



AGENDA
PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) CHANNEL COMMITTEE
REGULAR MEETING
APRIL 5, 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 Approves minutes from March 15, 2021 meeting.
- 5. OLD BUSINESS**
 - 5.1 Branding Logo
 - 5.2 Updates on All-Star Partnerships and Tracker
 - 5.3 Staff updates
- 6. NEW BUSINESS**
 - 6.1 Kick-off Event
 - 6.2 Programming Calendar
 - 6.3 Closing out Q1 and jumping into Q2
 - 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 - March 15, 2021 - **DRAFT**

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

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

Julie Ferreria
Judie Mackie
Taylor Owenby
Megan Stewart
Lauren Templeton

4. APPROVAL OF MINUTES

4.1 Approval of minutes from the February 15, 2021 meeting.

Motion: Judie makes the motion to approve the meeting minutes for 2/15/21. Lauren seconds the motion. The motion is approved.

4.2 Approval of minutes from the March 1, 2021 meeting.

Motion: Judie makes the motion to approve the meeting minutes for 3/1/21. Lauren seconds the motion. The motion is approved.

5. OLD BUSINESS

5.1 Partnership Outreach Template

Lauren shared a working template of the template featuring the STAR acronym (S – Support (or Showcase) / T– Tools / A– Access / R – Relationships). The committee discussed information that could be added to the 2 page template such as an introductory paragraph, cameras and equipment, classes on content, minutes to closed caption costs, community events, production guidance and the sponsorship form. Since Q1 is coming to a close and the committee has the goal of engaging 2 partners, Megan and Lauren will work with Mary to finalize and distribute the template to the broader group by Monday, March 22.

5.2 Staff Updates

Social Media - the City Manager says the committee cannot have a social media account. Only specific departments can have a social media account such as the fire dept and police.

Finance/Accounting - the finance department says we can have an account within the IT budget. This will have to go in front of the commission on the April 6 workshop for approval. A debit card would not be included. Any contributions to this account will be tax deductible. Mary requested the annual projection of funds that will be in the account to provide to the comptroller. For continuity of the approved business plan, Taylor confirmed \$7,500. Julie wanted to submit a lower amount.

Ethics Training - the City Attorney does an ethics training and although it's not required, feel free to let Mary know if you're interested in attending either of the two sessions: April 9 / 12:30-4:30 PM or April 12 / 8:30-12:30 PM.

Scheduling Content – Mary downloaded the meeting, extracted the caption file, embedded the caption and uploaded it to understand the process and it took a little over an hour. Mary also added the “30 day minimum” to the submission form.

6. NEW BUSINESS

6.1 Q1 2021 Goals Assessment / Update to Commission

The update to the Commission was originally scheduled for April 6 and has been rescheduled for April 20.

6.2 Programming Calendar March-April

Judie is populating the calendar and will provide updates at the next meeting on April 5.

6.3 PEG Branding and Designs

Megan presented a branding board of 3 potential logos with accompanying color palette in an effort to brand the channel. The team weighed in on the

potential names of the channel. Mary will confirm with the City Manager on whether or not we can use a logo. Megan will bring back reiterations of the logos with the proposed names: Fernandina TV and 8 Flags TV.

6.4 Items for Next Meeting's Agenda

- 1) Programming calendar
- 2) All-star template
- 3) Launch party

Comments from Taylor: we spent a great deal of time including several meetings, working through the broadcasting policy with the legal department. Before we go about changing any policies and rules, I want to focus more on getting some momentum and thinking we should have a launch party. I'm thinking of an outdoor venue so we can socially distance ourselves. I think the next couple of months would be good, sometime in May, we can leverage as a fundraiser. We can bring people together to make this happen. We should have filming, a red carpet and step & repeat and we could get content coverage.

The group discussed preliminary details around invitations, RSVP management, ticket structure, advertising in the newspaper, attendees and putting up a public notice for the gathering. The objective is to raise brand awareness and to create a forum for information to the community (creators, partners, educators, etc.). A designated booth for partnership inquires and key information that we all can use to engage potential partners.

7. PUBLIC COMMENT

8. NEXT MEETING DATE – the next meeting date is April 5, at 5:30PM EST.

9. ADJOURNMENT – the meeting was adjourned at 7:26PM EST.

Public, Education, Government Channel

ALL STAR PROGRAM

Our channel seeks to serve and engage the wider public as the City of Fernandina Beach's Public, Education, Government Channel 264. Our All Star Partner program creates community-building opportunities for local businesses, nonprofits and individuals.

The channel not only provides city and government updates, we also showcase our rich local history and natural beauty, and celebrate our vibrant and diverse culture. We strive to become the channel known as "the place to turn" for community developments including city meetings, events, the arts and special features. Our channel is unique because the programming is 100% based upon community interest and participation. We are truly the People's Station.

ALL STAR PERKS

- Each contribution is tax deductible
- On-screen credit will reach homes across Fernandina Beach and Nassau County
- We offer programming support and guidance around content development
- Contributions are an opportunity to positively impact the community

ALL STAR IMPACT

- Content development
- Production and editing costs
- Closed captioning
- Resources for our student media education program
- Support for independent filmmakers
- Support for the Arts, History and Education

BECOME AN ALL STAR PARTNER TODAY!

Name: _____

Organization / Business: _____

Date: _____

Address: _____

City / State / Zip: _____

Phone: _____

Email: _____

Amount: ___\$20 ___\$50 ___\$75 ___\$100 ___\$150 ___\$200 ___\$500 ___Other

Payment Method: _____

Feb-21	12:00 AM	1:00 AM	2:00 AM	3:00 AM	4:00 AM	5:00 AM	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	Noon	1:00 PM	2:00 PM	2:30pm	3:00 PM	4:00 PM	5:00 PM	5:30pm	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM
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Amelia Island Restaurant Week

Amelia Island Chamber Music Festival

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FRWN February 2021 Luncheon

Fri Feb 12 2021 at 11:30 am to 01:30 pm

Fernandina Beach Golf Club

Amelia Island Chamber Virtual Music Festival

Sun, Feb 14, 11 AM

[1405 Park Ave Suite 101](#)

Men on Boats

Feb 5 – 20

Amelia Community Theatre

BIG BAND BASH Benefit Gala

Sat, Feb 13, 6:30 – 10:00 PM

Omni AIP

Those Who Fall in Love

Sat, Feb 20, 8 PM

Amelia Community Theatre

Brown Bag Lunch

Wed, Feb 3, 12 PM

Amelia Island Museum

Sip & Shop

Fri, Feb 12, 4-7pm

Pocket Park near AI Coffee

Amelia Island Chamber Music Festival

Amelia Island Book Festival

Feb-21	12:00 AM	1:00 AM	2:00 AM	3:00 AM	4:00 AM	5:00 AM	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	Noon	1:00 PM	2:00 PM	2:30pm	3:00 PM	4:00 PM	5:00 PM	5:30pm	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM
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Amelia Island Chamber Music Festival

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Amelia Island Chamber Music Festival Variety of datesand locations - ticketed events

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May 7th Sounds on Centre (Downtown) 6 - 8

May 8 - Swingin Allstars Jazz Ensemble Concert (Main Beach) 1 - 3

May 15, Tast of Amelia (Downtown) sponsored by Rotary Club 1 - 6

Fish to Fork

AIP

Wild Amelia Festival

May 14 - 16, 2021

May 19 & 20 (Fernandina Golf Course) Bonhams Motorcar Auction

May 21 Amelia Island Concours d'Elegance, 8 Flags Road Tour (Downtown) 10 - 2

May 22 Concours d'Lemons Florida (Main Beach) 8 - 1:30

Feb-21	12:00 AM	1:00 AM	2:00 AM	3:00 AM	4:00 AM	5:00 AM	6:00 AM	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	Noon	1:00 PM	2:00 PM	2:30pm	3:00 PM	4:00 PM	5:00 PM	5:30pm	6:00 PM	7:00 PM	8:00 PM	9:00 PM	10:00 PM	11:00 PM
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June 4 Sounds on Centre (Downtown) 6-8

June 19 Juneteenth Jumpoff (Peck Park) 1 - 7

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Hometown Family Fourth of July???

