



**AGENDA
PEG CHANNEL COMMITTEE
SPECIAL MEETING
MARCH 15, 2021
5:30 PM
CITY COMMISSION CHAMBERS
204 ASH STREET
FERNANDINA BEACH, FL 32034**

- 1. CALL TO ORDER**
- 2. PLEDGE OF ALLEGIANCE**
- 3. ROLL CALL**
- 4. APPROVAL OF MINUTES**
 - 4.1 Approval of minutes from February 15, 2021 meeting.
 - 4.2 Approval of minutes from March 1, 2021 meeting.
- 5. OLD BUSINESS**
 - 5.1 Partnership Outreach Template
 - 5.2 Staff Updates
- 6. NEW BUSINESS**
 - 6.1 Q1 2021 Goals Assessment/ Update to Commission
 - 6.2 Programming Calendar March-April
 - 6.3 PEG Branding and Designs
 - 6.4 Items for Next Meeting's Agenda
- 7. PUBLIC COMMENT**
- 8. NEXT MEETING DATE**
- 9. ADJOURNMENT**

All members of the public are invited to be present and be heard. Persons with disabilities requiring accommodations in order to participate in this program or activity should contact the City Clerk at (904) 310-3115 or TTY/TDD 711 (for the hearing or speech impaired). All interested parties may appear at said meeting and be heard as to the advisability of any action, which may be considered with respect to such matter. For information regarding this matter, please contact the City Attorney.

PEG Meeting Minutes - February 15, 2021 - **DRAFT**

1. **CALL TO ORDER** – The meeting was called to order at 5:30 PM EST.

2. **PLEDGE OF ALLEGIANCE**

3. **ROLL CALL**

Julie Ferreira

Judie Mackie

Taylor Owenby

Megan Stewart

4. **APPROVAL OF MINUTES**

5. **NEW BUSINESS**

5.1. PEG Channel Broadcast Policy

Tammi Bach, Attorney for the City of Fernandina Beach, presented on the PEG broadcasting policy and opened the floor to questions and comments.

Section 1 – Purpose and Goals

The current policy was created in 2009 and can serve as a guide. The committee can make recommendations to change the policy and present it to the City Commission as a resolution for approval. **(Tammi)**

Section 2 – Administration of the PEG Channel

All broadcasting is subject to the opinion of the City Manager or his designee.

Q: Is the City Manager delegating the responsibility in whole or in part to the committee?

(Megan)

A: The expectation with this new committee is that the committee would handle everything. I would suggest adding the language “the PEG committee” to the policy. **(Tammi)**

Q: Does this change have to go through the approval of the City Commission? **(Megan)**

A: Yes, it will need to go be approved by the City Commission in a resolution. We can create a draft to propose the new language. **(Tammi)**

Section 3 – Programming and Broadcast Priorities

There were not any questions from our previous meetings regarding Section 3. Does anyone have any questions currently? **(Megan)**

Q: Can we feature the City Commission meetings more frequently and at various times? I want more people to have access these meetings. **(Julie)**

A: The City Commission meetings is considered priority programming based on the programming guidelines and our business plan. It is already currently aired on the PEG channel and will continue to remain priority programming. **(Taylor)**

Section 4 – Content Guidelines

Q: I found that the channels --public, government, education-- are often used interchangeably. There is this concept of getting granular with everything we do or this concept that we move forward boldly. We can loop in legal or others when a problem arises. From my perspective once we do a run of the content guidelines, we should go and make things happen. Otherwise, we can find ourselves hampered as all these various points can be debated. **(Taylor)**

A: One reason we have these guidelines is to prevent some top issues like copyrights and direct solicitation of funds, etc. **(Tammi)**

Q: How do we take your business plan and make this broadcasting policy work? **(Tammi)**

A: We want to connect the policy with our business plan and model to make that work. Going through the content guidelines, we need to either a) move forward and someone tell us that we cannot do something or b) know exactly what, about these content guidelines poses as a true legal problem. **(Taylor)**

