

Groton Cable Advisory Committee

Meeting Minutes for: 4/5/21

Via Zoom

In Attendance Via Internet Conference:

Cable Committee Members: Janet Sheffield, Robert Piché, John Macleod, Neil Colicchio, and Eric Fischer.

Other: Program Director, Bob Colman, Production Technician , Ashley Doucette

Called to Order At: 5:33 PM

All votes were roll call votes.

Meeting Minutes: Janet moved to approve the minutes of 3/1/21. Eric seconded. It passed unanimously.

General Updates:

- The Select Board agreed to waive the advertising for the Program Director position
- Our marketing team is working on a tagline (and the website)

Discussion Item: Marketing/Slogan - Eric discussed our efforts to market cable access through the website and offered some options for a new tagline/slogan. The Committee will think about the possibilities and try to pick one at the next meeting.

Purchase Requests:

Advertising for Production Technician position: up to \$2000.

Eric made the motion to spend up to \$2,000 to advertise the position, with the understanding that we would spend less if Town policy allowed it. Neil seconded. It passed 4-0 with John abstaining.

Next Meeting is planned for 4/29/21 at 5:30 PM

Meeting adjourned at 6:38 PM