



City of Enid
401 W. Owen K. Garriott Road
Enid, Oklahoma 73701
580-234-0400

PUBLIC ACCESS TELEVISION BOARD

NOTICE OF MEETING

Notice is hereby given that the Enid Public Access Television Board will meet in regular session at 4:00 p.m. on the 13 day of March, 2019, in Conference Room B on the second floor of the City Administration Building, located at 401 W. Owen K. Garriott Road, Enid, Oklahoma, and the agenda for said meeting is as follows:

- AGENDA -

PUBLIC ACCESS TELEVISION BOARD

1. CALL TO ORDER/ROLL CALL.
2. CONSIDER APPROVAL OF MINUTES OF THE REGULAR PUBLIC ACCESS TELEVISION BOARD MEETING OF DECEMBER 12, 2018.
3. DISCUSS PURPOSE AND DUTIES OF THE PUBLIC ACCESS TELEVISION ADVISORY BOARD.
4. DISCUSS SOCIAL MEDIA ANALYTICS FOR ETN AND CITY.
5. DISCUSS FUTURE AGENDA TOPICS.
6. PUBLIC COMMENTS.
7. ADJOURN.

Public Access Television Advisory Board

2.

Meeting Date: 03/13/2019

SUBJECT:

CONSIDER APPROVAL OF MINUTES OF THE REGULAR PUBLIC ACCESS TELEVISION BOARD MEETING OF DECEMBER 12, 2018.

Attachments

Minutes

MINUTES OF REGULAR MEETING OF
THE PUBLIC ACCESS TELEVISION BOARD OF THE CITY OF ENID, OKLAHOMA,
HELD ON THE 12TH DAY OF DECEMBER 2018

The Public Access Television Board of the City of Enid, County of Garfield, State of Oklahoma, met in regular meeting in Conference Room B of the Administration Building of the City of Enid, located at 401 West Owen K. Garriott Road in said city, at 4:00 P.M. on the 12th day of December 2018, pursuant to notice given by December 11, 2018 to the Clerk of the City of Enid, and pursuant to notice thereof displayed at the entrance to the Administration Building of said city, in prominent view and which notice was posted prior to 4:00 P.M. on the 11th day of December 2018.

Present: Tony Weedn; Allison Davis; Alex Ford; Jonathan Waddell, City Commissioner, Ex-Officio;
Dan Beach

Absent:

Also Present: Steve Kime, Public Relations Director
Derrick Silas, Director of Electronic Communications

CALL TO ORDER/ROLL CALL.

CONSIDER APPROVAL OF MINUTES OF THE REGULAR PUBLIC ACCESS TELEVISION ADVISORY BOARD MEETING OF DECEMBER 14, 2016.

Motion was made by Tony Weedn, seconded by Allison Davis

AYE: Tony Weedn, Allison Davis, Alex Ford, City Commissioner, Ex-Officio Jonathan Waddell,
Dan Beach

Passed

DISCUSS CONTENT CREATED FOR ETN AND SOCIAL MEDIA.

Different content such as the Study Session and Regular sessions of the City Commission meetings, Metropolitan Area Planning Committee (MAPC), Good Morning Enid, and Community talk, are used as forms of communication to the residents of Enid to keep them well informed of events within the city.

DISCUSS STRATEGIC PLAN TO DRIVE COMMUNITY INVOLVEMENT.

Allison Davis asked for Facebook analytics for the last three months. Information was given from the last 28 days to include, 24 new likes, 8,300 reach (appearance on the page), and 2,011 engagements of the videos. The board also asked for an Instagram presence in order to reach out to the younger demographic with age ranges of 35 years and younger and a recommendation was made to link Instagram and Facebook in order to double postings.

DISCUSS AND APPROVE 2019 MEETING SCHEDULE.

The Public Access Television Advisory Board collectively approved to meet once a quarter for 2019. The dates are as follows:

March 13, 2019

June 12, 2019

September 11, 2019

December 11, 2019

The above meetings will be held in the City Administration Building, Conference Room B at 4:00PM.

PUBLIC COMMENTS.

No public comments.

ADJOURN.