

Minnesota Telecom Alliance

Video Peer Group

Minutes of July 24, 2008 Meeting – Page 1 of 2 **SUBJECT TO PEER GROUP APPROVAL**

1. Call to Order

Chairperson Katka called the meeting to order at 1:30 pm in the MTA headquarter office. Present were: Katka, Keene, Beatty, Hunt, Jore, Nowick, Bullick, Pawlowski, Kirchoff, Kilde, Laqua, South, and by telephone: Solsrud, Hamre, Shepherd, Carlberg, Hackle.

2. Antitrust Compliance Policy

The meeting is conducted under the MTA Antitrust Compliance Policy.

3. Addition to Agenda

There were no requests for additions to the agenda

4. Peer Group Structure Discussion

Laqua discussed a proposed structure from an outline that had been emailed to the group members and which is made part of these minutes as “Attachment 1.” Then the group discussed:

- Have annual election of officers, each year commencing January 1.
- Record attendance at meetings, analyze and determine if any change in core members is appropriate. No fixed percentage of required attendance needed.
- Post minutes of meetings to MTA website all MTA members, first as “Pending Approval,” then as “Approved” after a subsequent group meeting.
- Motions are still in order, as are other possible formalities as may warrant.
- Agenda items will be solicited of the group by email and at meetings.

5. Local Content Presentation

Stuart Keith and Tom Hansen of Crew Cut Teleproductions discussed their company, which produces local content for Cable TV providers. They showed video examples of their productions and discussed a possible effort with the Minnesota and Wisconsin telephone companies, possibly expanding to other states for a Midwest regional effort. Crew Cut offers:

- exclusivity to the telcos for production of local content
- possible price point of \$1.00/month per subscriber. Price could fluctuate and/or quality and quantity of content could be enhanced
- Content sent to telcos via DSL or ftp site, facilitating local content insertion
- initial release of product under this concept 12 to 18 months from today

Upon Crew Cut’s departure, discussion among the group took place as follows:

- Katka will determine how best to share this information with other telcos.
- Some think the market favors video on demand or Pay-per-View.
- Could provide for the telco to advertise or advocate on telco political issues
- Best value is in local local content, as opposed to larger geographic area
- Issue of control of such local programming concept is considered important
- Video library from several sources will be studied and reported by Melrose
- Invite Crew Cut back for more conversation at next peer group meeting
- Address local content at a smaller gathering of MTA membership, such as the Fall Conference, with emphasis on including video telco general managers
- Katka should visit with the General Manager Peer Group about this subject. The GM group next meets in December, but that date could be accelerated.

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Moved and seconded to invite Crew Cut to a future meeting, to invite the GM Peer Group to be involved in future local content discussion of some form, and to explore the library concept of video sharing. Passed.

6. Fall Forum

Will take place November 18 and 19 at Arrowwood in Alexandria. FCC commissioner Adelstein cannot attend. Agenda items offered by Katka include:

- Set top boxes waiver
- DTV conversion
- Retransmission
- Upcoming issues
- Internet alternative to Video on Demand
- Local content
- Blackouts
- Round table “What’s on your mind?”
- ACA and/or NCTC and/or USTA representative
 - + Beatty to talk to Matt Polka of ACA and someone at NCTC
- McDowell from FCC
- BEK local content service
- Video library concept

Katka discussed a brief schedule outline:

Nov 18:	Noon - Luncheon
	1:00 to 5:00 Program
	Reception (this could be shared with the IT Peer Group, which will also be hosting a meeting at the Arrowwood the same dates)
Nov 19:	Breakfast
	9:00 to 1:00 Program

Expenses and registration fee were discussed, reference to previous conference charges was made, speakers and other charges will help determine needed revenue.

7. Old Business

None

8. New Business

None

9. Hot Topics

None, other than the several discussed elsewhere on the agenda

10. Next Meeting Date

October 2, 9:30 am at MTA’s St. Paul headquarters

11. Adjournment

The meeting adjourned at approximately 4:30 pm.

Respectfully submitted, _____

Ronald Laqua, Secretary

**Minnesota Telecom Alliance
Video Peer Group
Proposal for On-Going Conduct of Business**

“Attachment 1” to Minutes of 7/24/08

The following Proposal to the group’s members is offered as a suggested structure and the mode by which the group might function in order to best fulfill the group’s Mission Statement. This is a working draft only, intended to assist in group discussion.

- 1.) The group’s Mission Statement should remain:
“The future success of communications service providers requires a rich customer experience. The MTA Video (Peer Group) will explore, analyze and investigate policies, technologies and content issues for the benefit of MTA members.”
(this is the original Mission Statement adopted 1/11/07)
- 2.) The group’s goals should be established in similar fashion as was developed for 2007, wherein a list of goals was made and followed.
- 3.) Structure
 - Officers
 - Chair Person – Steve Katka
 - Co-Chair Person – Dave Pawlowski
 - Treasurer – Melanie Jore
 - Secretary – Ron Laqua
 - Core membership (existing 22 +/- members of the group)
 - Work Groups – for special projects and for all-MTA member seminars
 - All MTA Members (optional involvement)

The group may wish to decide how often they wish to elect officers and to review attendance history to determine if some members should be removed from the core peer group and others asked to join that group. This would allow a rotation of members on the core group to allow others to have a chance to be on it.

- 4.) Conduct of regular group meetings
 - a.) Established meeting location
 - b.) Special meeting locations optional
 - c.) Conference Call option
 - if limited bridge port capability:*
 - * Core members call in at 5 minutes to meeting time
 - * All other members call in on the hour – first callers get on
 - d.) Minutes as discussed in 5b

5.) Communicating to the Membership

a.) Regular Meeting Announcements

- * List Serve to Core Membership with RSVP
- * List Serve to MTA membership, no RSVP required
 - + Include reminder of website for minutes of past meetings
 - + Use MTA listserv and update list regularly
 - + Announce in MTA Weekly Bulletin

b.) Minutes of Meetings

- * Simplified minutes, consisting of:
 - + Initiatives
 - # Initiate special study, work group
 - # Structure a special all-MTA member meeting
 - # Any item requiring action
 - + Special communication to MTA members
 - + Special communication, requests to MTA Board
 - + Date, general agenda/goals of next meeting
- * Post to MTA website

c.) Communication with MTA Board, in coordination with MTA President

- * To report substantive results of initiatives by the peer group
- * To propose/request consideration by the Board for action, such as Alliance-wide communiqué, advocacy, funding for peer group use, etc.

d.) Registration for special all-MTA member meetings

- * MTA's registration procedure can be followed
- * Use MTA's credit card processing procedure
- * Registrants checks go to MTA Video Peer Group, then forwarded to MTA office as one submission for deposit into peer group's checking

6.) Processing of Cash

a.) Refer to 5d

b.) Establish purchase order or other process of verifying if bills received by MTA staff are appropriate for payment, per peer group treasurer approval