

MINUTES
HISTORIC PRESERVATION COMMISSION
EDUCATION TASK FORCE

Wednesday, September 7, 2011
Conference Room B, City Hall

Commissioners Present: Commissioners Mitzi Krey and Bob McDonell.

Commissioners Excused: Chairperson David Klavitter and Commissioner Michael Knight.

Staff Members Present: David Johnson, Laura Carstens and Craig Nowack.

CALL TO ORDER: The meeting was called to order at 1:00 p.m.

AFFIDAVIT OF COMPLIANCE: Staff presented an Affidavit of Compliance verifying the meeting was being held in compliance with the Iowa Open Meetings Law.

MINUTES: Motion by McDonell, seconded by Krey, to approve the minutes of the August 3, 2011 meeting as submitted. Motion carried by the following vote: Aye – McDonell and Krey; Nay – None.

HISTORIC PRESERVATION PROGRAMMING:

Introduction to Historic Preservation Program: Cable TV Coordinator Craig Nowack was present to discuss the Introduction to Historic Preservation Program with the Task Force. Staff Member Johnson distributed an outline prepared by the Task Force for three videos that would break-up the program into more manageable segments as recommended for CityChannel 8.

Task Force Member McDonell reviewed the intent of the programs and the intended audience. Staff Member Nowack said he could not produce scripted videos with the level of detail proposed in the outlines because of staff limitations. The Task Force discussed other ways to present this information instead of a video on CityChannel 8. The Task Force discussed that the first video is a marketing/overview piece while the third video explains the process to dispel misconceptions. Staff Member Nowack reviewed the limits of what he and his staff can do with video production. He noted Cable Television Staff cannot spend months developing a program that will fill a small amount of air time. He explained CityChannel 8 is responsible for airing frequent, relevant programming 24 hours a day. He reiterated a specific program too narrow in scope is also not effective for the general CityChannel 8 audience.

The Task Force discussed videotaping partners, such as Loras College, noting that Loras charges for these services. Task Force Member Krey said the cost was about \$3,000 for an eight-minute video for the Human Rights Department.

Staff Member Nowack suggested staff could do a half-hour interview program and film historic buildings and scenes to incorporate into it, but anything more than that is beyond CityChannel 8's capacity. Task Force members discussed that producing the first video, an overview and marketing piece, was an achievable project, would have the most impact, and would appeal to the broadest audience.

The Task Force discussed the possibility of producing a video as a college class project. Task Force Member Krey indicated Loras College was open to this. Staff Member Nowack noted Loras College has a video production program and the most resources of any other college organizations.

Staff Member Carstens recommended a program in an unscripted interview format which addresses all the issues suggested in Video 1. Staff Member Nowack noted scripted interviews are very difficult to pull off. The Task Force consensus was to produce a program with a script and not a question and answer format. The Task Force requested Staff prepare an outline and script. Staff agreed to develop questions consistent with the recommendations in Video 1 for an interview program, but explained no further scripts will be developed. Staff Member Nowack reiterated Cable Television Staff also does not have the time or resources to develop a scripted program. Task Force Members McDonell and Krey stated they will collaborate on an outline and script, and Task Force Member Krey will follow-up on assistance from Loras College. The Task Force will review the outline at the next meeting and invite Staff Member Nowack and Craig Shafer from Loras College to attend as well.

ITEMS FROM PUBLIC: None.

ITEMS FROM THE COMMITTEE: None.

ITEMS FROM STAFF: None.

ADJOURNMENT: The meeting adjourned at 1:55 p.m.

Respectfully submitted,



Laura Carstens, Planning Services Manager

Adopted—December 7, 2011