Q: By strategic partners, are you asking for members of the public, organizations, and companies to help support programming? **(Tammi)**

A: Historically, residents would submit content but not since closed captioning became a required cost. We are looking to partner with commercial entities to cover closed captioning. Partners can provide space or other types of resources. We do not have a budget from the City, but the costs remain, and we need the support. **(Taylor)**

Q: If we have a partnership with say, Barnabas, are we able to say “closed captioning by Barnabas” on the PEG Channel? **(Julie)**

A: Yes, that is okay. The concern in 2009 was that nonprofits, businesses were getting on the channel and saying “please support XYZ nonprofit” or airing heavy advertising. What I understand of how the partnerships will work, a business will pay for closed captioning. **(Tammi)**

Judie provided research on another PEG Channel that openly requests/receive funds to cover costs of closed captioning. Mary shared a website of another PEG channel that allows sponsorships for closed captioning and other fees.

Q: Can you review a standard partnership agreement that includes the details of each specific partnership as each will have different aspects? I do not want your team to be burdened with questions, every single week and I feel responsible to prevent too much strain on your team and office. I think the purpose we share is to make this an efficient relationship and how to we streamline this and a basic framework to move forward. **(Taylor)**

A: I can review a standard template, but I cannot review any business-to-business agreements due to by position with the City. **(Tammi)**

Q: What about if we create value added content to promote on social media? **(Julie)**

A: That will require user accounts that are tied to PEG, so it will be public record. All posts will have to be maintained--you cannot delete posts as it is public record with a 3-year retention policy. The general rule is that we are using public resources, any time we extend public resources it is for a public purpose. So, with that in mind, I think you all are good. **(Tammi)**

Q: For example, say we have a partnership with Boat House, and we have them on the PEG channel making a crab cake, but when we put it on another medium such social media with the caption saying “specials on Thursday” is that acceptable? **(Julie)**

A: The rules remain the same no matter the medium so that would not be acceptable. An acceptable caption would be “program airs at X time” on the PEG Channel. **(Tammi)**

Q: Since we do not have a budget from the City, we are considering potential fiscal sponsorships with a nonprofit to help manage the funds. **(Taylor)**

A: We are already dealing with this type of situation. If you all find a nonprofit willing to hold and disburse funds it would actually be a tax-deductible donation/sponsorship (e.g., create a program about trees with sponsor making the donation to the conversation fund). But only if it is for the city. The program cannot feature say, Cumberland Island, GA and would not be tax deductible in that case. **(Tammi)**

Tammi will review the business plan as well as the broadcast policy and look to reconcile both. Tammi will work with Mary to get feedback from the team and will join an upcoming meeting (March 15).

6. Items Not on the Agenda

- Mary will create an email inbox so that the submission forms can go to the inbox and will give Megan access to the inbox too.
- Taylor met with Barnabas to explore a potential fiscal partnership since they have a huge impact on the community and is classified as a 501(c)3. He also met with Amelia Community Theatre (ACT) and toured their facility and camera/production equipment used for plays. ACT is also a 501(c)3 so there may be the opportunity to work with them as well.
- Taylor has connected with local programming station which highlighted black history month and featured content on American Beach. We can work in tandem with them to funnel programming to the PEG Channel.
- Judie spoke with Ocean and Rescue and they were not familiar with the PEG Channel. We should consider creating a brochure that have ready to go to send out to various potential partners.

7. Public Comment

8. Next meeting – The next meeting is scheduled for Monday, March 1 at 5:30 PM EST.

9. Adjournment – The meeting is adjourned at 7:24 PM EST.

PEG Meeting Minutes - March 1, 2021 - **DRAFT**

1. CALL TO ORDER – The meeting was called to order at 5:30 PM EST.

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

Julie Ferreira

Judie Mackie

Taylor Owenby

Megan Stewart

Lauren Templeton

4. APPROVAL OF MINUTES

4.1 Approval of minutes from January 26, 2021

Motion: Judie Mackie makes a motion to approve the meeting minutes for 1/26/21. Julie Ferreira seconds the motion. The motion is approved.