July 2 Sounds on Centre (Downtown) 6 - 8

July 30 and 31 Fernandina Beach Fishing Rodeo (Downtown Mari

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Sounds on Centre

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Sounds on Centre

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Shrimp Event

Sounds on Centre

Amelia Island Jazz Festival

Oct 23 Fernandina Pride Parade and Festival

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Tree Lighting

Pajama Party

Relay Pub Crawl

Petanque Amelia Open

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Dickens on Centre

Holiday Home Tour



City of Fernandina Beach PEG Access Channel 264 Program Submission Form

Please use this form to submit a program for broadcast. Channel 264 cannot accept any programming without this submission form. Please submit content ready for air only NO EXTRA BLACK, BARS, SLATE, OR COUNTDOWN AT THE BEGINNING OR END OF THE PROGRAM. Thank you for your contribution to your PEG Access Programming!

All programming videos submitted must follow the guidelines below.

1. Closed captioning must be provided.
2. Programs must be free of all commercial content.
3. Programs may not contain copyrighted materials. This includes most plays, television programs, motion pictures and music.
4. Programs should not contain slanderous or obscene material.
5. Preferred program lengths are 60 minutes, 30 minutes, 15 minutes and PSAs under 5 minutes.
6. Programs in .MP4 or .MOV format OR JPEG, PPT or PNG are strongly suggested.
7. Programs of poor technical quality will not be accepted.
8. Programs with poor audio will not be accepted.
9. Priority is given to locally produced programming.
10. Channel 264 PEGTV representatives reserve the right to preview all programming.

Release

By signing, I certify that program material that I submit for cablecast will not contain:

1. Material primarily designed to promote the sale of commercial products or services.
2. The solicitation or appeal for funds for any purpose (unless specifically authorized by the City of Fernandina Beach).
3. Material that constitutes or promotes any lottery or gambling enterprise.
4. Obscene material or material that constitutes libel, slander, invasion of privacy or publicity rights, unfair competition, violation of trademark or copyright, or that might violate any local, state, or federal law.
6. "Hate speech" or "fighting words," which are defined by the U. S. Supreme Court as 'those which by their very utterance inflict injury or tend to incite an immediate breach of the peace.'

Date:

Name:

Signature:



Today's Date:

Name of Producer:

Street Address:

City, State, Zip Code:

Phone Number:

Contact Email:

Title of Program:

Is this intended as a series? Yes No

Title of Episode:

Total Running Time (HH:MM:SS):

Program Description (25 words or less):

Dated Material: Yes No

If "Yes" please fill out beginning and end of broadcast date

Requested beginning date of broadcast:

Requested end of broadcast:

Do you own or have you secured copyright permission for this program and all of its contents? *If Creative Commons check "YES".* Yes No

Organization (if any):

