

Groton Cable Advisory Committee
Meeting Minutes 1/28/12

Meeting was called to order at 10 a.m. in the television studio. Present were members Dorothy Davis, Jane Bouvier, Neil Collichio, Dave Melpignano, and Janet Sheffield, along with Groton Channel Program Director Bob Colman.

LIST OF MATERIALS AT MEETING:

1. Meeting Agenda
2. Minutes of three previous meetings
3. Returned Cable Television Surveys

MINUTES:

The committee reviewed minutes for the past three meetings. Neil made the motion to approve the minutes of 11/12/11, 11/28/11, and 12/14/11 as amended. Dorothy seconded the motion, and the three sets of minutes were unanimously approved.

GENERAL UPDATE:

Surveys: The committee's Cable Television Survey was mailed to town residents with the town's census mailing, and Bob reported that a good number have been returned. He's planning to request the purchase of database software to allow him to input survey data for analysis.

Internship: College student Abby Garger has started a full-time college internship with the Groton Channel

Charter Signal Problems: The quality of the local access channel picture and sound has been poor since Halloween. Bob wonders if a new node might be necessary. Neil agreed to contact Charter supervisors to see what Charter's willing to do to improve the signal.

Consumer Affairs Show: Bob asked the committee their opinions on adding a consumer affairs show produced by the Mass Dept of Consumer Affairs to the Channel 13 line-up. Dorothy proposed a motion to add the program to the Channel 13 line-up on a trial basis in order to evaluate it. Neil seconded the motion and the motion was carried by unanimous vote.

New Server Installation: Bob reported that the new server is in the process of being installed and programmed.

Equipment Agreement with High School: Dave reported the equipment was received in good condition. The High School's principal and teacher Dave have signed the agreement with the Groton Channel for the use of the equipment by Videography and Broadcast Journalism

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students and students will begin producing programming for the Channel in the second semester, which gets underway Monday.

Town Report is Due: Bob presented the committee with a proposed Groton Channel report to be submitted to the town for its annual report. A few minor changes were suggested, and Neil made a motion that the committee approves the report as amended. Jane seconded the motion, and it was unanimously approved.

CHARTER RENEWAL:

Bob reported that Mark Haddad had received a call from Charter and he'd like to set up a meeting with Dave, Dorothy, a Charter rep and himself. Mark suggested several possible dates and times for the meeting. Dave agreed to call Mark on Monday to discuss meeting in advance of inviting Charter to join them.

ACCOUNTS AS OF 12/31/11:

Main Account: \$161,201.59
Equipment Grant: \$ 67,989.54*
Sponsorship Acct: \$ 3,759.22

*The cost of the server has not been deducted from these totals.

PURCHASE REQUESTS/RECOMMENDATIONS:

New 17" Macbook (w/8GB Ram & Applecare)	\$2800
DVD Recorder for Town Hall	\$ 150
New Audio Mixer	\$ 425
Database Software (for Survey and Library)	\$ 410
Graphics and Music Library Additions	\$ 160
MassAccess Membership	\$ 100
Epson Printer with back-up ink for Videography Program	\$ 300
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	\$4445

Dorothy made a motion to approve an expenditure of no more than \$4500 on the purchase of the above list of items. Jane seconded the motion, and it was approved by unanimous vote.

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NEW BUSINESS:

Public Relations: Jane suggested that the Groton Channel could benefit from more public relations efforts and offered to handle those responsibilities. Neil made a motion to appoint Jane Bouvier as Director of PR, and Dorothy seconded the motion. With Jane abstaining, the remaining members voted to approve the motion appointing Jane to the PR position.

Around Town Set: Jane reported to the committee that she's decided to update the set by just replacing some of the large photos rather than making more widespread changes. She requested that the committee consider funding approximately \$200 to replace two photos. Dorothy made a motion to approve up to \$200 from the sponsorship account to update the Around Town set with new photos, and Neil seconded the motion. Jane abstained from the vote and the remaining 4 members voted unanimously to approve the expenditure.

Sponsorships: Jane reported that she'd like to re-organize the pricing for Around Town sponsorships and will bring a proposal to the committee for vote in the future. Some members suggested pricing sponsorships at \$50 per month.

ADJOURNMENT:

The committee tentatively scheduled the next meeting for Saturday, February 11, at 9:30 a.m. Neil made a motion to adjourn the meeting at 12:16 p.m., Jane seconded, and the committee voted unanimously to adjourn.

Respectfully submitted
Janet Sheffield