

Minutes of the January 14th, 2021 Online Harvard Cable Access Committee Meeting

Approved February 11th, 2021

Committee Members Attending: Nick Browse (chair), Robert Curran (vice chair), Chris Jones (recording secretary), David Henderson

Not Attending: Amy Bassage

Others Attending: Brittany Blaney (Station Manager), Hristina Tasheva (Station Operator)

Called to order at 5:01 PM

Meeting Minutes: Minutes of the December 10th meeting were reviewed and unanimously approved.

Public Comments: none

Treasurer's Report:

- Nick and Brittany have adjusted the projected expense figures for FY21, and we are running well over budget in terms of billable hours with recording staffers and the station manager. Dave asked why this happened, and the short answer is COVID-19. Because town meetings have gone virtual, the station is processing ten times the meetings it normally would. Robert thinks we could request additional money from the town to cover the additional expenses, and Nick felt that idea had merit. Emergency funds are also available from the state to help satisfy the requirements associated with open meeting laws.
- Robert and Nick believe that the staff may need to account more specifically for time they are committing to certain projects/tasks in order to request emergency funding. The town/state is going to want to see data that supports the need for additional funds. Nick will discuss further with Brittany and Hristina.
- The Q2 Charter payment has decreased again, this time by 4.9%, so these payments are trending in the wrong direction, and this is a long term concern.
- In addition, the funding from the schools for FY22 is uncertain. HCTV is requesting \$25,000.

TV Production Class:

- Due to COVID-19, students should not be sharing any equipment that the course will provide. With that in mind, Brittany proposed we purchase six Canon Vixia HF G50

cameras for a total cost of \$6,594. Those cameras will be added to four that the station already has for a total of ten. The station also has tripods, SD cards, and accessories.

- Robert and Brittany previously discussed the curriculum and concluded that it will need to be more “inspirational/theoretical” this year than hands-on because of the pandemic. Robert also feels that Brittany, Cindy Fontaine, and Hristina have made nice adjustments to the curriculum.
- There are no software costs for the course because the school provides software.
- For the record, Robert asked one last time if purchasing the cameras was necessary this year, or if the station could put it off to the fall. Brittany believes that Cindy Fontaine, the TV production course teacher, wants 10 cameras available, and the course will use these cameras next year and beyond. Both Brittany and Chris didn’t want to pull the rug out from under Cindy.
- Nick made a motion to approve the purchase of six cameras, not to exceed \$7,500. The motion was approved unanimously.
- Nick proposed that we delay work on the soundproof recording booth until FY22 because we are running over budget in FY21, and the station may be able to secure funding through grants. The committee believed this made sense. Robert still felt we should obtain some bids for the project’s cost. Nick agreed, and written bids/proposals would help with grant applications.

Station Manager’s Report:

- Brittany shared the attached report. Additionally...
- Nick asked about the station’s agreement with the COA to employ older residents as camera operators and such for tax credit. In particular he asked about Judy Wong who works on the bulletin board for the Cable channels. There hasn’t been as much work for her this year, but Nick emphasized that we welcome people to help with station tasks and train them for free, no experience necessary.

New Business:

- The HCTV annual report for the town is due on January 23rd, and Nick welcomed any material that would be pertinent/favorable to the report.

Meeting adjourned at 6:43 PM.

The next meeting is scheduled for Thursday, February 11th at 5:00 PM.

HCTV Station Manager Report

- **Programming/Event Coverage (12.10-01.13) - Reel: <https://vimeo.com/500191092>**

- *Public*

- Senior Spotlight, January 2021
- Clear Path For Veterans Dog Training Area Ribbon Cutting Ceremony
- HFA Light Contest 2020
- Cooking with Kim “Steamed Veggies with Sun-Dried Tomato Sauce” (COA)
- Harvard Historical Society “Organ Slam”
- Holiday Singalong (COA)
- Project 351 Loaves & Fishes Fundraiser

- *NEW to Vimeo*

- Special Christmas Concert
- 2014 Christmas Ecumenical Service
- A Christmas Carol Radio Show

- *Government*

- 55 Meetings (59 Last Month)
 - Gov. Baker COVID-19 Updates
 - Cultural Council
 - School Committee
 - Board of Health
 - Planning Board
 - Conservation Commission

- Deer Management Subcommittee
- School Committee Budget Subcommittee
- Historical Commission
- Finance Committee
- Nashoba Valley Regional Dispatch District
- Harvard-Devens Jurisdiction Committee
- Warner Free Lecture Trustees
- Select Board
- Parks and Recreation Committee
- Library Trustees
- Zoning Board of Appeals
- Community Resilience Working Group
- SEPAC
- Municipal Affordable Housing Trust
- School Committee Policy Subcommittee
- HES School Building Committee
- Devens Enterprise Commission
- HES Change Order Working Group
- Ayer Road TIP Project Listening Session
- Capital Planning & Investment Committee
- Community Preservation Committee
- Land Stewardship Subcommittee
- Bromfield House Committee
- Commission on Disabilities
- HES School Council
- Council on Aging Board
- NVRDD Finance Committee

- Open Space Committee
- Community Cable Access Committee
- War Monument Restoration Committee
- Energy Advisory Committee

