



## BCTV COMMITTEE MINUTES

August 27, 2013 at 6:30PM

### Committee Members Present:

Derek Gould, Chair  
Vicky Stone  
Terri Wright

**Volunteers:** Tom Wright

### New Member(s)

Terri informed the Committee Members that Lisa Huestis expressed her interest in joining the BCTV Committee. She also shared Lisa's concern over the fact that she is a Town employee and was uncertain if this was acceptable. Everyone on the Committee felt there would be no conflict of interest in her joining our Committee. There is no written policy regarding Town employees sitting on Town Committees.

Lisa is interested in working the control during BOS and/or Planning Board meetings only. She said she is not interested in programming, or editing. Terri told Lisa this was entirely acceptable and the Committee would be pleased to have her on the BCTV Committee.

Terri will send an email to the Town Manager asking that the BOS appoint Lisa at their next meeting.

### Meeting Coverage

Tuesday, September 3 <sup>rd</sup> , BOS Meeting 6:30 PM	<u>Terri &amp; Lisa</u>
Thursday, September 5 <sup>th</sup> , Planning Board Meeting 6:30PM	<u>Vicky</u>
Thursday, September 5 <sup>th</sup> , School Board Meeting 7:00PM	<u>Tom &amp; Terri</u>
Tuesday, September 17 <sup>th</sup> , BOS Meeting 6:30PM	<u>Terri &amp; Lisa</u>
Thursday, September 19 <sup>th</sup> Planning Board Meeting 6:30PM	<u>Vicky</u>
Thursday, October 3 <sup>rd</sup> , Planning Board Meeting 6:30PM	<u>Vicky</u>
Thursday, October 3 <sup>rd</sup> , School Board Meeting 7:00PM	<u>Tom &amp; Terri</u>

Derek expressed concern over his ability to tape BOS and/or Planning Board meetings. The last BOS meeting he taped did not close until 11:30PM. He asked if there was any way someone could come down at 9pm to relieve him when something like this occurs. Terri said she would be happy to take over in this type of situation. However, she also mentioned that Lisa Huestis is very close to being completely trained on set up and break down for meetings. Terri felt that after September, Lisa might be able to step in and actually take some of the BOS meetings and/or Planning Board meetings as needed.

## Presentations:

- Berwick Blogger, Jessie Taylor - Derek said he received an email from Jessie stating she would be unable to attend.
- Berwick Art Association, Erin Duquette – Derek said she was hoping to send a representative to our meeting.

## Executive Sessions – Recommended Changes

The following changes were discussed and approved by the Committee.

- If BOS, Planning Board, or School Board Members vote to go into executive session, and have no intention of returning to conduct business, they would read the following statement:  
 The Board has voted to enter Executive Session. No further business will be conducted after we exit Executive Session.
- If any Board is going to conduct business after returning from an executive session, we would run the tape with the slide for Executive Session for 1 minute and then hit pause. When they return, we would start taping again.

Derek questioned whether pausing the tape causes it to splice and might mean we have two different sections. This will need to be researched to ensure we keep the entire meeting together. Perhaps a call to Access AV might clear this up.

Terri asked if we need to change the policy on “gavel to gavel.” Derek believed we were still within the context of this phrase.

Example: Gavel to open meeting – gavel to close and enter Executive Session. When not Returning to conduct further business, this would be the close.

Gavel to open meeting – gavel to close and enter Executive Session – gavel to re-open meeting and gavel to close meeting.

## Joining CTAM

The Committee voted to join CTAM feeling the membership would connect us with other Community Stations in Maine and may provide additional support for future growth.

- Membership runs July 1<sup>st</sup> to June 30<sup>th</sup>
- Cost is \$50/year for a non-profit.
- The next CTAM meeting is October 29<sup>th</sup> in Sanford at WSSR – in the new HS. Tony will send additional information about time and agenda as it nears. Terri and Tom will try to attend this meeting for more information and to make connections.

Derek wondered if we could set up our finances differently. Right now, we must always use the Town’s credit card. In this instance, they are asking for a check. Would it not be easier to open

our own account and have a debit card and checking account? He suggested we speak with Maureen about how we could accomplish this and what it would entail.

### **BCTV Logo Items – Via Deb & Duke**

Tom told the Committee he did visit Deb & Dukes – they were supposed to do a mock up piece for us to view. When he went back to see if this was completed, he found they were in full gear for the fall season of school sports. Unfortunately our item got lost in the shuffle.

The quotes he received were for embroidered items:

- Regular T-Shirt - \$6-10 dollars each
- Polo Shirts - \$10-15 each
- Jackets – he did not look into these – but will the next time he visits.

Once our items were in the system, he was told there was only a couple of day turn-around.

Tom also said they can do promotional items at a cheaper rate. Rather than using embroidery, they can do a heat transfer type setting. He said prices for T-shirts ranged from \$5-10/shirt.

Derek mentioned we might use this for any future volunteers and/or sponsorships.