4.2 Approval of minutes from February 1, 2021.

Motion: Julie Ferreira makes a motion to approve the meeting minutes for 2/1/21. Judie Mackie seconds the motion. The motion is approved.

5. OLD BUSINESS

5.1 PEG History, Guidelines, and Future

Katie Newton, legal assistant for the City of Fernandina Beach provided a presentation on the PEG guidelines.

6. NEW BUSINESS

6.1 2021 Programming Schedule

Judie Mackie presented the programming schedule featuring government meetings and upcoming events. Judie will maintain the programming calendar and the committee agreed to review the calendar regularly. The content submission form should be updated to include the following language, “at least 30 days for review” and will be notified of their upcoming air time.

6.2 Strategic Partner Outreach

Taylor Owenby provided a draft template on outreach to partnerships. The committee will review and provide comments in the next meeting. The community partners will spread the word about its program and PEG through their mailing lists and social media (e.g., website, Facebook, YouTube, etc.).

Motion: Judie Mackie makes a motion to have a special meeting in two weeks. Julie Ferreira seconds the motion. The motion is approved.

7. PUBLIC COMMENT

8. NEXT MEETING DATE – The next meeting is on March 15, 2021 at 5:30 PM EST.

9. ADJOURNMENT – The meeting is adjourned at 7:27 PM EST.

PEG CHANNEL // BUSINESS PLAN



PUBLIC EDUCATION & GOVERNMENT CHANNEL ADVISORY BOARD

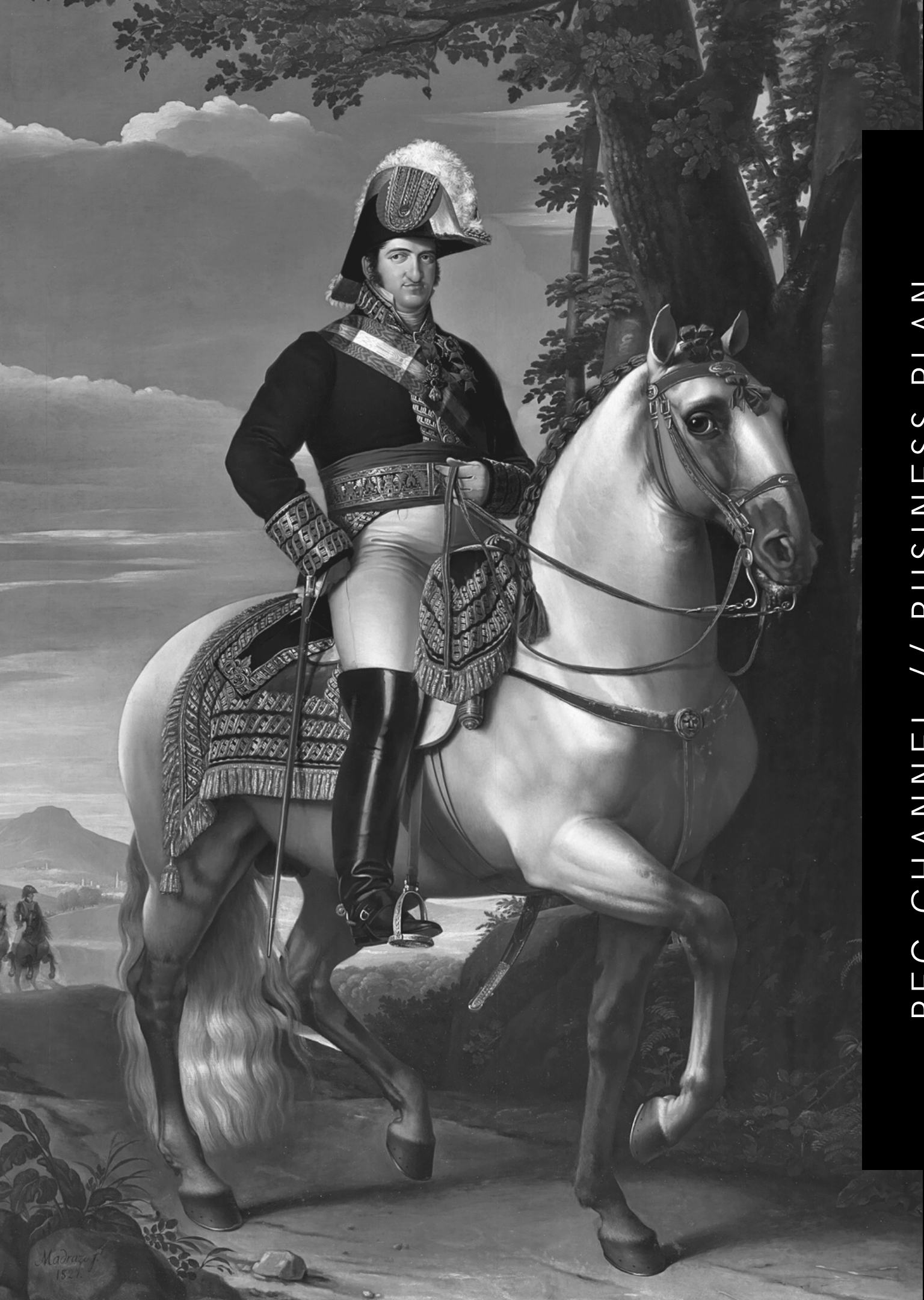


TABLE OF CONTENTS

Mission

Purpose

Business Model

Programming Guidelines

Goals

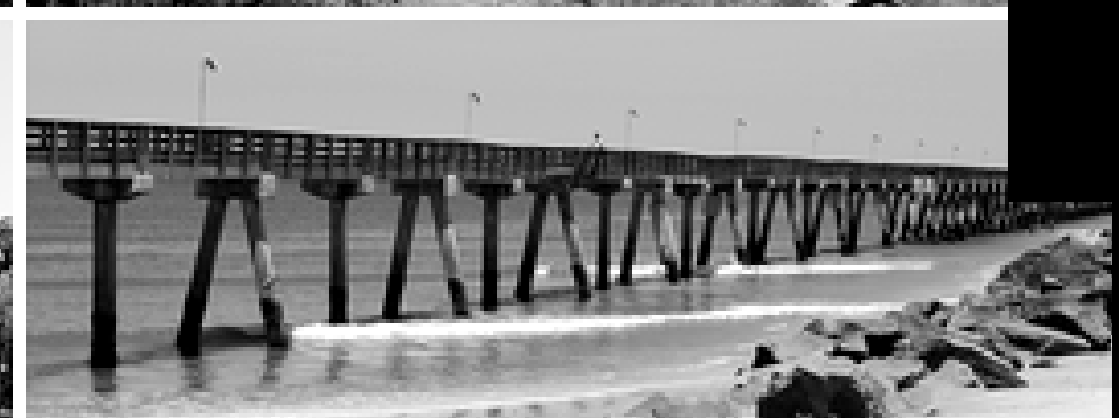
Programming Examples

Budget

Team

MISSION

The Public, Education and Government (PEG) Channel Advisory Board exists to serve and engage the community by providing educational, informational, entertainment and public service content.



PEG CHANNEL // BUSINESS PLAN



PURPOSE

To work with strategic partners across Amelia Island and Fernandina Beach to provide programming that educates, informs and inspires the citizens of our unique city.



BUSINESS MODEL

PEG CHANNEL // BUSINESS PLAN

The Advisory Board will work with strategic partners to develop, produce and place content in accordance with our programming guidelines and in compliance with The Florida Sunshine Law (TITLE XIX - Chapter 286).

