MACTA's 43rd Annual Conference
July 14, 2026
Civic Plaza, City of Bloomington MN
Agenda

8:00 – 8:45 Registration, Continental Breakfast, Visit with Vendors ..... **Foyer Area and Chambers**

8:45 – 9:00 Welcome ..... **Atrium Area**

9:00 – 10:15 GENERAL SESSION

Ethical AI Use and Policy Development ..... **Atrium Area**
The capacity of AI has doubled in the last 4 months - this session is already outdated. Catch up by learning more about AI resistance, using AI responsibly, the difference between Traditional AI and Generative AI, and how to develop a policy around it from one city's perspective and a local academic expert from Normandale Community College.

10:15 – 10:45 Break, Visit with Vendors and Optional Tours ..... **Chambers**

10:45 – 12:00 CONCURRENT WORKSHOPS

CONTENT/TECHNICAL – Cool Tech Toys and Tools! ..... **Atrium Area**
In this roundtable session, hear from your fellow producers about new tech gear and creative uses for toys you might already have on hand. From action cameras to Stream Decks, to portable streaming gear and generators, we'll show off gear to make your productions shine and improve your workflows.

POLICY/LEGAL – Broadband Franchise and Legislation Updates ..... **Black Box Theater**
Lights, camera, legislation. Get the latest from the state capital and Washington, a look at broadband franchising, and a sneak peek at MACTA's 2027 legislative options. Discover what's coming next and help shape the script.

12:00 – 1:00 LUNCH

MACTA Announcements and Recognition ..... **Atrium Area**

1:00 – 1:30 Break, Visit with Vendors and Optional Tours ..... **Chambers**

1:30 – 2:45 GENERAL SESSION

Captions, Clicks, and Compliance: Navigating the New ADA Rules ..... **Atrium Area**
We may have been given a 12-month extension on the upcoming Federal ADA requirements for government web content, but that doesn't mean the changes and challenges are going away! Get the latest updates from fellow MACTA members and from Tightrope Media Systems on what is required and some tips and advice on how you can start to implement the changes now.

2:45 – 3:00 Afternoon Snack ..... **Black Box Theater**

3:00 – 4:15 GENERAL SESSION

MACTA Film Fest, celebrating the best of PEG! ..... **Black Box Theater**
Join us for popcorn, candy, quality content, and probably some cheesy jokes from host Mike Bremer of "Take a Hike, Mike!" fame! We'll watch a collection of video content from the past year and hear from the MACTA members that created it. You may laugh, you may cry, you may even learn a thing or two, but you will at least get some snacks out of the deal!

4:15 – 4:25 CLOSING REMARKS

4:30 OPTIONAL SOCIAL GATHERING @ NINE MILE BREWERY