



**MINUTES**  
**K-23 ADVISORY COMMITTEE**  
**Monday, July 27, 2009 – 7:00 p.m.**  
**Keizer City Hall**

The meeting was called to order at 7:00 p.m. by Chair Heimerdinger. Those in attendance were:

**Present:**

Jason Heimerdinger, Chair  
Daniel Sprenkle, Vice Chair  
Charles Lewis  
Randy Boeger  
Doug Jones  
Jack Evans

**Absent**

Roland Herrera

**Staff**

Rex Robertson, Ike Media  
Debbie Lockhart, Deputy City Recorder

**Council Liaison**

Cathy Clark

**Appearance of Interested Citizens** ~ Rex Robertson introduced Mark Richards noting that he has been hired to help with K-23 projects. Chair Heimerdinger questioned the whereabouts of the McNary Dance Team teacher who had indicated a desire to appear before the committee with a request for air time. Mr. Robertson responded that he had met with her and already had some programming on the channel for her.

**Approval of Minutes** ~ Jason Heimerdinger moved to approve the June meeting minutes. Doug Jones seconded. Motion passed as follows: Sprenkle, Lewis, Boeger, Heimerdinger and Jones in favor with Evans abstaining, Boeger absent at time of vote and Herrera absent.

**Review of Programming/Production Schedule from Rex Robertson with Committee**

**Input/Suggestions:** Rex Robertson reported that all ideas had not panned out, but a few did. The Public Works shot has been delayed and other efforts for staff videos have not happened. Council meetings, Fire Talk, and a program about National Night Out have been filmed and aired and efforts will continue to get others to participate in programming. He added that he is looking forward to doing the McNary Football games and is developing ideas to make it possible. He will shoot the first home game and continue from there. He noted that he hopes to show what can be done with the present equipment but that it may be necessary to propose funding for additional equipment in order to get quality programming.

Committee members discussed methods to determine how many people are watching Channel 23. Daniel Sprenkle agreed to develop a survey that could be posted on the web, newsletter and the newspaper to find out what sort of programming the citizens of Keizer would like. An invitation to participate in the survey could be aired on K-23.

Committee members requested that Mr. Robertson provide at every meeting his proposed program schedule for the month so that determination could be made on what has been done and what should be part of the regular programming. Chair Heimerdinger suggested that the schedule and volunteer needs be posted on a website so that students and volunteers could see what is being done and what is needed and could also volunteer for certain projects on line. Rex agreed that he could accomplish this. Chair Heimerdinger also noted that Zack Osborn, a former student, has filmed several things and would like to have them considered for programming. He suggested that Rex consider using him to help out on a volunteer basis.

Daniel Sprengle noted that he had initial contact with Arlette Johnson from the Keizer Points of Interest Committee regarding the Oral History project, but after the initial emails there had been no follow up. Deputy City Recorder encouraged him to attend the KPIC meeting on the 28<sup>th</sup>.

**Discussion of Increased Programming and Expansion Proposal** ~ Councilor Clark encouraged Rex to promote the RIVERfair focusing specifically on the Stormwater poster contest being sponsored by the Boy's & Girls Club. Jason suggested programming on how to make a video. Additional discussion took place regarding the status of the WEBUS installation, video streaming, providing a larger "box" to upload videos into, programming, community access television vs. television about the community, budget limitations, partnerships with the school district, sponsorships, stipends, including McNary students in the program efforts, and putting student classroom submissions on the air. Additional discussion took place with members agreeing that it was most important to get a variety of programming on the channel and that initially quantity was more important than quality.

Members also discussed development of policies and a long-range plan, details of filming McNary home football games, public access and development of programming to show Council what can be done with a follow up of detailed funding needed to maintain the desired programming. Rex Robertson noted that he would continue to work with Kevin Watson to put together a number on what it would cost to put the McNary football games on K-23 on a regular basis and that continuation will depend on Council willingness to provide the funding. Committee members suggested that Rex develop a spreadsheet showing what the budgeted \$5,000 a month provides and how much more funding would be necessary for each proposed program; i.e. sports coverage. They provided suggestions for the budget noting that Rex could use the month of September to show what \$5,000 would buy in programming, figure out what volunteers/cameras are needed to bring about the programming and this could be a template for future months. Rex agreed to have a schedule by August 14<sup>th</sup> that would include volunteer needs and slots for football productions.

**Adjournment** ~ Meeting adjourned at 8:28 pm.

*Next Meeting*

*Monday, August 24, 2009, 7 pm – City Hall*

**Approved:** 8-24-09