

Minutes of the December 19th 2019 Harvard Cable Access Committee Meeting

Approved January 30th, 2020

Committee Members Attending: Nick Browse (chair), Bill Johnson, Robert Curran, Amy Bassage, Chris Jones

Others Attending: Brittany Blaney (Station Manager), Hristina Tasheva

Called to order at 6:06 PM

Public Comment: none

Station Manager's Report:

- Brittany distributed attached report. Additionally...
- Brittany has found two students from Assabet who are ready to intern at the station together for 15 hours every other week. This arrangement addresses the adult/student ratio per our policy, even though in this case, both students are 18 and legally adults. The budget reflects this 30-hour-every-other-week cost as an average cost of 15 hours each week.

FY21 Planning and Goals:

- The committee examined the HCTV 10-year Goals--FY21 Planning document.
- After discussion, Bill made a motion to accept the proposed update to the FY21 Planning and Goals document with the following changes: 1) move town business sponsorship fee out to FY21, 2) drop fee-based adult courses for video production, 3) drop charge for studio and equipment use by non-municipal organizations, 4) move youth summer video production course to summer of 2021, and 5) move Middle School/High School Video Production Club to category yellow or "actively in progress." **The motion passed unanimously.**

Contracts:

- Brittany has run beyond her current contract which ended in September and has presented the committee with two new three-month contracts that would take her to March 31st.
- When asked, Hristina indicated that she likes the current managerial model which has Brittany working at the station 15 hours a week.
- Nick believes the model is working well and made a motion to approve the next two contracts for Brittany, the first ending December 31st and the second ending March 31st. **The motion passed unanimously.**

FY20 YTD Budget:

- Bill indicated that the station is currently in excellent fiscal shape; however, a trend has been identified in the Charter revenues as declining by about \$4,000 a year. The new budget proposal asks the town for omnibus funding because of the revenue decline. HCTV would request a \$2,000 increase in funding to help compensate for the \$4,000 loss, and HCTV would dip into reserves to cover the other \$2,000. Ideally, this additional funding from the town would be compounding until the end of the Charter contract.
- Nick, Bill, and Brittany, at Nick's request, met with Linda Dwight, Superintendent of Schools, to see if the schools would be willing to increase their contribution by \$2,500 for each of the next two years. Linda was supportive of this idea although it hasn't been formally approved.
- Bill made a motion that we accept the budget package as presented. **The motion passed unanimously.**

Website Update:

- Hristina hasn't had as much time as she would like to work on the website, but regardless, progress has been made. Vimeo is up and running, and the homepage is being developed, but at this point, the new website is not available to the public.
- The Facebook page has gotten a "facelift," and user engagement on Facebook has been rising: Post Reach numbers at 910.
- The committee was pleased with the progress, and at this point Hristina left the meeting.

Staffing:

- The employee grade for the CATV Station Operator position, which Hristina currently holds, has not changed.
- Nick is concerned that if we resubmit the job description to the Personnel Board, they might come back with an unfavorable grade that does not offer the position fair compensation.
- Robert thinks Hristina's position demands a high level of creativity and that this needs to be emphasized in the job description.

New Business:

- Nick reminded the committee that we will need to find a new member with a financial or business background to replace Bill and assume the role of treasurer. It would be ideal if this individual was well connected to town and town affairs.
- Robert suggested that we revisit the idea of dropping fees for studio rental and consider the idea of creating a price sheet and requirements in the event of a commercial inquiry about using the resources and/or facility. Once a price sheet and requirements are

established, the station would be in a position to take advantage of such an opportunity. It would be better to have this information readily available to respond more expeditiously.

Meeting Minutes:

- Minutes of the October 10th meeting were reviewed and unanimously approved.

The meeting adjourned at 7:40 PM.

The next meeting is scheduled for Tuesday, January 30th at 7:00 PM.

HCTV Station Manager Report: December 19th, 2019

- Co-op Students
- Programming/Event Coverage
 - November Senior Spotlight
 - Power, Politics, & Equality - Fivesparks
 - Fruitlands Craft Festival & Ester Solondz Artist Talk
 - Artist Wilhelm Neusser - Fruitlands
 - Harvest Home - General Store
 - Celebration of Native Peoples - HES
 - 4th Grade Pumpkin Project - HES
 - December Senior Spotlight
 - Bromfield Boys Soccer v. Clinton
 - Bromfield Boys Soccer 2019 Season Summary
 - Hudson River School Project - Fruitlands

- Middle School Winter Concert
 - Fraud Prevention Talk - COA
 - Anne Perkins Author Talk - Fivesparks
 - Patricia Walsh Author Talk - Harvard Public Library
 - HES Topping Off Ceremony
 - Christmas Pageant (x 2)- Unitarian Church
 - High School Winter Concert
 - Westward History Presentation - Historical Society
 - **23 Government Meetings - including 2 this evening**
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- HPS Involvement
 - 5th Grade PSAs
 - Bromfield Drama Class Commercials
 - 3rd Grade Weather Reports
 - 3rd Grade Poetry Readings (tomorrow)
 - HPS Professional Development Day (January)
 - Bromfield Video Production Club
 - Facilities - Water Pipe
 - Analytics
 - Website (10.10.19-12.19.19): 950 Events
 - Facebook: Last 28 days, Post reach up 26%, Post Engagement up 31%
 - Website Update

- Vimeo: All new content as of 10.15.19 uploaded