

Groton Cable Advisory Committee

via Internet Conference

Meeting Minutes for: 8/16/23

In Attendance:

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

Other:

Program Director - Ashley Doucette

Called to Order At: 4:39 PM

Meeting Minutes:

A correction was made to the drafted minutes of July 20th, 2023 to change the wording under 'Purchase Request - Vacuum Cleaner' from "*It passed unanimously*" to "*It passed unanimously, 3-0, with Janet having left the meeting prior to this discussion item/ purchase request.*" John made a motion to approve the minutes of 7/20/23 as amended. Eric seconded. It passed unanimously.

General Updates:

- The new TriCaster has shipped. The final cost was \$7,565 (after a \$2,500 trade-in).
- Nate's internship will be wrapping up shortly. He has been a huge help to the studio this summer.
- State Representative Margaret Scarsdale stopped by the studio on August 9th for a visit and to discuss the cable access oriented bill H.74.
- Studio Dedication status - John Ellenberger has sent over a first draft copy of the sign.

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

No change since the last Committee meeting but Ashley is continuing to stay in touch with the Town Manager and Town Accountant with regards to the future of the Enterprise Fund and the timeline on when/if changes to the structure would need to be made.

Franchise License Negotiation progress has been made with Verizon, hoping to see a draft contract over the winter. No progress with Charter.

The future of these contracts/continuation of PEG provider fees is vital.

Discussion Item: Marketing Update

A Cable Access Survey has been sent out surveys every four years and we are due to send one out in 2024.

It was discussed that an online/digital option would be a good addition to the 2024 survey.

There will likely be parts of the previous survey that need updating due to changes in our service offerings and changes to technology.

Action Item: Ashley will create an editable copy of the previous survey for review and will get information on when/how the survey will be sent out.

The survey hosted on the homepage of thegrotonchannel.org was discussed.

It was determined to switch the survey back from *"Where are you watching from?"* To *"What types of programming are you interested in?"*

Cablecast's new Audience Measurement feature was discussed and some of the data was investigated. There are still some elements that need to be clarified with Cablecast to truly understand the system.

The Groton Channel booth for Grotonfest was discussed.

The stock of pens and handout cards is sufficient to get us through this year's event.

It was determined that a similar layout to last year should work. Bringing a television and computer to show off the Cablecast Screenweave app and online functions of the channel.

It was suggested that a green screen may help draw in more visitors to the booth.

This would require additional setup and space so Ashley and Noah will do a mock setup to ensure that everything can fit well within the boundaries of our space.

Purchase Request - Grotonfest Booth Power/Electrical

Ashley requested an additional \$15 on top of the \$150 approved at the July 20th, 2023 meeting to cover the cost of adding power to the booth.

The total cost of the booth with power comes to \$165.

VOTE: Janet moved to approve the amount of \$15 to be added to the already approved amount (\$150) for the purpose of adding electrical hookup at The Groton Channel's Grotonfest booth. Eric seconded. It passed unanimously.

Purchase Request - Vacuum Cleaner Price Increase

Ashely requested an additional \$7 be approved to cover a price increase on the vacuum cleaner purchase request approved at the July 20th, 2023 meeting. The purchase request that was originally approved was not to exceed \$180 but, due to a price increase, the total cost came to \$187.

VOTE: Janet moved to approve the amount of \$7 to cover the price increase on the already approved vacuum cleaner purchase. John seconded. It passed unanimously.

Purchase Request - Exterior Signage

Ashley requested an amount of \$106.87 for the purchase of new/replacement exterior sign for the studio's door.

One aluminum sign to replace the faded directional sign on the side of the High School.

Discussion Item/Purchase Request - Wellesley Media Center Liquidation of Microphones and Teleprompters

At the last meeting (July 20th, 2023), an amount of \$2,500 was approved to offer Wellesley Media Center for the purchase of two teleprompters for the studio cameras. After making this offer, Wellesley Media Center counter-offered, bringing the total up to \$3,000.

After some discussion on the increased price, it was determined that there are other options that may be better suited for The Groton Channel's setup and that the money could be better spent on new cameras and/or computers which are more of a need than new/replacement teleprompters.

It was ultimately decided that the counter-offer of \$3,000 will not be accepted.

Next Meeting is planned for 9/14/23 at 4:30 PM on Zoom.

Meeting Adjourned at: 6:21 PM