

Minutes of the March 11th, 2021 Online Harvard Cable Access Committee Meeting

Approved 4/8/21

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

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

Called to order at 5:01 PM.

Meeting Minutes: Minutes of the February 11th meeting were reviewed and approved unanimously.

Public Comment: none

Treasurer's Report: Nick

- The FY21 forecast has changed slightly but not significantly. Overall, we are running a little under budget, and Nick would like to see the station spend extra money to update equipment.
- Brittany has spent \$5,365 of the allotted \$7,500 for cameras to support the Bromfield video production course. She's happy with them, and they are nice and robust for what the students need.
- The Q3 Charter receipt was slightly up which is good news, but we will need to continue to track it.
- Brittany shared the HCTV Project Time Tracker from February 11th to March 10th that tracks hours spent on projects and calculates the extra expense of filming and processing during COVID-19. The additional expense came to \$923.46. Nick is going to speak with the town about recovering these additional costs. Nick also asked Brittany to formulate concrete answers about why processing takes the extra hours it does during the pandemic so that the town understands the extra expense.
- Nick projects that the station will have \$4K to \$5K left over in capital expenses at the end of the year and wondered what we could do with the surplus. Brittany thought a new camera, more cameras for the video production course, or a new computer would all be viable options, but she'd prefer to wait on a decision. The purchase of teleprompter stands for the new elementary school was also floated, and the stands are not that expensive.
- The committee reviewed the new Station Manager's contract for April 1st to the end of June. Robert made a motion to accept the contract, and the motion passed unanimously.

Station Manager's Report:

- Brittany shared the attached report. