 - \$50 and triggers additional checks beyond the regularly scheduled checks. After reaching out to the City's IT provider, Rhyme, it has been concluded that the Cablecast units connected to the City network ports are the cause. This is due to the units' having to regularly create holes in the City's firewall to broadcast content. Rhyme has reached out to Cablecast and has attempted to resolve the issue to no avail. It is possible this issue may affect other City services if payment cards are accepted.

In order to fully resolve the issue and prevent a similar future issue, Rhyme recommends disconnecting the Cablecast units from the City network and either discontinue use, or purchase and install a secondary internet and firewall to be used exclusively for the cable operations. Staff have not yet received a quote for separate internet, firewall, and related needs by Rhyme to continue with the cable operation.

**List all Supporting Documentation Attached:**

**Action Requested of the Cable Commission:**

Discuss and possibly take action to approve the disconnection of the Cablecast system from the City network and either discontinue cable broadcasting operations or acquire a separate internet and security to continue cable operation.



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** January 27, 2025

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**Item Title:** Cable Budget Update

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

We have received \$36,071.07 in franchise fees and have received \$12,891.97 in State aid payment.

Notable expenditures totaling \$587.66 in November and December include additional HDMI extenders for testing equipment, a 4x4 HDMI switch for replacing the Kramer units, an audio mixer to serve as a backup to current mixer and to help test equipment along with various cabling to upgrade AV rack cables. There is \$25,937.48 remaining in the 2024 budget. An additional \$56.17 for upgrading cabling has not been processed yet.

**List all Supporting Documentation Attached:**

December 2024 Budget Statement and Notes

**Action Requested of the Cable Commission:**

Discussion, no other action requested

**CITY OF COLUMBUS**  
REVENUES WITH COMPARISON TO BUDGET  
FOR THE 12 MONTHS ENDING DECEMBER 31, 2024

Item #6.

**CABLE TV FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>LICENSES, PERMITS</u>						
225-434330-000	CABLE TV; FRANCHISE FEES	.00	36,071.07	53,000.00	( 16,928.93)	68.06
225-434350-000	CABLE TV; STATE AID PYMT	.00	12,891.97	12,891.97	.00	100.00
TOTAL LICENSES, PERMITS		.00	48,963.04	65,891.97	( 16,928.93)	74.31
<u>OTHER FINANCING SOURCES</u>						
225-484820-000	CABLE TV; INTEREST ON INVESTME	512.08	6,183.31	2,000.00	4,183.31	309.17
TOTAL OTHER FINANCING SOURCES		512.08	6,183.31	2,000.00	4,183.31	309.17
TOTAL FUND REVENUE		512.08	55,146.35	67,891.97	( 12,745.62)	81.23

**CITY OF COLUMBUS**  
**EXPENDITURES WITH COMPARISON TO BUDGET**  
**FOR THE 12 MONTHS ENDING DECEMBER 31, 2024**

Item #6.

**CABLE TV FUND**

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
	<u>CABLE TELEVISION COMMISSION</u>					
225-511220-111	CABLE; SALARY/WAGES	.00	58.80	3,360.00	3,301.20	1.75
225-511220-151	CABLE; SOC SEC/MEDICARE	.00	4.50	257.04	252.54	1.75
225-511220-190	CABLE TV; TRAINING/MEMBERSHIPS	.00	175.00	1,275.00	1,100.00	13.73
225-511220-225	CABLE TV; TELEPHONE	76.54	979.00	650.00	( 329.00)	150.62
225-511220-249	CABLE TV; REPAIRS/MAINTENANCE	140.61	666.53	1,500.00	833.47	44.44
225-511220-291	CABLE TV; PROFL SERVICES	54.65	3,598.91	3,500.00	( 98.91)	102.83
225-511220-312	CABLE TV; OPERATING SUPPLIES	29.98	33.41	250.00	216.59	13.36
225-511220-388	CABLE TV; VIDEO/WEBSITE	.00	782.14	775.00	( 7.14)	100.92
225-511220-810	CABLE TV; CAPITAL EQUIPMENT	285.88	4,758.61	15,500.00	10,741.39	30.70
	<b>TOTAL CABLE TELEVISION COMMISSION</b>	<b>587.66</b>	<b>11,056.90</b>	<b>27,067.04</b>	<b>16,010.14</b>	<b>40.85</b>
	<u>CABLE OTHER EXPENSES</u>					
225-568000-610	CABLE TV; CONTRIBUTION-PROGRAM	.00	22,353.48	30,964.11	8,610.63	72.19
225-568000-620	CABLE TV; CONTRIBUTION-MEETING	.00	6,087.75	7,404.46	1,316.71	82.22
	<b>TOTAL CABLE OTHER EXPENSES</b>	<b>.00</b>	<b>28,441.23</b>	<b>38,368.57</b>	<b>9,927.34</b>	<b>74.13</b>
	<b>TOTAL FUND EXPENDITURES</b>	<b>587.66</b>	<b>39,498.13</b>	<b>65,435.61</b>	<b>25,937.48</b>	<b>60.36</b>
	<b>NET REVENUES OVER EXPENDITURES</b>	<b>( 75.58)</b>	<b>15,648.22</b>	<b>2,456.36</b>	<b>( 38,683.10)</b>	<b>40.45</b>





## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** January 27, 2025

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**Item Title:** Cable TV Industry Report

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

Cable TV as a platform has seen a 4.4% drop in 2024 in viewers due to cord-cutting and streaming. Cable is now only 23.8% of all TV watched according to Nielsen ratings. Charter video customers have declined to 13,015 million versus 14,379 million in the 3<sup>rd</sup> quarter from 2023 – 2024. Charter is evolving its business model to cater for its broadband business and is now using its cable offerings as an extra for its internet and streaming services. Comcast is spinning off its cable assets into a separate company. Paramount Global is merging with Skydance and will axe most of its cable holdings in the process. Disney is focused on consolidating its streaming business by combining Hulu and Fubo. Mergers and acquisitions for media are expected to increase in 2025.

**List all Supporting Documentation Attached:**

Cable TV Industry News

**Action Requested of the Cable Commission:**

None requested.

## Cable TV Industry Updates – January 2025

### Cable TV spinoffs

Comcast, the 2<sup>nd</sup> largest cable TV provider, is spinning off nearly all of its cable assets into a new company. Warner Bros. Discovery is splitting its linear TV (including cable) from its streaming and studios business. Both of these are major moves that illustrate a cable business in decline, with both companies repositioning for merger and acquisitions opportunities. Paramount Global is merging with Skydance and is looking to axe most of its cable holdings. Disney is combining its Hulu + Live TV and the sports app Fubo which marks the first major streaming / cable consolidation of 2025. These moves are expected to be completed in 2025 and will reshape the media landscape.

### Charter Q3 Earnings Recap

Total video customers decreased by 294,000 in the third quarter of 2024, compared to a decline of 327,000 in the third quarter of 2023. As of September 30, 2024, Charter had 13.0 million total video customers. Spectrum TV Select video customers will soon receive up to \$80 per month of programmers' streaming application retail value at no extra cost, including the ad-supported versions of Max, Disney+, Peacock, Paramount+, ESPN+, AMC+, Discovery+, BET+, ViX, and Tennis Channel Plus. This programmer streaming application inclusion is part of Charter's broader video evolution strategy to provide flexible packages with enhanced value, whether through full packages with seamless entertainment, smaller video packages, or a suite of a-la-carte programmer application options for broadband-only customers.

Video revenue totaled \$3.7 billion in the third quarter, a decrease of 6.7% compared to the prior year period, driven by a decline in video customers during the last year and a higher mix of lower priced video packages within Charter's video customer base, partly offset by promotional rate step-ups, video rate adjustments that pass through programmer rate increases and the aforementioned \$63 million of residential customer credits recorded in September 2023.

