

## **Groton Cable Advisory Committee**

### **via Internet Conference**

**Meeting Minutes for: 3/30/23**

#### **In Attendance:**

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

#### **Other:**

Program Director - Ashley Doucette  
Tom Battle - Resident

**Called to Order At: 4:30 PM**

#### **Public Comment Period:**

Tom Battle was in attendance this evening to discuss his concerns with Charter and Verizon as cable providers for the Town. His concerns included their lack of presence and representation in the community and customer service issues.

**Action Item:** Tom and Ashley will work together to record a formal complaint letter. The letter will be kept on file in our records and will be sent to Charter for their records as well.

#### **Meeting Minutes:**

John made a motion to approve the minutes of 2/23/23. Janet seconded. It passed by a vote of 3-0 with Neil abstaining as he was not present at the February 23rd meeting.

Janet made a motion to approve the minutes of 3/8/23. Eric seconded. It passed unanimously.

#### **General Updates:**

- The State's Zoom meeting deadline has been extended through March 2025.
- Website survey currently has 8 submissions. And shows a mix of viewers in and outside of Groton.
- The promotional video for the Elementary School production of Honk Jr. currently has 380 views.
- School Committee and Select Board meetings have been performing very well. Likely do to the ongoing budget discussions.
- Getting a lot more requests to record events at The Groton Center.
- Yearbook ad status is currently unknown. An email was sent asking for a 1/4 page ad but no response has been received at this time.

- Studio dedication status:
  - A letter was drafted and presented to the Committee at this meeting. A copy was also sent to John Ellenberger who will approve a final copy to be sent to the Town Manager and the Select Board

#### **Discussion Item: Website Analytics**

Eric shared the past month's website analytic data, which showed continued growth. Important budget-related meetings, the Elementary School play promo, and some event coverage may be a driving force based on their On Demand view counts.

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

Both Ashley and John were in attendance for the budget review meeting held on 3/4/23 but discussion was not had at that meeting on the future of the Cable Enterprise Fund.

Current (FY23) budget is on track and there should be savings on the year.

#### **Discussion Item: Cablecast Equipment Status**

As discussed at the February 23rd meeting, Ashley attended a webinar on the new features of Cablecast's 7.6 software upgrade.

The new features include audience measurement (live and on demand view counts as well as total viewing time) and audio meters on preview thumbnails for added confidence in broadcast sound. The update would also include the features from 7.5 that were of interest, such as Smart Asset Management.

After following up with a Cablecast representative, Ashley was informed that the current studio equipment is too outdated to accommodate an upgrade.

Options for updating equipment to increase capabilities and life span were explored.

A quote was procured for two new channel servers, a new VOD system, and the inclusion of new CG Bulletin (a replacement for Carousel). The cost of which totaled \$24,210.

Discussion was had on the need for this new equipment, the cost, and the timeline for a potential purchase.

**Action Item:** Ashley will provide a formal recommendation (including pros and cons, costs, etc.) at the next meeting for the Committee to consider and vote upon.

**Next Meeting is planned for 4/26/23 at 4:30 PM on Zoom.**

**Meeting Adjourned at: 6:17 PM**