We will act as a conduit and platform with local educational systems to promote the local television station to student media producers, who may gain opportunities to have their work broadcast and gain production experience in a broadcast environment.

For college students, the channel can provide broadcast work experience and apprenticeships. We will also provide unique educational opportunities open to the community at large.

Our vision for the public access channel draws on the City of Fernandina Beach's unique history, culture and diversity.

With its beautiful beaches, native wildlife and pristine waters, Fernandina Beach is a city rich in opportunity.

The City is full of authentic stories to share including its fascinating local heritage, environmental conservation, and exciting prospects for innovation.

Our programming guidelines should reflect the mission and purpose of the channel while honoring the values of Fernandina Beach.

Simply put, we can
THINK P.E.G.

PEG CHANNEL // BUSINESS PLAN

**PROGRAMMING
GUIDELINES**



P - Public Benefit

- Non-profit + Arts & Culture + Lifestyle & Nature:

The PEG channel can entertain, raise awareness and celebrate the vibrant culture through music, cuisine, talent, comedy, festivals and events.

E - Educational Programming

- Financial Literacy, History, Science, Children's education:

The PEG channel can educate constituents on various subject matter such as history, science and literacy.

G - Government

- City and Other Government Meetings, Notices & Events:

The PEG channel can inform the public and raise awareness of the city and local government.

