

**Minutes**  
**Missoula Civic Television Advisory Commission**  
**Zoom Meeting**  
**November 16, 2020**

**Commission Members in Attendance:** Chris Badgley, Sandra Vasecka, Nevin Graves, Lisa Mecklenberg Jackson, Ginny Merriam, Jen Sauer and Allison Franz

**Commission Members Absent:** Hatton Littman, Amber Sherrill and Toffer Lehnherr

**Others in Attendance:** Mike Painter (MCAT Board), Joel Baird (MCAT) and Heidi Bakula (Mayor's Office)

1. The minutes of September 21, 2020 and October 19, 2020 were approved as submitted
2. Public Comment

Mike Painter thanked Joel Baird for the virtual tour of the new library for the MCAT Board.

3. Commission Member Comment

Ginny Merriam asked the commission about approving hours to use for the Joint Information Center for Covid (JIC). People seem to be resistant to the messaging for health and safety and the JIC would like to do short interviews with businesses that are doing a good job during the pandemic. The short interviews would be made into PSAs for the city website and Facebook. Ginny, Ron from MCAT and Allison Franz would be working on producing the interviews.

Sandy Vasecka asked who would be reaching out to the local businesses. Ginny said that she would research those doing a good job with the City/County Health Department. There would be no shaming or tattling on those that are not complying. Sandy thought it was a great idea. Joel Baird explained that there were plenty of hours available and it would not be shorting the city in any way. Ginny added that they are willing to do a short video with any business and it may bring some news coverage.

Ginny also explained that she would check in with MCTAC as far as hours used. If anyone has any issues, they can contact Ginny about it. Sandy thought it would be good to inform the public about what is open and available.

The motion to give the Joint Information Center for Covid (JIC) city hours carried unanimously.

The commission discussed meeting on December 21, 2020, the week of Christmas, and everyone felt they would be available.

#### 4. Old/Continuing Business

- a. Review current programming schedule that has been recorded/is being recorded

##### Old

- Free high school sports on YouTube channel
- Tiny Tales and cooking show at the library
- PSA's for elections

##### New/Proposed Ideas

- Virtual fundraiser for A Carousel for Missoula
- Zootown Arts Community Center – International Ballet Experience
- UM Jazz performance
- All Community Council Zoom meeting – Missoula County
- Magazine style show on Ebikes – PSA on what you can and cannot do – Ginny Merriam will check with Ben Weiss about speed requirements
- Parade of Lights and Festival of Trees

#### 5. New Business

- a. Report on the Hours – Joel Baird

Joel said that he would be able to give a report on the hours in December.

Respectfully submitted,  
Heidi Bakula  
Executive Assistant