



CITIZENS ADVISORY COMMITTEE MEETING

CITY HALL, First Floor Conference Room West

Tuesday, October 2nd, 2018 at 4:00 PM

MINUTES

Present: Mary Balte, Dan Becker, Janet Breuer, Theresa Collins, Stacey Groll, June Kramer, Ralph Kramer, Ken Sitkiewitz, and Ben Stalvey

Absent: Alderman Rhienna Gabriel, Mayor Justin Nickels, Ed Rappe, Erin Schultz, Joanne Vogds, Gloria Wallace, and Anna Marie Wood

Guest: Brandon Reid, Editor of the Herald Times Reporter

Minutes: Stacey Groll, Assistant to Mayor Nickels

- I. Call meeting to order
 - a. Meeting was called to order by Stacey Groll at 4 p.m.

- II. Approval of September Meeting Minutes
 - a. Approved

- III. Presentation/Q&A with Editor of the HTR, Brandon Reid
 - a. Brandon has been the Editor for more than 3 years
 - b. He also currently serves as the Interim Editor for the Sheboygan Press Gazette
 - c. Oversees Watchdog Reporters
 - d. His priorities include helping reporters decide what to cover and when
 - e. Brandon does not do print planning for the entire paper (just the front page), and is not responsible for anything concerning the Lakeshore Chronicle
 - f. Questions and Concerns from Committee Members were addressed:
 - i. No representation at Council Meetings (Ken Sitkiewitz)
 1. Brandon advised that with technology, they're able to determine what is receiving clicks, and what is of interest to readers; and most readers on not reading about Council meetings
 2. With only 2 full time reporters on staff in Manitowoc, hours are very limited
 3. Council meetings are now available online for people to watch, and proceedings of the meetings are posted online as well
 4. There is an earlier deadline than there used to be – it's now 3 p.m. – so any meeting coverage wouldn't be posted until 2 days later anyway
 - ii. How can the public submit articles? (Theresa Collins)
 1. Letters to the Editor are currently not being posted
 2. Guest Columns are available in print and online when submitted

- iii. What are the stipulations regarding open letters about voting? (Ken Sitkiewitz)
 - 1. Family members and those running can't submit letters
 - 2. All other submissions will be considered by Brandon, should be 250 words approximately, and should be sent to Brandon
- iv. Why has the newspaper size diminished? Why has local sports coverage been drastically reduced? Why can't people reach the HTR office locally? (June Kramer)
 - 1. Brandon said there's a perception that the paper has less local coverage, but based on his research, it's comparable to editions from the past
 - 2. Nationally, newspapers are diminishing in size, not just here. This is due to the digital age, costs of printing and distribution
 - 3. Brandon stated to his knowledge, his phone number is published in each edition of the Herald Times Reporter
- v. Can you tell us some good things happening with the paper? (Theresa Collins)
 - 1. The HTR is judged by Gannette based on number of page views; they're currently exceeding the goal by more than 15%
 - 2. Guest Columns are available, and are printed any time Greg Buckley or Mayor Nickels submits one
 - 3. Brandon is working on developing and encouraging a Community Columnist Panel to submit content that will be interesting to readers
 - 4. Banners on the fence to promote local events are hung free of charge
- vi. Newsroom on Franklin Street
 - 1. Locked regularly – that was a decision made by the company for security reasons and staffing reasons
 - 2. Sheboygan Press is also currently housed in that location
 - 3. There is a possibility in the future of the building being up for sale; it's simply too large for their existing needs

IV. Committee Elections

- a. Committee members would like the terms for positions to be one year terms
- b. Stacey distributed ballots to all committee members who were not in attendance of the last meeting via mail, giving them the opportunity to vote or nominate – but received no responses
- c. Voting took place at the meeting
- d. Chair: Unanimous vote for Ken Sitkiewitz
- e. Vice-Chair: Unanimous vote for Dan Becker
- f. Secretary: Unanimous vote for Theresa Collins

V. Committee Questions – for Mayor Nickels' Review

- a. Committee would like to still have speakers if not monthly, possibly every other month
- b. Committee members would be interested in submitting a column to the HTR about what their committee is discussing
- c. Committee members inquired about whether there is an attendance expectation to serve on this committee; as several members have not attended meetings in months
- d. Committee members would like to see more racial diversity and other types of diversity among group members

VI. Adjournment – 5:00 p.m.

Next meeting 11/06/18 at 4 p.m. in First Floor Conference Room West