

Groton Cable Advisory Committee
via Internet Conference

Meeting Minutes for: 1/19/23

In Attendance:

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

Other:

Program Director - Ashley Doucette

Called to Order At: 4:55 PM

Meeting Minutes:

Eric made a motion to approve the minutes of 9/15/22. Neil seconded. It passed by a vote of 3-0 with Janet abstaining as she was not present at the September 15th meeting.

John made a motion to approve the minutes of 12/19/22. Eric seconded. It passed by a vote of 3-0 with Neil abstaining as he was not present at the December 19th meeting.

General Updates:

- A new VPN device has been acquired from the IT department to partner with our second mobile encoder - allowing us more ability to live broadcast without the need to pull the current VPN from its setup at the Performing Arts Center. The new device and setup still needs to be tested.
- Bob Colman has changed from working 4 hours a week to help transition Ashley into the role of Program Director to being paid per diem - allowing for compensation when he is called upon for advice or technical support.

Discussion Item: Studio Dedication

Ashley read the following e-mail(s), submitted by former Cable Advisory Committee Chair John Ellenberger:

"Among her many other accomplishments, the reason we have a TV studio in Groton is because Dorothy spent many hours lobbying and planning with the school administration while the current high school building was being built. After it was constructed, she spent even more volunteer hours making sure the CATV operation had the resources needed and the processes in place to make it successful. I can say as a person who served as chairman for much of the first decade of CATV in Groton that nobody did more to make sure Groton had a first class programming operation than Dorothy. Her Dedication kept many of us going during the ups and downs of starting something like this.

It seems only fitting that we should (re) dedicate the current studio as the "Dorothy Davis Television Studio" in her memory.

What steps do I need to take to initiate this? I would be happy to supply any funding for signage or any other necessary fees.”

“I am proposing that we NAME THE PHYSICAL CATV STUDIO the Dorothy Davis Studio. A plaque would merely indicate that it had been so named. The studio (and the whole hub for production in Groton) would quite literally not exist if it wasn't for her tireless work. In other words, I believe the studio facility is symbolic of her contribution to the town and I would hate to see it confused with any other recognition.”

The Committee agreed that this would be a fitting tribute.

Ashley stated that John also suggested that the community be invited to the studio to celebrate the dedication.

Neil suggested that we reach out to our State Representative to ask if an official citation could also be a part of this event.

VOTE: John moved to initiate the process of dedicating the studio in memory of Dorothy Davis. Neil seconded. It passed unanimously.

Action Item: Ashley will work with John Ellenberger, the Town, and the School to determine the next steps.

Discussion Item: Website Analytics

The Committee followed up on progress made researching the analytics from the new website. They will continue to research various services that may provide more detailed information that that provided by our website editor/host.

Ashley provided the following details on the most recent newsletter.

- Deliveries: 214
- Open Rate: 36.6%
- Total Opens: 140
- Total Clicks: 1

Discussion Item: Program Director's Job Title

Eric read a written statement to the rest of the Committee detailing why he thought the job title of “Program Director” should be changed to “Studio Manager.”

The Committee agreed and Ashley explained that the title change will have to first be approved by the Town Manager.

VOTE: Janet made a motion to start the process of transitioning the job title of “Program Director” to “Station Manager.” Eric seconded. It passed unanimously.

Action Item: Ashley will discuss with Human Resources and the Town Manager to determine their stance on the change in job title.

Purchase Request - UPC Battery Backup/Surge Protector

After doing some research after pitching the idea at December 19th, 2022 meeting, Ashley presented the Committee with the suggested option for a battery backup to add to the studio's server room.

The unit costs \$239.99 at BestBuy.

VOTE: Janet made the motion to approve funds for the purchase of a battery backup unit not to exceed \$250. John seconded. It passed unanimously.

Purchase Request - Keurig K-Cup Coffee Maker

After letting the Committee know that the studio coffee maker was no longer functional, Ashley requested the purchase of a replacement. The coffee maker is used by both staff and guests of the studio/show producers.

The machine costs \$139.99 at BestBuy.

VOTE: Janet made the motion to approve funds for the purchase of a battery backup unit not to exceed \$150. John seconded. It passed unanimously.

Next Meeting is planned for 2/23/22 at 4:30 PM on Zoom.

Meeting Adjourned at: 5:50 PM