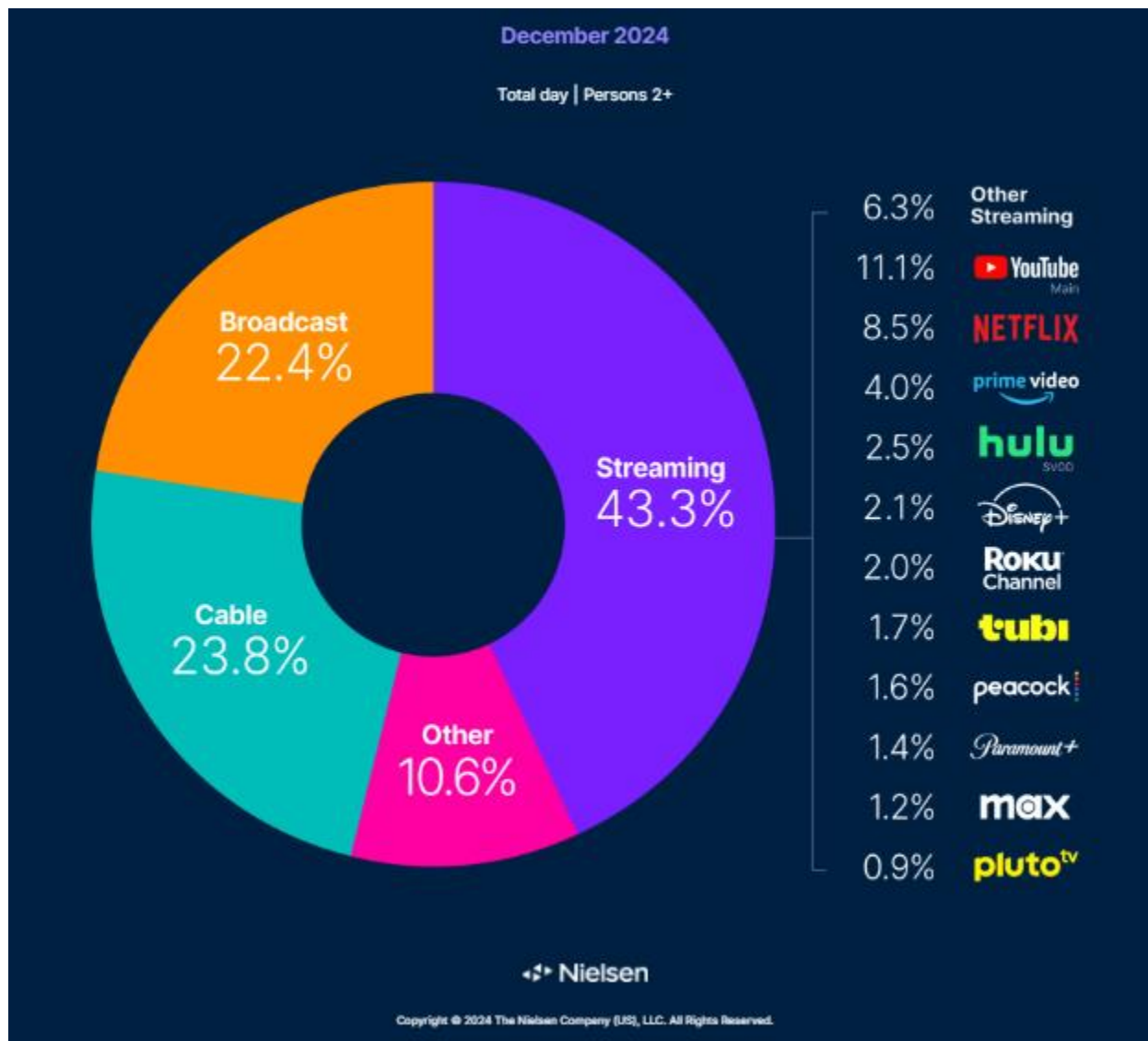
**CHARTER COMMUNICATIONS, INC. AND SUBSIDIARIES**  
**UNAUDITED SUMMARY OF OPERATING STATISTICS**  
(in thousands, except per customer and penetration data)

