

31.



City of West Allis Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

| File Number | Title | Status |
|---|---------------|--|
| 2010-0697 | Communication | Introduced |
| Video/Cable Communications Coordinator communication regarding recommendations for Third quarter operating funding to the West Allis Community Communications Corporation (WACCC) for the Public Access operations. | | |
| Introduced: 12/7/2010 | | Controlling Body: License & Health Committee |

APPROVAL

COMMITTEE RECOMMENDATION

| ACTION DATE: | MOVER | SECONDER | | AYE | NO | PRESENT | EXCUSED |
|--------------|-------|----------|------------|-----|----|---------|---------|
| DEC 07 2010 | | ✓ | Barczak | ✓ | | | |
| | | | Czaplewski | ✓ | | | |
| | | | Kopplin | | | | |
| | | | Lajsic | | | | |
| | | | Narlock | | | | |
| | | | Reinke | | | | |
| | | ✓ | Roadt | ✓ | | | |
| | | | Sengstock | ✓ | | | |
| | | | Vitale | | | | |
| | | | Weigel | ✓ | | | |
| | | TOTAL | | 5 | 0 | | |

SIGNATURE OF COMMITTEE MEMBER

[Signature]
 Chair _____ Vice-Chair _____ Member _____

COMMON COUNCIL ACTION **APPROVAL**

| ACTION DATE: | MOVER | SECONDER | | AYE | NO | PRESENT | EXCUSED |
|--------------|-------|----------|------------|-----|----|---------|---------|
| 12-7-10 | ✓ | | Barczak | ✓ | | | |
| | ✓ | | Czaplewski | ✓ | | | |
| | | | Kopplin | ✓ | | | |
| | | | Lajsic | ✓ | | | |
| | | | Narlock | ✓ | | | |
| | | ✓ | Reinke | ✓ | | | |
| | | | Roadt | ✓ | | | |
| | | | Sengstock | ✓ | | | |
| | | | Vitale | ✓ | | | |
| | | | Weigel | ✓ | | | |
| | | TOTAL | | 10 | 0 | | |

UNANIMOUS



DEPARTMENT OF ADMINISTRATION & FINANCE
OFFICE OF CABLE COMMUNICATIONS

Jerry Musial
Video/Cable Communications Coordinator

414/302-8350
414/302-8321 (Fax)

City Hall
7525 West Greenfield Avenue
West Allis, Wisconsin 53214

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jmusial@ci.west-allis.wi.us

To: License & Health Committee
From: Jerry Musial
Re: 3rd Quarter Funding Recommendations for the
West Allis Community Communications Corporation (WACCC)
Date: 12/6/10

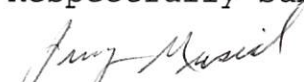
Fundraising have been a major focus for the WACCC. They are selling the Discount Card, applying for Grants, have a Donor Campaign going and soliciting Corporations for grants.

During the third quarter the WACCC covered Fourth of July activities, National Night Out and State Fair events. Five people attended sessions on field production and producing programs. 75 programs were produced in the third quarter. Their computer graphics system failed, and the WACCC had to create new pages and logos for sponsoring corporations.

The WACCC in co-operation with the Wisconsin PEG Alliance continued to lobby legislators to revised the language in the State Franchise law to continue financial support to PEG facilities beyond December 31st.

The WACCC is continuing to fulfill the requirements stated in their 2010 goals and objectives. I recommend providing 3rd quarter funding for the WACCC.

Respectfully Submitted,


Jerry Musial

Cc: Paul Ziehler