

**Groton Cable Advisory Committee**  
**via Internet Conference**

**Meeting Minutes for:** 12/19/22

**In Attendance:**

**Cable Committee Members:** John Macleod, Eric Fischer, Janet Sheffield

**Other:**

Program Director - Ashley Doucette

**Called to Order At:** 4:44 PM

**Meeting Minutes:**

The meeting minutes of 9/15/22 were held for approval until the next Cable Advisory Committee meeting.

**General Updates:**

- Grotonfest went well. Foot traffic to our location was down from previous years due to a change in location. Some additional signage may help awareness at future events.
- Fall Town meeting was a success. The new projector feed worked well.
  - There will be renovations to the control room taking place in January. All of the cable equipment will be removed and/or labeled to help with this process.
- The first website sponsor has been secured and all offered incentives have gone live.
- There has been no progress with Charter and Verizon franchise negotiations at this time.
- With the potential of rolling blackouts, research will be done on new and/or additional battery backup systems for server room equipment. A purchase request will be made at the next meeting.
- The requested text (committee/channel overview) has been submitted to the Destination Groton Committee.
- Nate Dyer is planning on coming back into the studio to finish the final scenes of his Summer Internship film.

**Discussion Item: Website Analytics**

Eric requested that the committee take a look at the analytics from the new website. From the website editor, analytics including: site traffic, site activity, and sources were shown. Upon further investigation, or by using alternative analytic gathering resources/websites, more information how users are utilizing the new website could be gathered.

**Action Item (website analytics):** Ashley will send the login information for the website editor to do further research. Discussion will continue at the next meeting.

**Discussion Item: Content Production Analysis**

Ashley shared the calculations of how much content/how many hours of content (to date) is produced on a yearly basis on both The Groton Channel (2022: 379 Programs totaling 246 hours and 33 minutes) and The Groton Government Channel (2022: 307 Programs totaling 409 hours and 36 minutes).

The ultimate goal of this research was to calculate the cost of purchasing Closed Captioning hours from Cablecast or another service.

The Committee discussed the different Closed Captioning options and what they would involve, taking both cost and staff hours into account.

Ashley suggested that grant funding or other options be researched first to help pay for the captions to be integrated into the existing playback system before looking into uploading all programs to YouTube or another service.

Senior Work Credit through the Town may also be an option if the decision is to upload to YouTube or a similar service.

It was noted that programs needing closed captions will be processed through YouTube by request until a determination is made on what the permanent solution will be.

**Discussion Item: FY 24 Budget**

The FY 24 budget was submitted on November 21st with a budget review hearing held on November 28th.

There were no significant changes from the FY 23 budget.

There has been a decrease in PEG fees that is expected to continue.

It was determined that the current level of staffing and services can be sustained throughout FY 24. FY 25 is also sustainable but will need to be monitored closely.

An FY 26 budget will not be feasible without supplemental income.

The proposed streaming bill could make up the difference but is an unknown factor at this time.

Discussions should begin between the Town Manager and the Town Accountant to determine the future status of the Enterprise Fund.

**Next Meeting is planned for 1/19/22 at 4:30 PM. To be held on Zoom.**

**Meeting Adjourned at: 6:07 PM**