PEG CHANNEL // BUSINESS PLAN

**PROGRAMMING
GUIDELINES**



Q1 - 2021

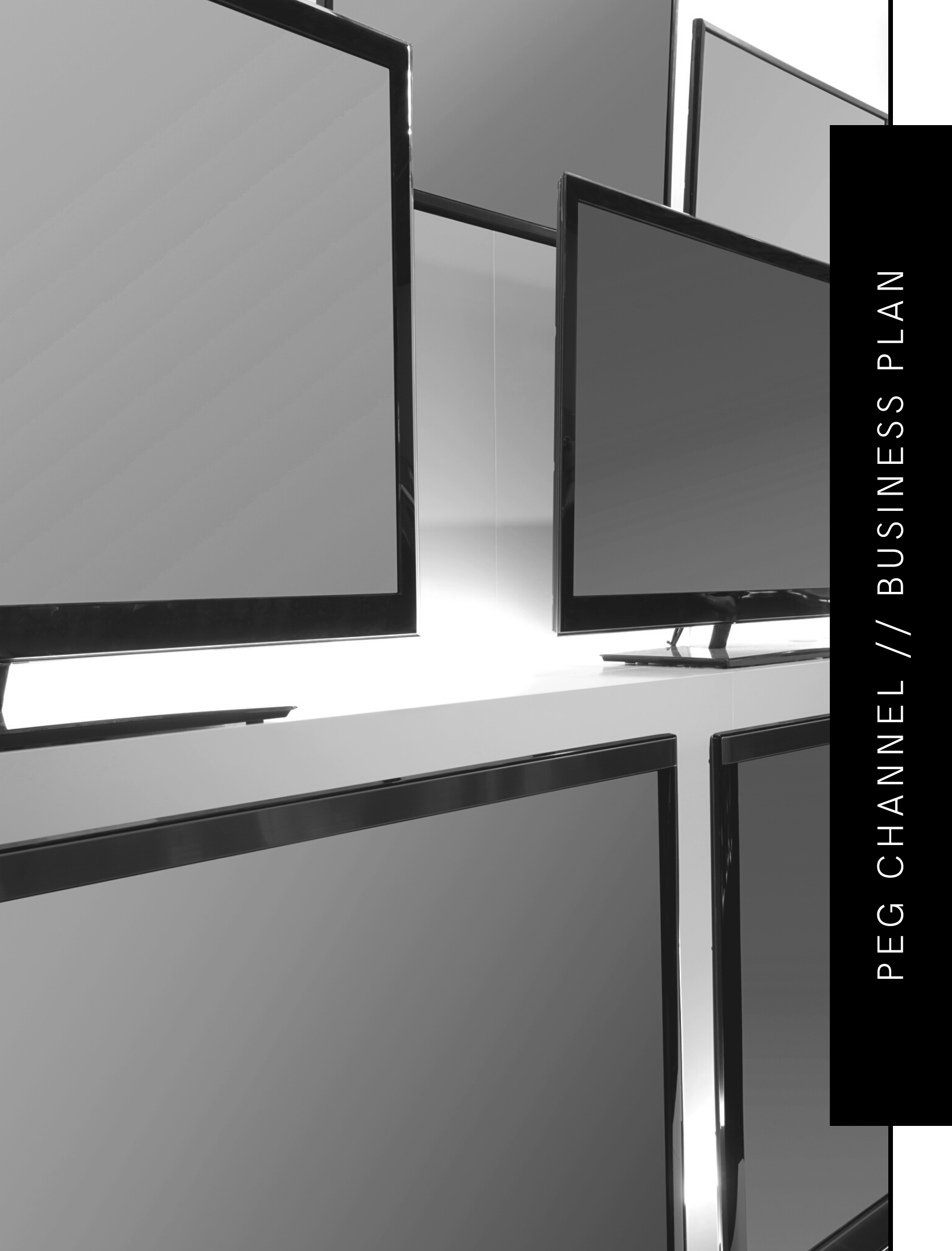
PEG CHANNEL // BUSINESS PLAN

1. Form an advisory board of diverse talent and experience to serve on the PEG committee.
2. Create a robust 2021 Business Plan inclusive of quarterly milestones to guide our activities and to regularly measure our progress and success.
3. Secure additional members to serve on the PEG committee.
4. Identify and list key strategic partnerships for programming, marketing and fundraising.
5. Secure 2 strategic community partners.
6. Establish a programming calendar incorporating annual community events and strategic partnerships.

Q2 - 2021

PEG CHANNEL // BUSINESS PLAN

1. Continue generating interest in PEG committee by inviting citizens to join the regular meetings on social media platforms.
2. Secure a total of 4 strategic community partners.
3. Expand access to PEG channel programming for non-Comcast subscribers.
4. Implement marketing strategies to engage and build an audience across platforms including social media networks.
5. Launch virtual content production training series.



Q3 - 2021

PEG CHANNEL // BUSINESS PLAN

1. Continue building interest in PEG committee by inviting citizens to join the regular meetings on social media platforms.
2. Secure a total of 6 strategic community partners.
3. Measure and analyze engagement data to identify key trends across platforms to continue bolstering audience engagement.
4. Host quarterly virtual content production trainings.
5. Increase new programming by 10% from January 1, 2021.

Q4 - 2021

PEG CHANNEL // BUSINESS PLAN

1. Continue bolstering interest in PEG committee by inviting citizens to join the regular meetings on social media platforms.
2. Secure a total of 10 strategic community partners.
3. Increase new programming by 15% since January 1, 2021.
4. Develop 2022 themes and goals to drive programming, marketing and fundraising activities.

PROGRAMMING EXAMPLES



Program to highlight current events happening around Fernandina Beach and the surrounding area

Program to highlight the history of the Isle of Eight Flags from before the first boat landed on the island to today.



PEG CHANNEL // BUSINESS PLAN

BUDGET

LINE ITEMS INCLUDE:

