

# Groton Cable Advisory Committee

## Minutes

Saturday, February 8, 2014

The meeting was called to order at 9:50am in the Groton Channel Studio, located in the lower level of the Groton-Dunstable Regional High School. Members of the Cable Advisory Committee who attended the meeting were: Chairman Melpignano, Jane Bouvier, Neil Colicchio, Dorothy Davis, and Janet Sheffield. Bob Colman, who is the Program Director for The Groton Channel, Gina Marini who is a reporter as well as a production assistant for The Groton Channel, and John Ellenberger, who is a Volunteer for The Groton Channel, were also present.

**Update for Charter License:** Chairman Melpignano sent all of the changes made from last month's meeting to Town Manager Mark Haddad. M. Haddad has forwarded the document to Attorney Bill Hewig. Bill wants the status of Tom Cohan of Charter Communications, but Bill was not able to get into contact with Tom Cohan.

**John Ellenberger to Discuss Ideas:** John Ellenberger attended the meeting to discuss ideas about potential future programming. J. Ellenberger stated he is not attending the meeting representing The Groton Herald; he is there strictly as a Volunteer and is representing himself. J. Ellenberger explained to the Cable Advisory Committee as well as B. Colman and G. Marini that he and Dorothy Davis had a conversation about the archive of programs. J. Ellenberger put together a presentation for the committee; he explained he is looking for interest among the community to put together archived segments, maybe put into montage of different footage that has to do with each other. He continued to explain that social media video is becoming a new way of communicating. The studio has a huge archive of many different programs, he thought it would be a great way to gather data from; for instance take all basketball games and create a montage, you can gather data from this, coaches can look back and see what a game during a snowstorm looks like, if it affected the way the team played that game. He also expressed interest in putting together bits and pieces from town meeting over the past several years; form some kind of website and gather data to create a report. The committee members thought this was a great idea; j. Bouvier suggested having someone edit together a segment of residents of Groton who have passed away. N. Colicchio thought creating a montage of games performed on rainy days would be very beneficial to the coaches, and D. Davis thought tracking issues from previous town

meetings would be beneficial to the town. Chairman Melpignano thought it would be interesting to see the history of the selectman's views and conflicts over the past several years from disagreements at town meeting. J. Ellenberger explained an easy way to find voices or common conflicts is to footprint those audio tracks using Premier editing software. He commented saying "Why don't we put the archive where people can view the catalogue"? J. Sheffield thought that creating an area like "on-demand" of past town meetings was a great idea. B. Colman thinks this is a great idea, and thought it would be beneficial for J. Ellenberger to create a preservation proposal for interested volunteers; it would also be a great way to restore the town's history. B. Colman also mentioned that if the Groton Channel has interns this summer, all of the Video tapes collected from the Middle School will be put into the archive. D. Davis presented a question about "techies" in town who may be interested in this. Chairman Melpignano supports this idea, and stated the Groton Channel is looking for more local origination, presenting this idea to the community can create interest. B. Colman wants J. Ellenberger to create a proposal for the preservation committee. J. Ellenberger is fine with B. Colman's request. There was no further discussion and J. Ellenberger left the meeting.

**Summer Interns:** B. Colman explained that last year the summer internship program was opened to College students who live in Groton. The Committee was concerned with college interns returning, B. Colman explained he has not heard anything regarding College interns for the summer.

**PR Writing Sample:** Gina Marini, who is a reporter and production assistant for The Groton Channel, wrote a segment about the show she produces called "The Senior Center Spotlight". D. Davis explained that Kathy Shelp and Stacey Shepard-Jones were asked to write up a monthly blurb about the newsletter. Davis also suggested possibly sending the media weekly schedules or writing up weekly press releases about the scheduled programs. J. Bouvier brought up conflicts between her volunteers and stated she is going to talk to them in private.

#### **GENERAL UPDATES:**

**Drupal:** B. Colman and Chairman Melpignano attended a Drupal seminar last Friday. Both B. Colman and Chairman Melpignano were not impressed with the instructor's teaching ability nor were they pleased with the overall conference. B. Colman thought some of the information he learned was beneficial, and Chairman Melpignano explained that he followed a step-by-step manual.

**Current Spring Intern Update:** B. Colman explained that the interns are great! There are 3 interns who have been very helpful with J. Bouvier's show *Around Town*. The interns have also made a huge dent in converting video tapes to DVD's for the archive. J. Sheffield was concerned with other students not knowing there is an opportunity for internships within the school and surrounding area, she suggested

creating some type of pamphlet to inform students about potential internship opportunities.

**Town Reports:** B. Colman sent the town report to the Cable Advisory Committee members, he also attached the new social media guideline.

**Representative Sheila Harrington has reconnected:** B. Colman stated that Representative Sheila Harrington has shown interest in creating a show for the Groton Channel regarding politics and current government issues.

**Gourmet Shortcuts:** J. Ellenberger has produced a new cooking show called *Gourmet Shortcuts*. Four shows have been recorded, they just need to be edited and put on the Groton Channel.

**Yoga Show:** Two folks from Pepperell took editing class and now are putting together a yoga show for Pepperell. Pepperell has a non-profit access station and The Groton Channel has access to airing the show as well.

<b><u>Accounts:</u></b>	Main Account	\$173,596.99
	Equipment Grant	\$112,989.54
	Sponsorship Grant	\$ 4,487.72

**Purchase Requests:**

**IMAC for Production Assistant \$2,000.00:** B. Colman explained that the production assistant, because her hours have been increased needs a new computer. The computer she is currently using, because it has older software, does not allow her to use Final CutX as well as upload meetings to Vimeo. J. Sheffield made a motion to purchase an IMac for the production assistant at 2,000.00. Seconded by N. Colicchio, the motion passed with a unanimous vote.

**Yearbook Advertisement (\$500.00) & MassAccess (\$100.00) Membership:** The Committee was asked to approve the sum of \$500.00 for an ad in the Groton Dunstable Regional High School Yearbook and approve the sum of \$100.00 to be used for MassAccess. J. Sheffield made a motion to approve the sum of \$500.00 for an ad in the yearbook as well as the sum of \$100.00 to be put towards MassAccess. D. Davis seconded the motion, which passed with a unanimous vote.

**Other Items:** Chairman Melpignano mentioned that Art Campbell from *The Groton Line* overheard Chairman talking about his business at a BOS meeting, and asked Chairman if the Chairman could be paid to edit footage from the Selectman meetings and other town meetings to be used for *The Groton Line*. The Chairman asked the Cable Advisory Committee if this was okay. Since the footage is available to the public through town archive, the Cable Committee had no problem with this. N.

Colicchio cautioned this situation could be a potential conflict of interest since the Cable Advisory Committee voted to tape the Planning Board Meetings. Chairman Melpignano is going to talk to Town Manager Mark Haddad to confirm if this is a conflict of interest or not. Chairman Melpignano also showed the Cable Advisory Committee a promo for his upcoming show "History on Tap". Chairman Melpignano also mentioned to the Committee to start thinking about developing a 5-year plan for the Channel. On the next agenda, the Chairman would like to add ideas for a five year plan. J. Sheffield motioned to adjourn the meeting, seconded by N. Colicchio, the meeting was adjourned at 11:30am. The next meeting is tentatively set for March 8<sup>th</sup> 2014.