

Groton Cable Advisory Committee
via Internet Conference

Meeting Minutes for: 9/15/22

In Attendance:

Cable Committee Members: John Macleod, Eric Fischer, Neil Colicchio

Other:

Bruce Easom (Sustainability Commission)

Program Director - Ashley Doucette

Called to Order At: 4:11 PM

Meeting Minutes:

John. made a motion to approve the minutes of 8/18/22. Eric seconded. It passed unanimously.

Discussion Item: Promotion of Free Tire Drop Off Event

Bruce Easom was in attendance on behalf of the Sustainability Commission to ask the Cable Advisory Committee about promoting the Free Tire Drop Off event taking place at the Transfer Station on Saturday, October 1st.

Ashley took down the information to pass along to Mairi Elliott for promotion in a Community Calendar of Events video.

Ashley stated that she would also include the flyer and information in the Community Bulletin Board to rotate between programming until the day of the event.

Before leaving, Ashley brought Bruce back to the the office's to begin discussions on filming a Public Service Announcement with Noah.

General Updates:

- Still awaiting the order of pens from Myron. The order total came to \$1287.75
- Special Town Meeting on September 12th went well. A new adapter will be needed to create a cleaner feed between the projector and TriCaster computer.
- Internship feedback came in from Imogen and Rohan. - Imogen is staying to volunteer.
- There has been contact made with Groton Ink to check out their studio and see what clothing options are available from a local business.
- Joyce Strong has returned with "Totally Well" and is producing in the studio.
- David has revived the "Crusader Sports Report" show and it is performing very well with positive feedback. It currently sits at 125 On Demand views.

Discussion Item: Marketing - Website

Ashley gave the Committee a tour of the new website.

The “Sponsorships” page was still left blank and needed significant work. Eric agreed to draft text to be included on this page.

As discussion was had on what sponsorships would include, the Committee began forming different sponsorship levels and determining incentives.

It was decided that there would be three primary sponsor levels with the following incentives:

“Bronze Level - \$100 - Your name/company name on the *Sponsorships* page as well as in a list of sponsors that will rotate in the carousel between programming”

“Silver Level - \$250 - Bronze level perk + a ‘PBS’ style ‘Thank You’ message that will play in the carousel between programming.”

“Gold Level - \$500 - Bronze & Silver level perks + Your name/company name and information included in the ‘Sponsors’ area of the website homepage.”

It was also decided that customized sponsorship plans could be created and that a \$25 per episode sponsorship would be also available (upon approval of the program’s producer).

VOTE: Neil made a motion to accept the proposed sponsor incentives as written, subject to revision. John seconded. It passed unanimously.

The new website is planned to launch on September 22nd to allow for time to make changes and fix any errors prior to announcing the launch and showcasing it at Grotonfest on the 24th.

Discussion Item: Signature Authority

On September 8th, Town Manager Mark Haddad issued a memo to Department Heads about a new policy that would authorize them to approve all payroll and bills in their particular Department with the approval of their Board and/or Committee.

Ashley presented the memo to the Committee, seeking their authorization.

VOTE: Neil moved to authorize Ashley to approve all payroll and bills for the Cable Access Department. Eric seconded. It passed unanimously

Discussion Item: Internship Request

Ashley asked the Committee to consider bringing former Groton Channel volunteer Matt Munroe on as an unpaid intern. Matt recently graduated with a degree in film and is looking to keep his skills fresh by producing 4 horror short films while also helping the channel with projects, event coverage, and student mentorships. The internship would be open ended and conclude when Matt makes his next career move.

VOTE: John made a motion to accept Matt Munroe as a Groton Channel Intern. Eric seconded. It passed unanimously.

Next Meeting is planned for 10/20/22 at 4:00 PM. To be held in-person.

Meeting Adjourned at: 6:44 PM