



BCTV COMMITTEE AGENDA

June 22, 2015 – 6:00 PM

Attendance: Terri Wright, Chair Timothy Cremmen, Coordinator
Lisa Huestis
Brian Cincotta
Sandi Keys
Derek Gould

Minutes – Approved by all.

Coordinator Update

Streaming hits for April – Selectmen / Planning – drop off in people watching – due to summer is what we guess.

Vendor/purchasing update -

Robotic cameras are up and the joystick controller needs to be connected. Once done we should be all up and running.

They found the cable route from control room to auditorium and will run the connection for a live feed to the auditorium.

Televue was here most of day. Almost set up – we are transferring files. Should go live next week with Televue. They forgot the encoder and will need to come back and install.

Old equipment was taken by Televue. They knocked \$2000 off the price for this.

If we sell the FX100 Cameras, we can use this to buy handhelds. Terri asked the Coordinator if he had any idea on their worth and he informed the group, he thought we might get about \$500 for each. The Coordinator will research this and let the Committee know. Brian asked if we can trade the current cameras for ones we need. It was explained that camera exchanges are rare. Terri suggested we look into placing the ad on CTAM and perhaps Craigslist.

The Committee asked the Coordinator what he had been researching. He explained there were several ongoing searches – new switchers, cameras, and providers. Single Source has been difficult to get a hold of for certain items. He is looking into alternative providers in the event we need them. He spoke with a gentleman in Salem. He also had a person at HB Communications.

Budget -

May:	Expenditures:	\$ 1,875.17
	Ending Balance:	\$66,076.10

Other –

Ways to promote BCTV –

Terri suggested we produce a video to promote BCTV. Perhaps do a PSA on our addition of robotic cameras. This could also be a recruitment opportunity.

Lisa shared that she felt this was ineffective because the people we are trying to reach are not watching BCTV. She believed sending information home with kids worked well. This way, we target people attending various events because their kids will be on sport teams or active in organizations in town. The Committee agreed that this was a good idea but expanded asking the Coordinator to speak with the Recreation Director seeking to add "You can see this on BCTV" or some other information to the bottom of flyers that go home with the children at summer camp

Earlier in the meeting the Committee spoke to the Recreation Director about working with the older children from summer camp. Perhaps produce short films that they create, shoot, and edit. These would be produced with our help and aired on BCTV.

Lisa – suggested a bouncing ball on screen – if you find it, you get a prize. Or we could ask a question about a meeting such as, "Who spoke second at the Selectmen meeting?" The Coordinator said with our new system we could do that. We could purchase gift certificates locally – Dairy Delight, fuel, etc.

We again spoke about Boy Scouts and how many things they are involved in that would be nice to tape. Derek shared a few names that the Coordinator will contact to see if there is anyone that would be interested in videotaping events in the future.

Terri told the Committee that the Envision Committee is looking to tear down old sign and erect new one - how can BCTV promote this event? Tom will keep us informed as it progresses.

Contract:

Information request for Comcast complaints, current map of residences covered, questionnaire for residences. Comparisons of alternating towns etc.

Derek said there were people in MA that he met who work with contracts. The Committee explained that the current contract with the Town Attorney prohibits us from using someone other than the current Town attorney. The question, "Can hire a negotiator/coordinator – not an attorney?"

Lisa suggested airing movies in the town hall? Terri & Tim explained that due to regulations you are no longer allowed to do this. She then suggested some from an earlier time period. Terri wasn't sure kids would come. We might get a few adults.

Adjournment

Next Meeting - - - - - July 20th