FACILITIES / EQUIPMENT

MARKETING

CLOSED CAPTIONING

SUPPLIES



PEG CHANNEL // BUSINESS PLAN

BUDGET TOP SHEET

EQUIPMENT / \$5000.00

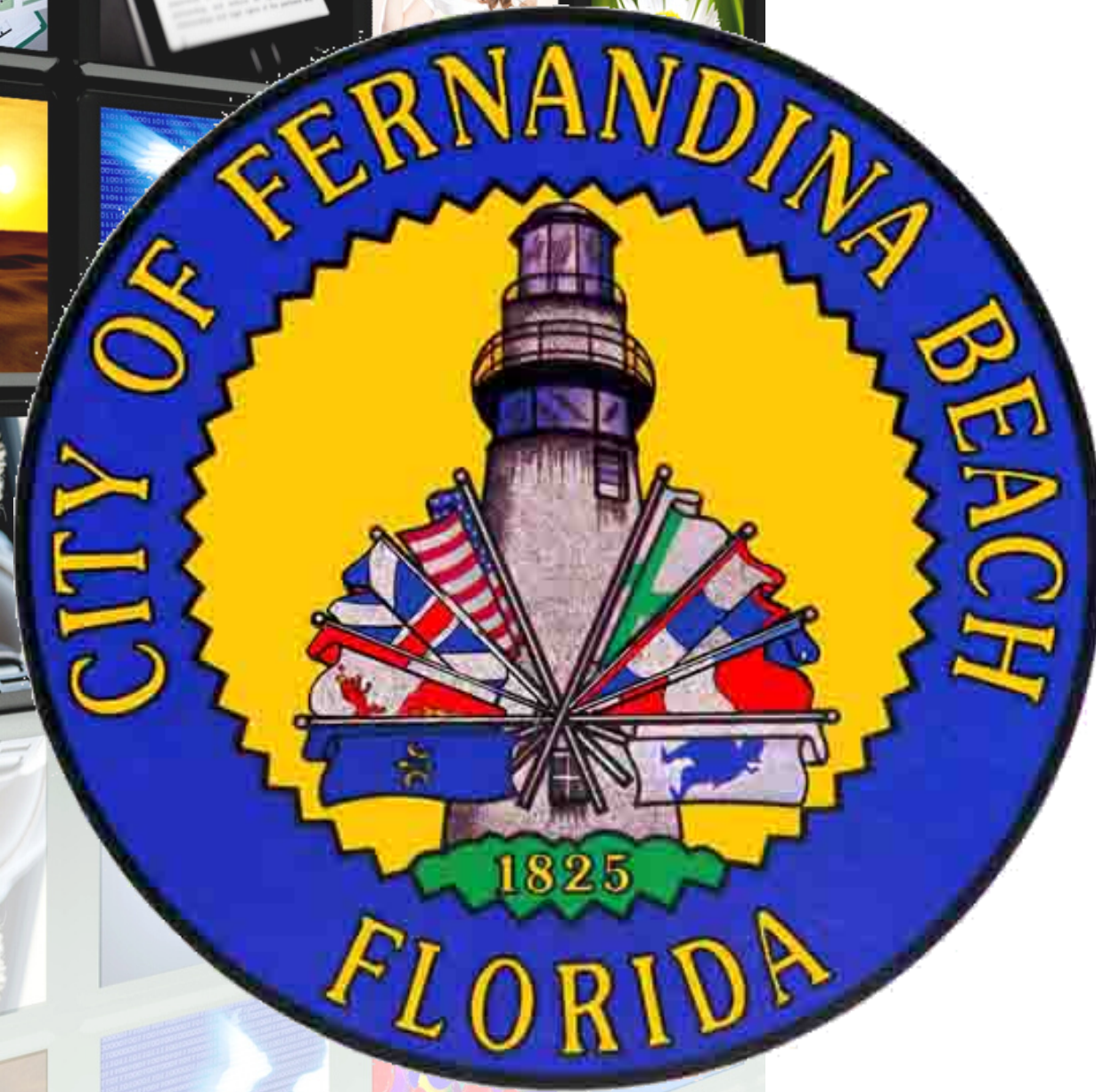
MARKETING / \$750.00

CLOSED CAPTIONING / \$1000.00

SUPPLIES / \$500.00

GoPro Camera's, Editing Software,
Printing, Paper and rental fees for
space.

TOTAL: \$7250



ADVISORY BOARD MEMBERS

Taylor Owenby
Judie Mackie
Connor Fasel
Julie Ferreira
Megan Stewart