

Groton Cable Advisory Committee
via Internet Conference

Meeting Minutes for: 2/23/23

In Attendance:

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

Other:

Program Director - Ashley Doucette

Judy Anderson - Resident

Called to Order At: 4:42 PM

Meeting Minutes:

Eric made a motion to approve the minutes of 1/19/23. Janet seconded. It passed unanimously.

General Updates:

- All mobile encoders and VPN devices are working again offering more flexibility with remote live broadcasts.
- Studio dedication process is still pending discussions with the Town and School.
- The Town Manager and Human Resources have determined that there will be no change to the Program Director's Job Title.
- New Website Survey - "Where are you watching from?" was posted on 2/8/23.
 - Initial response was good but an email server issue meant that 15 responses were lost.
- A new upgrade to Cablecast will be revealed on 3/7/23. New features are listed as including "*Audience Measurement*" This upgrade will also likely include last year's feature "*Smart Asset Management*". The combination of these two features may be enough to warrant an upgrade this year.
- The High School asked is The Groton Channel would be interested in submitting a half-page ad for the yearbook as we have in year's past. As the cost of the ad would total \$250, Ashley will look into the cost of a quarter-page ad before coming back to the Committee for a decision/purchase request. *A special meeting may need to be called in order to make this determination depending on the yearbook deadline and the next scheduled meeting of the Cable Advisory Committee.

Discussion Item: Website Analytics

Eric provided information on website traffic increasing between 1/20/23 and 2/20/23. Ashley stated that possible reasons for this increase could have been the launch of a new website survey, basketball coverage being popular On Demand content, and two School Committee meetings related to the budget and PFAS issues.

Action Item: Ashley will set a day and time to get together with the marketing team to go further in-depth on the site traffic analytics and determine whether further services are needed to provide helpful information. The team will also look at how the website is looking and functioning approximately six months since the launch.

Discussion Item: Fiscal Year 2024 Budget & the Future of the Cable Enterprise Fund

Ashley updated the Committee on the current status of the Act to Modernize Funding for Community Media Programming and the possible timeline that we could see progress made towards this potential additional revenue source.

This update comes before the Finance Committee's FY24 Operating & Capital Budget Review meeting that will be held on Saturday, March 4th.

The 12:45 agenda item for that meetings makes room for the discussion of other issues, including Cable Enterprise Restructure.

Both Ashley and John will be attending this meeting to discuss with the Finance Committee and Select Board.

Discussion of the Future of the Cable Enterprise Fund will be added to all Cable Advisory Committee meetings indefinitely as conversations with the Town and updates from the State will need to be frequent in order to understand what the future of The Groton Channel will look like.

Action Item: Ashley will contact David Gauthier of MassAccess to try and setup a call or Zoom meeting prior to the Budget Review meeting on 3/4/23. The intent of the meeting will be to talk about the timeline of the bill and to gather information on what other municipal (and non-profit) cable access centers are doing to combat declining provider payments.

Next Meeting is planned for 3/30/23 at 4:30 PM on Zoom.

Meeting Adjourned at: 5:42 PM