

2007 Annual Report

I. Video Production Projects and Activities

A. Replaced all tapes with DVDs

MVCC has been a tape facility for 31 years. In 2007 all tapes were replaced with DVDs. This conversion had these benefits:

- Much cheaper cost for DVDs
- Space efficient storage
- Reduced cost and repair for DVD players
- Improved program quality
- Web-ready programming
- Eliminated costly multi-format analog equipment

In addition, the DVD system allows for a searchable digital archive library which preserves the media history of the region. MVCC can now mass duplicate DVDs for our cities at low cost; last year MVCC duplicated several hundred DVDs for cities and schools.

B. Complete Digital Production System Created

A new digital work flow system allows staff to achieve higher quality standards for programs while eliminating time-consuming tasks, saving significant staff labor cost. All staff records video with a camera to a hard drive, which is transferred to a computer for editing. The final show is made into a digital file for airing on the channel, and a backup DVD is placed in the archive system. The all-digital process maintains its high quality throughout.

With this new system, staff will produce programs at less labor cost per show. Additionally, the digital files allow our master control playback system to efficiently function at reduced staff levels.

C. City Council Meeting Recordings Improved

Here is a list of council meeting improvements in the past year:

- All city meetings available on-demand from the MVCC web site for a full year
- Improved live streaming quality of the meetings
- Improved audio in West Carrollton and Kettering
- Moved Springboro council room equipment to a temporary location
- Remote access of the council meeting TV signal through the network reduces operator cost

D. Football Games Reach Mass Audience

With the MVCC Football Game of the Week, MVCC created programming designed specifically for a mass audience, delivering content to drive viewers to the channels. MVCC taped ten football games using the Kettering High School production truck. Kettering students provided the majority of labor for the games, while two MVCC staff managed the production. The games were aired the following day at noon, and throughout the week.

Volunteers handed out 1000 flyers with MVCC information, while game announcers read similar messages to the live crowd. A trial run of in-game sponsor promotions offered a model for MVCC to recoup production costs through corporate assistance.

E. Production Truck Begins Service

The production truck was used for four programs last year, including the Moraine Mayoral Candidate Forum, Moraine Parade, Dayton Dragons day at Splash Moraine and Centerville Americana Parade.

Much of the equipment installation, training and planning for the truck was completed in 2007, in preparation for increased use in 2008.

F. Regional Government Programming Increased

Collaboration with regional government organizations led to an increased amount of programming that benefits viewers across the Miami Valley. The "Hot Topics" series focused on key issues such as internet safety for children, and the emerald ash borer threat to homeowners. Programs produced with the First Tier Suburbs Committee encourage residents to update their homes and prevent urban sprawl. CountyCorp has made several features on the revitalization of old homes in key neighborhoods. The Social Security Administration continued its 30-minute information series. These shows and several additions are set to continue in 2008.

G. Public and Educational Access Channel Demand Remains High

MVCC operated four Channels on a seven day a week 24 hour per day basis.

II. Website Support

- New Oakwood Website
- New TCSU Website
- New Centerville Website
- New I-Net Website
- West Carrollton has decided to utilize our services for hosting and management of their website during 2008.

Website redesign generally runs about \$40,000 if bid on the open market so the work described above represents a significant savings to the participating cities.

III. Website Support

A. General

1. Senate Bill 117

MVCC staff invested hundreds of hours in the efforts to defeat or limit the impact of SB117. While we were not successful in preventing the bill's passage, the final bill preserves some of the key items that we felt were most expensive. While franchise fees will be reduced, cities will still receive 5% franchise fees. Video service providers will be required to continue to carry our four PEG stations. We will lose substantial revenues in the elimination of the requirement that the VSP's (Video Service Providers) provide equipment. The schools and regional cooperation will suffer from the elimination of the Institutional Network requirements. Overall our citizens will not see a dramatic impact from the passage of 117 as we become more efficient to overcome the revenue loss and the cities use tax dollars to pay for services previously supplied at no charge by video service providers.

2. General Administration

MVCC has 4 staff members who are assigned to support different Affinity Group functions as well as specific functions for the over all organization. During 2007, we set a goal of identifying 20 areas where we could save money without affecting our services. We didn't find 20 but we did find 7 which will collectively save over \$10,000 per year. Most of these will continue to produce savings every year.

Most of our personnel procedures have been reviewed and are ready for presentation to the Personnel and Finance Committee in February of 2008. Substantial improvements were made in the Exec. Director's office record keeping system, but this will continue to be a major project in 2008, especially in view of HB 9 requirements.

B. Affinity Groups

MTA – The Municipal Training Academy set a new record in 2007 by offering 26 classes with over 1166 participants. MTA also worked with TCSU to plan for the upcoming speaking engagement by Gordon Graham who is a nationally known speaker on public safety risk management issues. MVCC also sponsored 3 web casts and a video conference for city managers as well as an ICMA University Course which was sold out.

TCSU – The Tactical Crime Suppression Unit selected Lt. David Williams, previously of the Centerville Police Department as its new director. A new TCSU website was put in place significantly improving communications between TCSU personnel. TCSU provided training for a new polygraphist and are nearing the completion of the conversion of the large studio truck to be a combination mobile studio/emergency command post. TCSU also replaced its Fire Arms Training System with a new portable model which can be more easily moved from city to city.

APSO – The Affiliation of Public Service Employees addressed a number of key projects in 2007. They created a special task force to address the emerald ash borer. That task force developed a model EAB plan (based on a state model) and shared information about what each city is doing. APSO members participated in the largest joint pavement marking bid that we have ever done and added thermoplastic materials as a bid option. APSO members shared information about pretreatment for snow removal and purchased new GPS equipment to be shared by the eight cities.

CIM – The Community Information Managers organization was created in 2007. In their formative stages, they looked at the surveys about viewership and started pursuing the implementation of CHY-TV. Work by the Community Information Managers will be the key to creating a community identity for Channels 5 and 6.

GovTech – The eight City Managers who make up GovTech were heavily involved with the lobbying efforts regarding SB 117 and the aftermath of that legislation. Some Managers and elected officials participated in the senate hearings and sent letters and legislation presenting our unified position. GovTech later served as a sounding board for staff proposals to address the replacement of the Institutional Network and the avenue by which sample legislation was presented to each city. All 8 cities adopted legislation in a timely fashion and responded to the December 21, ten day letter, received from Time Warner. The Managers also discussed the impacts of the HB 694, implementation of WiFi and many of the cities are now pursuing revisions to their right-of-way legislation based on this revised model.

IV Financial Situation

MVCC finished 2007 with a \$16,814 increase in the assets and a \$201,183 increase in **Revenues** – Revenues increased by 14% largely due to one time revenues from Franchise Fees addressing claims from our 2004 Time Warner audit.

Expenses –

Personnel costs increased by 2.7%. This reflects a 3% across the board salary increase. We operated with one less full-time government producer in 2007 compared to the start of 2006, but we converted a part-time position to full-time. Our Executive Director was paid on a part-time basis for most of 2007.

Non-operative costs increased by 3.6%. A portion of this increase was legal fees incurred in the SB 117 process.

Actual Revenues and Expenses

Revenues	\$2,120,982	Expenses	
Rebate	<u>(366,828)</u>	Personnel	\$ 898,756
Net	\$1,754,154	Operating	510,056
		Capital	<u>127,345</u>
			\$1,536,157
		Net Cash Gain	\$217,997
		Depreciation	<u>201,183</u>
			\$ 16,814