

Montague Cable Advisory Committee
2nd Floor Meeting Room, Town Hall
Meeting Minutes for April 4, 2019.

Meeting convened 5:45 PM 4/4/2019 This meeting is taped.

Members present: Jason Burbank , Kristi Bodin, Rich Kuklewicz,

Also present: Dean Garvin, Michael Langknecht, Veronica Phaneuf, Michael Muller MCCI, Kathy Lynch, Steve Ellis.

The chair opens a public hearing session at 5:47 pm.

Steve Ellis provides context, the committee voted to extend the contract for the remaining 7 years, but it became unclear whether or not a bona fide public hearing was required. Given the contentious nature of deliberations in the past it was felt that the best approach would be to convene a public hearing.

Kathy Lynch asked whether the contractual option of a service contract could serve the town's needs as opposed to the present long term grant agreement. This could have particular benefit in the event that the current funding stream is ended due to pending legislation. This advice is welcomed.

Kathy notes that MCTV has much more volunteer activity than Easthampton, for example, and from a professional in the field feels that they do an excellent job within the constraints of their budget.

We review the rubric used for the evaluation. Steve notes the great increase in first run videos in the last year compared to previous years. Also, the changing landscape of training and instruction, being more focused rather than the previous general training programs which were rarely attended.

Mike notes in the coming year they will be looking into incorporating phone video content. Steve commends the improvements in remote broadcasting capabilities as well as improved meeting room technology. He also notes our discussions about engagement activities, notably perhaps Spanish language programming. Difficulties with school connections Veronica notes have been very difficult. Kathy notes her difficulties in engaging schools in these matters, and felt that it was not reasonable to expect such a non profit to add to the school's programs. Rich K. suggests a useful approach could be online editing instruction. Dean notes the possibility of sharing a feed from WHAI for sports events. We run down the rubric items with little or no change from previously determined ratings, noting that these all fall between excellent and good.

The chair closed the public meeting at 6:35

A motion is presented as follows by Jason Burbank.

The Cable Advisory Committee moves to convey its full support and positive recommendation for the extension of the existing agreement between the Town of Montague and MCCI/MCTV for the remaining seven year period referenced in the current contract.

Motion is seconded by Rich K. All vote in favor.

Next meeting is suggested at Monday, August 26, 5:30

Meeting adjourns at 6:45.