

Minutes of the October 18, 1027 Harvard Community Cable Access Committee Meeting
Approved at the November 15, 2017 HCCAC meeting

Committee Members Attending

Bill Johnson (Chair)
Hakan Sahin
Nick Browse
Richard Steele (by telephone)

Others Attending

Anya Zulawnik (Station Manager)

Called to order at 7:05pm

Meeting Minutes

- Minutes of the meeting of July 17, 2017 were reviewed. With the following corrections, unanimously approved.
 - Corrected typographical error in 1st paragraph
 - Indicated time of adjournment as 10:00pm
- Minutes of the meeting of September 27, 2017 were reviewed. With the following corrections, unanimously approved.
 - Budget report, 3rd paragraph, 2nd item, revised reference to the firm ISS to read “Jeff Schwarz, owner of ISS Inc. in Ayer, “

Public Comments

- None

Treasurer’s Report – Bill

- Bill presented the budget report dated 10/18/17, showing forecast expenditures (from the Appropriation Account) of \$68,841.59 against the budget of \$71,793.79. The following were noted:
 - While total payroll costs for the station manager are within the aggregate funding for this position, apportioned costs to the Schools spending account are running higher than anticipated due to added time required to support the schools (11-12 hours weekly instead of 5 hours weekly as budgeted). This time is split roughly half between Bromfield and HES.
 - Some of the added time is coming out of time that would otherwise be spent on community programming and general station management, and these tasks are suffering.
 - We have not yet filled the video production position for which we have budgeted, leading to payroll savings.
 - Overall we expect to stay within the total budget for the year. A significant uncertainty is whether demand from the schools will continue at its current rate, which in part

depends upon whether the Bromfield television production class runs for two or three semesters.

- Bill presented a draft of the budget for the period FY2019 through FY2024. The following were noted:
 - The budget includes an added Station Operations (amended to Video Production/ Station Operations) position in FY19. Together with the current Station Operations position, we would have two positions with a combined 20 hours per week in FY19, 23 hours per week in FY20, and 25 hours per week in FY25. Keeping this as two positions allows for cross training and provides flexibility in scheduling.
 - Despite recent difficulties in hiring for the open video production position, Anya is currently interviewing for this, and we feel that this additional position can be filled.
 - Beginning in FY19, we have carried approximately \$19,000 in funding from the schools, sufficient to support 20 hours of the station director's time. Bill summarized a meeting with Lynda Dwight yesterday, and is optimistic optimism that additional school funding may be available.
- After discussion, and with the amendments noted, the budget was voted and unanimously approved. Bill will prepare a narrative and other supporting materials and circulate for comments. The budget is due to the Town 11/2; Bill asked for comments back as soon as possible.
- Bill noted that we receive 4.5% of Charter revenues, and feels this is unlikely to decline in the foreseeable future. We also expect a large (est. \$100K) grant in January 2025 when the Carter contract with the Town is renegotiated.

Marketing & Public Engagement

- Nick reported on data from Google Analytics on the use of the HCTV website. Over the period reviewed (9/17-10/16/2017), traffic to the Video-On-Demand landing page was low, averaging 5 visitors per day. Nick will pursue additional data, looking over a broader period, and also looking to see if particular kinds of programming (sports, Selectmen's meetings) draw more visitors.
- We agreed to look at further opportunities to increase viewership and particularly traffic to the website. Listing on Nextdoor Harvard is one possibility. Hakan will develop an initial plan to be reviewed at our next meeting.

Station Report – Anya

- Anya provided an update on recent work by students, including an HES news program, a summary of the HES building construction project by Principal Josh Myler, and LWV programming on gerrymandering and an interview between Bromfield students and Lucy Wallace (Chair of the Board of Selectmen).
- Anya has purchased a 6TB hard disc drive for file backup.
- Bill will contact Mitch to get administrator access to the Google account and website.
- Anya will add an HCTV bug (superimposed logo) to video-on-demand programming.
- Anya reminded the group that we still have some equipment in place at Volunteers Hall at the Library, but that it is not connected for broadcasting (supports local recording only, and in standard definition). She also pointed out that we do not own, and have no responsibility for, any general audio-visual equipment (particularly sound amplification).

Meeting adjourned 9:40pm