



**AGENDA**  
**PUBLIC, EDUCATIONAL, AND GOVERNMENT (PEG) CHANNEL COMMITTEE**  
**REGULAR MEETING**  
**AUGUST 1, 2022**  
**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 July 11, 2022.
- 5. OLD BUSINESS**
- 6. NEW BUSINESS**
  - 6.1 Review of new material.
  - 6.2 Check PEG email.
- 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 7/11/22— next meeting on Monday August 1st

Attendees at the 7/11 meeting: Anthony, Judie Mackie, Julie Ferreira, Andrew Schmidt

Julie makes motion to accept the June 2020 minutes; seconded by ?

Old Business

Andrew reached out to Rotary Club: the Old Sargent at Arms offered no PEG content but he will approach the new person

Call for Content: Mary Hamburg put out the call for content on both social media and the newspaper

Museum Content: Dale Martin did a brown bag presentation at the museum on games. Mary will approach museum about putting up that content

Discussed putting City Commission meetings up on PEG station:

- Mary's time is all it costs to embed closed captions with video
- would encourage City engagement
- Would be put in the loop and be changed out every two weeks
- need to promote PEG Channel /Commission meetings to new people moving to town
- low income and fixed income demographic receives package deal of tv and internet from Comcast and households with school age children can get free cable
- Anthony thought cable is the only way to reach that demographic
- Mary will promote that City meetings will be on PEG
- Judie will write a press release for the newspaper re: Fernandina TV that Mary will circulate to members before going to press

Anthony asked if there's a way to get figures on Comcast viewership of Live meeting stream because Comcast should be able to pull viewership. Question is how to find the person who knows.

## New Business:

Mary Hamburg put in a request for the PEG Channel for the new City budget

Judie put together a 1 minute slide show of nature pictures sponsored by Amelia River Cruises utilizing microsoft software on her computer showing how easy it is to create content. Move to approve content: Anthony/seconding the motion Andrew

Discussed what's currently showing. The longest material we have is Egan's Creek video sponsored by Friends of the Library

Mary Hamburg received analytics of how many people watched the last City Commission meeting via the website the day after- 22 (may or may not be accurate)

Discussion on using Fernandina TV as the PEG Station brand

-Is flashier than PEG; agreed to use the name Fernandina TV, Public, Education, Government Channel in advertising and on City website

Discussion on getting new content

- Judie suggested approaching all city entities to create content
- Hurricane Season Information- Andrew will reach out to new Emergency Management Director also about the CARE program (citizens that step in to help in emergencies)
- Julie suggested preparing for school to start and soliciting video content from students

Julie will approach Mary Walker and Kendra from Take Stock in Children

Judie's daughter-in-law is school teacher and she'll approach her about content on what you need to know for a new school year

- Julie suggested that the Tree Conservancy has a commercially produced video; she will approach
- Andrew will ask for content from the round table of non-profits for the Chamber
- Andrew suggested getting Library Content

Mary will email Michelle Fords about their story-time kid's program

- Julie suggested a series on education and tutoring
- Andrew will approach Apollo Wright the new football coach about creating football game content
- discussed James Bruner, a lawyer who asked about creating law content back in April
- discussed "Lawyer Live" from City Hall
- Fernandina Flavor- Bradley Bean and his girlfriend doing monthly restaurants
- Featuring Chefs: discussed Chef Bill and the chef at the new 2nd Street Italian Restaurant

- Featuring original music: (example- Julie Delf's daughter's music)
- look for influencers via young people (be famous on Fernandina TV)

Question: Is there free content that would be worthy from other PEG stations?

Andrew suggested that the PEG Committee review the emails which come in via the website

At \_\_\_\_\_ Andrew made the suggestion to adjourn/Julie seconded