

# BERWICK COMMUNITY TV COMMITTEE

February 17, 2013

## Meeting Minutes

**Present:**     **Derek Gould, Chair**  
                  **Vicky Stone, Vice Chair**  
                  **Terri Wright, Member**  
                  **Tom Wright, Volunteer**

### Upcoming Events/Meetings

- |   |                        |
|---|------------------------|
| ▪ Tuesday, February 19th – 7:00PM – BOS Meeting                       | <u>Vicky</u>           |
| ▪ Thursday, February 21st - 6:30 PM - Planning Board                  | <u>Tom &amp; Terri</u> |
| ▪ Thursday, February 28 <sup>th</sup> – 7:00 PM – School Board        | <u>Tom &amp; Terri</u> |
| ▪ Tuesday, March 5 <sup>th</sup> – 6:30 PM BOS Meeting                | <u>Derek</u>           |
| ▪ Thursday, March 7 <sup>th</sup> – 7:00 PM – School Board Meeting    | _____                  |
| ▪ Thursday, March 7 <sup>th</sup> – 6:30PM – Planning Board Meeting   | <u>Tom &amp; Terri</u> |
| ▪ Tuesday, March 19 <sup>th</sup> – 6:30 PM – BOS Meeting             | <u>Derek</u>           |
| ▪ Thursday, March 21 <sup>st</sup> – 6:30 PM – Planning Board Meeting | <u>Tom &amp; Terri</u> |
| ▪ Thursday, March 21 <sup>st</sup> 7:00 PM – School Board Meeting     | _____                  |

Derek opened the meeting asking about Terri's visit to the High School. Terri told the Committee that the Athletic Director was extremely helpful and took her to the Library where he said most of the meetings were held. He then showed her the theater and another location where meetings are sometimes held.

Terri mentioned that after viewing the Library, she was concerned on how well our home viewers would be able to hear what the School Board members were saying. This then lead to a discussion on alternative sources to amplify sound going into the video cameras.

Derek explained the Committee had previously discussed purchasing microphones to be used at remote locations with the portable video cameras. Tom asked about wireless systems. Derek said we could use the podium and Melissa's microphones if needed. He also mentioned he could look into the cost associated with wireless microphones as well as a wireless lapel microphone.

Terri said that videotaping the Library event she had trouble hearing the speakers and hoped that the microphone picked up the sound better than the audience did. Derek explained that we do have speakers which they used at Christmas time for the tree lighting.

Terri said she ran into Eleanor Murphy and Brian Cincotta at the Library event on Saturday. She told the Committee that both Eleanor and Brian have been working on their presentation to Berwick Residents. They have decided it will be on Berwick School Houses and have narrowed it down to a 15-30 minute presentation. They would both like to attend our next scheduled meeting and need to be notified on when we will meet.

Terri updated the Committee on her meeting with the Town Clerk and that we now have access to our webpage on the Berwick Town site. Vicky was concerned on whether access to the website would continue with a new Town Manager. She said the Board of Selectmen would be announcing on Tuesday who the new Manager would be. Derek said this was an uncertainty and we would have to wait and see.

Terri explained that the Noble Adult Education program was offering a website design class. She would be interested in taking this course if the Committee still felt it was interested in pursuing our own website.

Vicky asked why we need our own website. Derek responded by stating that other community access stations have their own sites and are able to develop/change/maintain the information without going through the Town. If the new Town Manager decides we should not have access to our webpage, and the Town cannot afford to hire a webmaster, then this responsibility will fall on the Town Clerk who barely has enough time to do all the other tasks. This might mean that it will take time for her to make changes we request. Derek said with our own website, we can put up meetings and offer alternative ways for residents to access information.

Derek was concerned on whether the class at Adult Education would offer what we needed. He believed that the BCTV Committee should pay the cost associated if it is something that meets our needs. Terri explained the cost was \$130 plus \$35 for the book. The course ran 10 weeks and would be on Tuesday evenings. Tom said he would be willing to cover Tuesday meetings if needed.

Derek was also concerned on whether this was something Terri felt she could handle. He did not want members to become burned out. Terri said if Tom helped with taping, she felt it would be interesting and was excited to try something new. Derek reminded Terri that she would be the only person trained on how to do this and it might be a large commitment. Derek asked Vicky how she felt about the Committee reimbursing Terri for the cost and it was agreed that BCTV would pay for the course if it met what we are looking for. He told Terri to speak with Janet Canney for reimbursement.

We then went over the cost associated with setting up a BCTV Website. Derek said it was a minimal amount – such as \$15/month for a website and there are several venues we might check into.

Vicky asked if we were able to check on how many people had clicked on PegCentral or one of our past meetings. Derek said he has not checked lately, but yes we could see how many clicks via Leightronix and via PegCentral.

We talked about the Logo Contest and how it should be set up. We decided the following:

1. Terri will change the information on the flyer – designs may be submitted March 4<sup>th</sup> thru May 15<sup>th</sup>. She will run final changes by Committee and then take it to Staples to get 20 posters made.
2. Terri will make up 2 new slides – 1<sup>st</sup> one will give information on the Logo Contest and submissions. This will include Begin/End time and format required along with where to submit. The 2<sup>nd</sup> one will cover information on voting and when the winner will be announced. These will be run on BCTV.

3. To make it easier, Derek suggested we choose 3 finalist and people can email their vote to him. This will allow us to put up only 3 designs and we will not have to worry about Survey Monkey or another venue. This information can be posted on our webpage on the Town website.

Tom presented his idea for a PSA on Volunteer Recruitment. The Committee liked the idea and Derek suggested we use the green screen and test out how a virtual set would work. He also suggested Tom include information from our mission statement. He wanted to remind Berwick residents that their tax dollars do not pay for this service but it is paid for thru the cable networks.

The Committee returned to talk about School Board Meetings - Terri and Tom will tape the meeting on February 28<sup>th</sup> using the external microphone. Vicky suggested we see how that goes before we schedule any future meetings. Derek said he believed this was an area of interest – especially with the budget crises.

Derek told the Committee that he has used Community Television Association of Maine for a few issues. However, he did not believe the cost of membership would pay for itself. He believes that our membership with the Alliance for Community Media is much more useful

Derek told us that the Committee has approximately \$6000 in account. He emailed Janet and left message on Friday asking if we got our Feb. installment. Our next installment comes in August.

Comcast bill is \$121/mo which increased from \$109/mo.

Vicky told the Committee that Frank Underwood contacted her. The Downtown Revitalization Committee will be putting out a survey. He also said he wanted to put together slides for BCTV to air. Derek added that he receives emails from the Downtown Committee and he had responded to Jessica Sheldon explaining that information needs to be in either PowerPoint or JPEG format for posting on BCTV.

The meeting adjourned at 6:40 PM

Next meeting: March 3<sup>rd</sup> 2013 at 3PM