

Minutes of the October 10th, 2019 Harvard Cable Access Committee Meeting

Approved December 19th

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

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

Called to order at 7:04 PM

Meeting Minutes:

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

Public Comments: none

Budget Report: Brittany Blaney

- Brittany suggested that HCTV remains in healthy financial shape and that there are no large, forecasted expenditures in the near future.
- The FY19 encumbered funds account will soon be at zero, and the station has spent \$16,000 of the budgeted \$117,000 for this fiscal year.

Station Manager's Report: Brittany Blaney

- Brittany distributed and discussed the attached report. Additionally...
- Brittany talked about sharing content with other Public Access stations. Nick wondered about the potential limitations and pitfalls with this proposed sharing, and Brittany assured the committee that shared content would be strictly "general and joint interest" programming/material.
- The AC unit in the server room has been fixed. Once again, John Snyder did examine the broken water pipe in the studio, but he needs to find a new plumber to hire, and this will delay the repair. The AC unit in the controller room has not been working properly, but John has been made aware of the problem.

Website Update:

- Brittany and Hristina extensively researched a solution to our current website which is "clunky and expensive."
- Brittany and Hristina recommended that HCTV switch to Vimeo and Wordpress which are both faster, cheaper, and more user friendly than the TelVue product.
- The following financial implications would result from the switch:
 - A \$751 annual savings from the status quo

- A \$6,751 per year savings from upgrading the status quo
- A \$16,000 overall savings because the station would avoid hiring a private website designer to which \$16,000 had been allotted in the FY20 budget.
- Robert and Bill had already spoken with Brittany and Hristina about their recommendation, and Robert believes that it's a good one. According to Robert, Vimeo offers definite advantages: it's excellent in terms of security, quick, simple to use, and friendly to "content creators."
- Nick asked if Vimeo and Wordpress are missing anything we might be looking for in a website. Brittany claimed that these products offer everything we want.
- Nick asked about what the transition process would look like. Brittany and Hristina would work on the website, create an HCTV Vimeo account, upload content, and then launch the new site. The process will probably take a couple of months, and the new website will retain the same web address.
- Robert made a motion to approve the recommendation on website construction and that the process should not exceed \$1,000. **The motion passed unanimously.**

Election of Committee Officers:

- At present, Bill will resign from the committee in June.
- Robert recommended that Bill's replacement should be someone with financial background who could adequately handle the duties of treasurer.
- A motion was made that Nick serve as chair, Robert as vice chair, Bill as treasurer, and Chris as secretary. **The motion passed unanimously.**
- At present, Brittany and Bill will work together on matters involving the budget.

New Business: none

Staffing:

- At this time, Hristina left the meeting.
- The town's personnel committee looked at the revamped job description for Hristina's position and was going to downgrade it.
- Robert felt this was a "disrespectful" stance on the personnel committee's part. The HCTV committee's judgement on this matter should be valued because it knows what the market will bear and how difficult it can be to find good talent if positions are not fairly compensated. Brittany agreed.
- Robert suggested Brittany and the committee continue to work on the job description and add project management as well as supervisory language.
- Brittany will continue to work on the description and put forth a draft to the HCTV committee in the very near future.

Meeting adjourned at 9:00 PM.

The next meeting is scheduled for Tuesday, December 10th at 7:00 PM.

Thursday, October 10th, 2019

HCTV Station Manager Report

- Programming/Event Coverage
 - September Senior Spotlight
 - 09.14 Lions Fall Festival
 - 09.21 Fruitlands Craft Festival & Esther Solondz Artist Talk
 - 09.28 Barn to Barn Tours
 - 09.29.19 Jez Lowe Concert
 - October Senior Spotlight
- 09.17 Loaves & Fishes Breakfast - collaboration with Groton (The Groton Channel), Ayer (APAC), & Littleton (Littleton Community Television) to create and spread content for Loaves & Fishes
- Bromfield Video Production Course: Mass DOT Video Contest “Scan The Streets for Wheels & Feet”
- Legislative Matters
 - Bill H. 4045 has been referred to the Joint Committee on Telecommunications, Utilities, and Energy
 - August 2019 Update:
 - “Third Report and Order”, FCC ruled that cable companies can now deduct certain in-kind contributions from their financial obligations, including free cable drops and costs tied to running “Institutional Networks” (“I Nets”) in their communities.
 - Rep. Paul McMurtry (11th Norfolk District) H.4045 “An Act relative to digital entertainment on public rights of way”, Bill has 85 Co-Sponsors.

- Would create parity among cable and digital streaming providers using public rights of way in order to sell their services to MA residents by establishing a 5% fee on digital streaming providers which are already using the rights of way, free of charge.
- 2015-2018, 7% drop in cable households
- Excess Equipment Disposal - Approved list sent to Marie Sobalvarro. Marie sent out for school initially. Will send to department heads after.
- Facilities - Water Pipe, AC Units, Landscaping
- Analytics
 - Website: 215 Sessions, 126 Users (106 new, 49 returning)
 - Facebook: Last 28 days, Post reach up 10%, Post Engagement up 71%
- Website Recommendations - Met with Bill & Robert on 10.08. They were in agreement with our recommendations.

Future

October - 26th Harvard Family Association Halloween Parade

November - 2nd Author Talk @ Fruitlands, 7th Historical Society "Textile Tunes", 14th & 15th 5th Grade PSAs, 3rd Grade Puppet Shorts

December - 5th Middle School Winter Concert, 12th High School Winter Concert