PEG Partnership: Yes No

PEG CHANNEL // BUSINESS PLAN



PUBLIC EDUCATION & GOVERNMENT CHANNEL ADVISORY BOARD

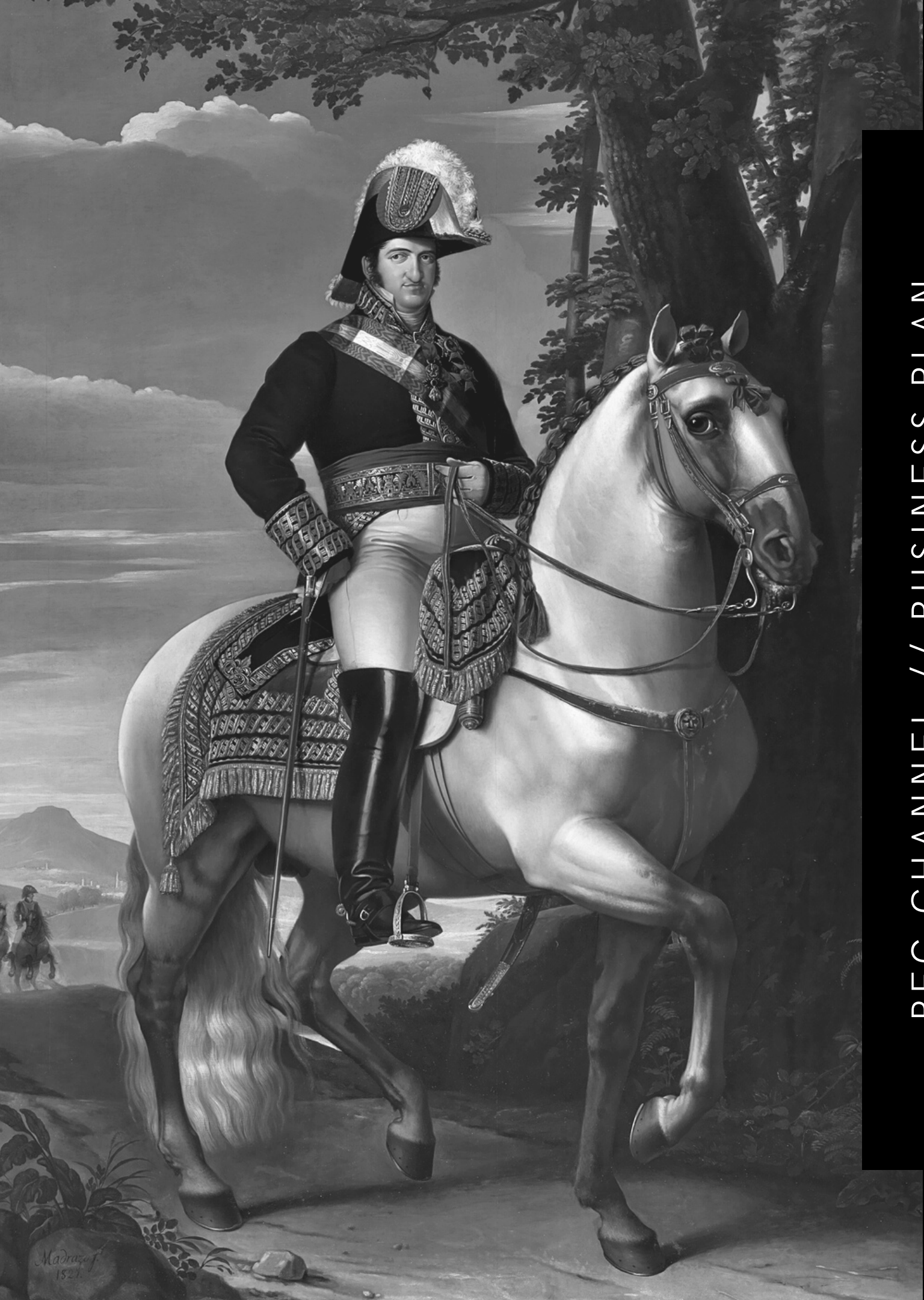


TABLE OF CONTENTS

Mission

Purpose

Business Model

Programming Guidelines

Goals

