

Montague Cable Advisory Committee
2nd Floor Meeting Room, Town Hall
Meeting Minutes for February 11, 2019.

Meeting convened 5:03 PM 2/11/2019 This meeting is taped.

Members present: Jason Burbank , Kristi Bodin, Rich Kuklewicz
Also present: Dean Garvin and Michael Langknecht MCCI, Steve Ellis,

We review and approve minutes of 12/10/2018. Accepted by two, Bodin abstaining.

We welcome our new member present, Kristi Bodin. Rich Widmer, also newly appointed, could not attend.

Steve Ellis reads the committee's charge, noting it is present on the town's website as well.

We question whether the purview of the committee includes the cable providers other services, notably internet or phone service. Rich K. suggests we should keep our attention on all their services, since there is no other town entity assigned to that.

Rich asks about the possibility of MCTV broadcasting at high definition. Apparently this would require abandoning existing channel 17 (Montague feed) and channel 15 (Greenfield feed). Also, he notes a recent difficulty with audio synch. Dean says this has been corrected.

We review the annual report, noting that its present format is difficult to read. Steve Ellis notes that in light of concerns over local content, it would be helpful if the annual report could have attached programming schedules and summaries of types of programs. Dean notes that the Castus broadcast server still does not allow running reports of types of programs. Dean suggests that 90-95% of programming hours are local content, although first run is not reported. Dean notes a great amount of local programming recently has come from the Greenfield Savings Bank events. No recent content from the tech school or high school. Steve Ellis notes speakers and programs at the libraries may be of value.

MCTV now has ability to broadcast live using wifi or cell phone connection.

Steve Ellis inquires about other constituencies, Spanish speaking, schools, and whether there were any outreach efforts there. Nothing successful at this time, their paid outreach coordinator was not very successful. He notes the plethora of youtube videos taken by young people these days. Also, that the annual report could benefit from a narrative about future goals and endeavors. The value of local sports should not be ignored, of great interest to families.

Mike Langhnecht notes they are working on a contest based content solicitation, with prizes, categories, with the topic of "your Montague moment".

Kristi suggests the possibility of "crowdsourcing" content, cell phone video, etc.

In the format of the financial aspect annual report Steve Ellis suggests it would benefit from a list of employees and their full time equivalent. We note the difficulty of understanding the capital fund and its revenue sources. Rich K. has an interest in number and age of cameras in inventory.

Our next meeting will be focused on a review of the annual report, a date of March 4, 2019 is suggested, and review categories should include

Programming
Outreach and community engagement
Training activities
Capital asset management

Capacity to meet needs
Fiscal management

We adjourn at 6:20 PM 2/11/2019