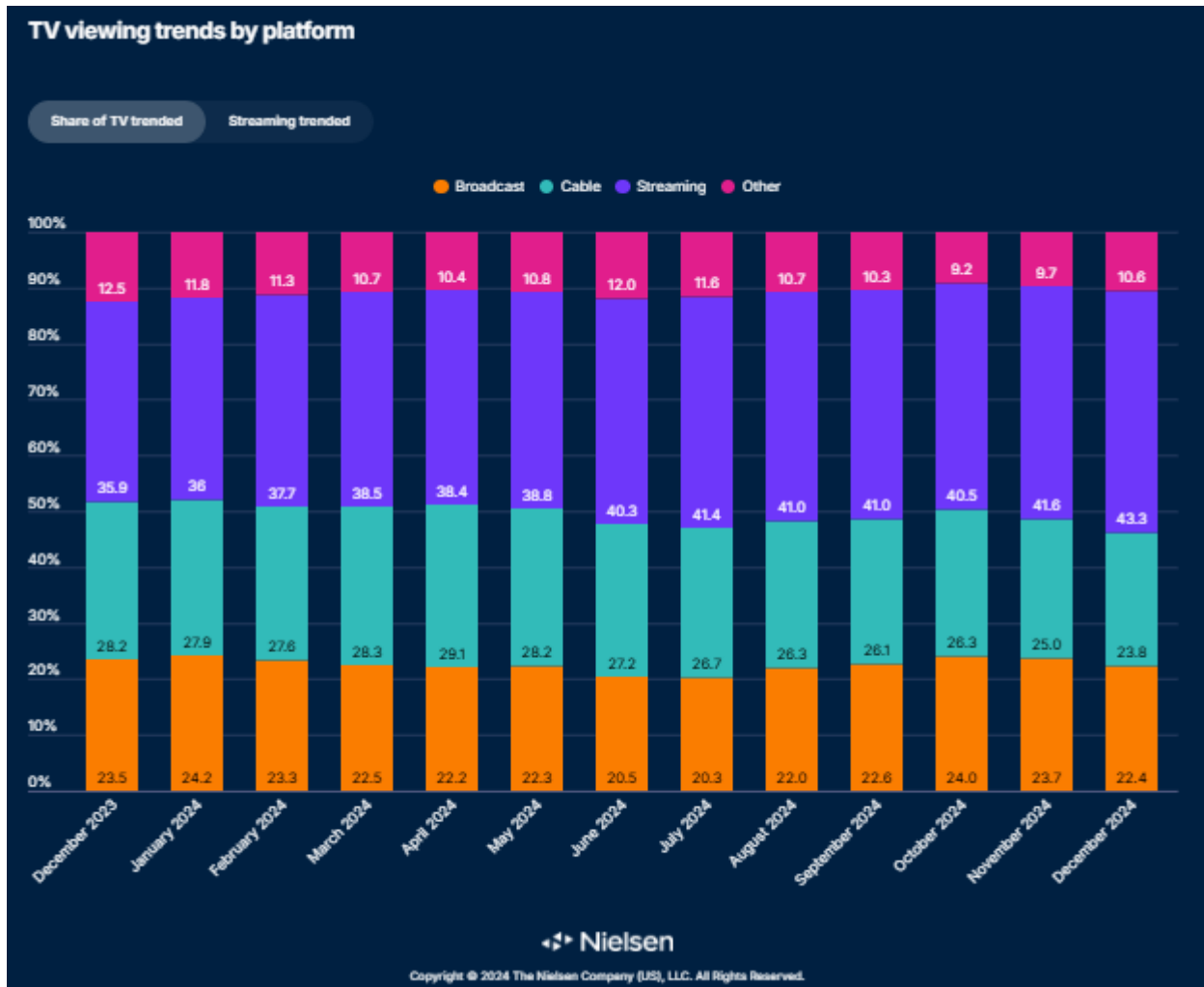
	Approximate as of			
	September 30, 2024 <sup>(c)</sup>	June 30, 2024 <sup>(c)</sup>	December 31, 2023 <sup>(c)</sup>	September 30, 2023 <sup>(c)</sup>
<b>Video</b>				
Residential	12,437	12,718	13,503	13,751
SMB	578	591	619	628
Total Video Customers	13,015	13,309	14,122	14,379
Residential	(281)	(393)	(248)	(320)
SMB	(13)	(15)	(9)	(7)
Total Video Quarterly Net Additions	(294)	(408)	(257)	(327)

### Nielsen Ratings – The Gauge publication

Cable TV is still declining and is predicted to accelerate in 2025. Cord-cutting is eroding our Franchise Fee revenue, and as of November 2024, cable is at 23.8% of all TV watched in the US.

Streaming has taken viewership from broadcast and cable. Broadcast has been relatively stable and may see more stability and even some growth with the upcoming ASTC 3.0 rollout. Cable has lost over 4% of viewers in 2024 and will be facing further decline in 2025.





Month-over-month, Cable has declined by 1.2% of total viewership. Total TV viewing was up 4% in December as compared to November. In 2024, Cable saw a year-over-year loss of 4.4%. Losses were mitigated by high viewership during the Olympics, election coverage, Macy's Thanksgiving Day parade, and football.