### **BCTV Projects**

#### **Completed**

Spay Days - PSA

#### **In the Works**

Terri is combining the Fireworks, Sat. night concert, indoor/outdoor vendors, along with the Fireman's Muster and pictures from the TriCentennial.

Tercentennial Car Show (It was always intended that the remaining TriCentennial Videos would be released when the Time Capsule was buried.

Methodist Church puppet show

Berwick Library Puppeteers – Tom videotaped this on August 14<sup>th</sup> at the Town Hall

#### **Future Projects**

Historical Society – Berwick Cemeteries – Brian has been in touch and is working with Mr. Stillings.

Vicky said she has the complete list of cemeteries in Berwick. She believed it had been given to Oscar by Mr. Stillings at one point. She will try to find it and send to Terri.

Terri was asked by Vicky where we stood on the Art Project video. Terri said she was waiting until the Committee actually came to a decision on sponsors vs. advertising. Terri said after

speaking with Tony Vigue (Community Television Association of Maine), she was given to understand that the art video and the cat PSA did not pose a problem for BCTV.

Neither of these video's called for viewers to visit or support businesses. Both were sponsorships and actually informed viewers of opportunities rather than calling them to visit the business.

After Terri's information was relayed, she asked the Committee if it was alright if she went ahead and finished the video for posting on BCTV. All were in agreement.

**Library** – Terri said she received nothing from the Library for August and wondered if the change in Librarian and/or the last month of summer was the reason. She has not checked on this because she has been straight out with other projects.

## **Budget**

Derek said there was no change. Terri asked if there was a deposit for August and Derek said we should contact Maureen for this information.

Terri will stop by and ask Maureen for a print-out of our current budget. Perhaps we should make this a monthly request.

## **Northeast Region Conference & Trade Show 2013**

Derek asked who would like to attend the Conference. Terri mentioned she is interested. Vicky said she would like to go as well, but may have to work. It was decided to buy tickets for the Committee Members and if one cannot attend, then a volunteer may take their place.

The Committee then discussed whether we should pay for a volunteer to attend. There was concern over the fact that we may be setting a precedent for future volunteers. We all agreed, attending a conference like this helps increase understanding of new technology which could provide better services to BCTV. However, there is no way to predict whether BCTV will have the finances to allow all volunteers this opportunity in the future.

The Committee decided we would purchase tickets for all Committee members to attend. If Vicky could not make it, her ticket would be given to Tom. Terri recused herself from this vote.

Conference Details:

- ✚ Will be held in Sturbridge, MA
- ✚ Begins Thursday October 10, 2013 at 9:00 AM EDT
- ✚ Ends on Friday October 11, 2013 at 5:30 PM EDT
- ✚ Cost/person for both days \$175 – Totaling \$525 for all three members
- ✚ Hotel room cost = \$116/night – Derek wants a room for both Wednesday & Thursday. Terri said she will drive down on Thursday and would like a room for Thursday only. Vicky was not interested in staying.

- ✚ Meals, mileage, etc. are included. We simply need to keep accurate records and receipts to turn into the Finance Director for reimbursement.

## Other

Vicky again mentioned the idea of hiring a person to manage the increased work load. She would like us to seriously investigate our options. Perhaps we could begin with a trial run 3-6 months and see how it works out. She suggested we create a short term (6 months) and a long term (1 year) plan to determine our needs.

Derek, agreed that there is much more BCTV could accomplish and he has always wanted to see us covering high school sports, elderly programs, and alternative programs such as safety and town projects programs.

Pegmedia for example – things from the bigger towns/cities. The police, safety specials, crime watch. My future outlook is having a studio – we have a green screen and set it up. Where do we put it and not worry about this.

A job description for this person might include:

Provide training, recruit volunteers, build relationships with town departments to provide alerts and information on town events, community outreach, assistance with videotaping meetings and events, maintain BCTV programming, maintain volunteer scheduling, equipment maintenance as necessary, BCTV website, and creation of PSA's as needed.

Volunteers would still be needed to provide coverage / videotaping of BOS, Planning Board, and Selectmen meetings.

The Committee discussed how many hours the above job would entail. Terri thought 20 hrs/week might be a start. However, she felt this might increase over time.

Terri offered to research other Community stations through Community Television Association of Maine. She would look into towns of similar size and nature. Vicky said she will help with the research.

Derek felt we should look at this as a salary rather than hourly position. Vicky thought the person should be an independent contractor.

## Future Purchases to include with Short/Long Term Plans

- ✚ Robotic cameras – could make a large difference in our meeting coverage.
- ✚ A new computer (PC based).
- ✚ Large space – we have outgrown our current location. All felt the Historical Society space would be perfect. However, unless we can find a new location for them, this would more than likely not be an option.

Tom asked if they heard anything about Lebanon. Vicky said she has heard nothing. Tom said he stopped by to speak with them and was told they are waiting on the contract from Metrocast.

Meeting adjourned at approximately 8pm.