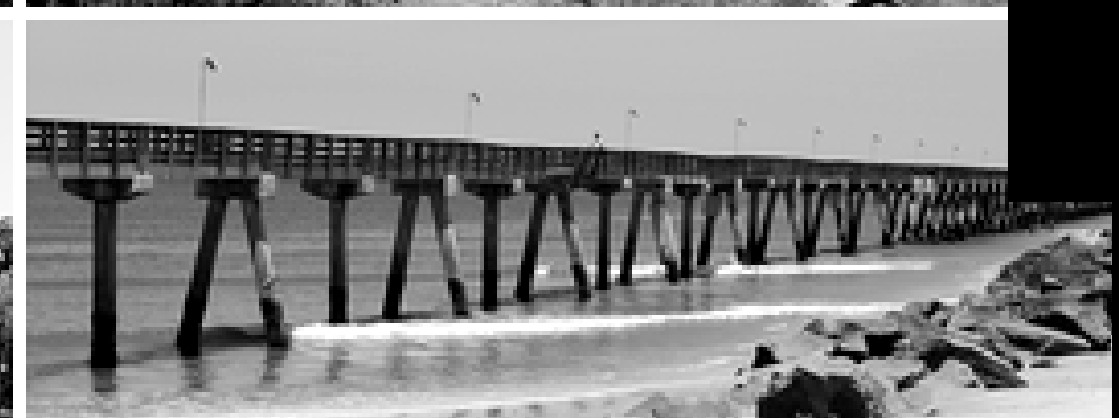
Programming Examples

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

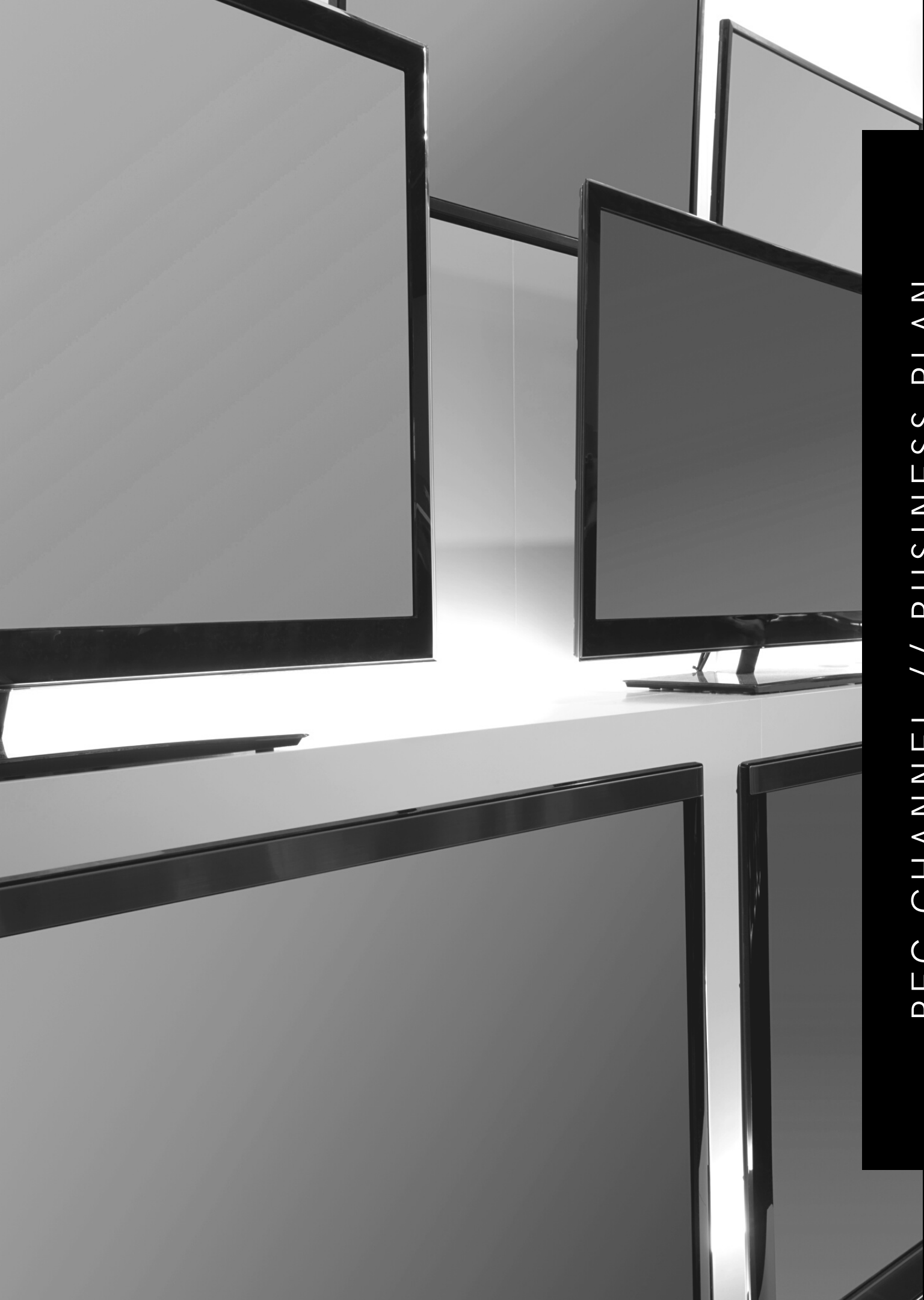
PEG CHANNEL // BUSINESS PLAN

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