- **Analytics**

- ***YouTube*** (Last 28 Days)
 - Bromfield Graduation 2020, 5
 - Harvard Lions Club Youth Speech Contest, 14
- ***Instagram*** (<https://www.instagram.com/harvardcabletv/>)
 - 91 followers (+ 14)
- ***Twitter*** (<https://twitter.com/harvardcabletv>)
 - 11 Followers (+ 0)
- ***Facebook:*** (Last 28 Days) Page Views 14 (▼63%), Post Engagement 81 (▼68%), Post Reach 136 (▼76%), Page Likes 2 (▼75%)
 - Most popular: School Committee 12.28.20 (45), Gov. Baker COVID-19 Update 12.30.20 (38), Zoning Board of Appeals 12.30.20 (36), Municipal Affordable Housing Trust 12.28.20 (36), SEPAC Board Meeting 12.22.20 (35)
- ***Vimeo:*** (12.10-01.13), 561 views (610 last month)
 - Top Videos
 - HES Tour: Nov. Update, 69 (227 Total, Top Video Last Month Also)
 - Cooking with Kim “Steamed Chicken & Veggies with Sun-Dried Tomato Sauce”, 23
 - Senior Spotlight, January 2021, 21

- HFA Light Contest 2020, 19
- Conservation Commission 12.17.20, 19
- Source URLs
 - harvardcabletv.com, 278
 - vimeo.com, 221
 - unknown, 39
 - Bing.com, 8
 - twitter, 7
- **Wordpress** (<https://harvardcabletv.com/>)
 - 2,344 Pageviews (▲2%)
 - 1,874 Sessions (▲4%)
 - Top Referrals: harvard.ma.us, harvardpress.com, Facebook
- **Pending Projects**
 - Senior Spotlight February 2020
 - Story Slam “Pam Frederick” (COA)
 - Creating Your Psychological First Aid Kit for Surviving the Coronavirus (COA)
 - Clear Path For Veterans Introduction/Overview Program
- **COVID-19 Adjustments**
 - Staff in studio when necessary
 - Masks on
 - Masks & Hand Sanitizer Provided

- **HPS**
 - **Bromfield Video Production Course**
 - January 28th - June 17th
 - Student Numbers:
 - High School - 9
 - Middle School - 9
 - **Bromfield Video Production Course Independent Study**
 - 2 projects completed
 - **HPS Professional Development Workshop**
 - 2 sessions completed, more to be scheduled
- **Facilities**
 - Recording Booth
 - Robert working on referrals

FY21 HCTV Expense Report January 13, 2020

01620 51100

01620 54200

01620 60000

Appropriation Account

		Total
<u>Notes</u>		Budget

Total

YTD

Total
Forecast

<u>FY21 Budget</u>	<u>YTD Actual</u>	<u>FY21 Forecast</u>
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Notes

FY21 Budget

YTD Actual

FY21 Forecast

Personnel (Town Employees)	
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Video Production/Station Operations	1	\$49,611.00		\$45,843.20	\$49,611.00	\$45,843.20
Recording Staffers (VoTech Students)	2	\$1,974.00		\$13,572.00	\$1,974.00	\$13,572.00
Camera operator	3	\$2,182.00		\$0.00	\$2,182.00	\$0.00
Student intern (Bromfield)	4	\$6,284.00		\$0.00	\$6,284.00	\$0.00
Total Payroll	5		\$30,347.06			\$30,347.06

Personnel (Non-Employee)

Station Manager	6	\$31,200.00	\$19,040.00	\$38,400.00	\$31,200.00	\$19,040.00	\$38,400.00
Camera Operator Contract Labor	7	\$1,169.00	\$130.92	\$0.00	\$1,169.00	\$130.92	\$0.00

Total Personnel

\$ 92,420.00

\$49,517.98		
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	\$92,420.00
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	\$49,517.98
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8	\$97,815.20
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Expenses	
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Benefits	8	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Vimeo Business Video Hosting	9	\$600.00	\$240.00	\$240.00	\$600.00	\$240.00
Wordpress Website Hosting	10	\$420.00	\$399.00	\$399.00	\$420.00	\$399.00
TelVue Care (maintenance contract)	11	\$2,000.00	\$1,000.00	\$2,000.00	\$2,000.00	\$1,000.00
Broadcast Pix maintenance contract	12	\$2,500.00	\$0.00	\$1,250.00	\$2,500.00	\$1,250.00
Field Production Switcher	13	\$2,000.00	\$0.00	\$0.00	\$2,000.00	\$0.00
Town Hall Production Switcher	14	\$4,000.00	\$0.00	\$0.00	\$4,000.00	\$0.00
Wireless Microphone	15	\$1,000.00	\$499.00	\$499.00	\$1,000.00	\$499.00
Recording Studio/Soundproofing	16	\$9,000.00	\$0.00	\$9,000.00	\$9,000.00	\$9,000.00
Other equipment purchase/maintenance	17	\$1,500.00	\$42.56	\$750.00	\$1,500.00	\$42.56
TV Production Class costs	18	\$0.00	\$0.00	\$7,500.00		\$7,500.00
Supplies	19	\$1,000.00	\$128.01	\$500.00	\$1,000.00	\$128.01
Station Manager Reimb. Expenses	20	\$0.00	\$120.77	\$250.00		\$120.77

Total Non-Personnel

\$24,020.00

\$2,429.34

	\$24,020.00
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	\$2,429.34
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4	\$22,388.00
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Total Spending

\$ 116,440.00

	\$51,947.32	
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	\$116,440.00
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	\$51,947.32
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2	\$120,203.20
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FY21 HCTV Balance Sheet January 13, 2020

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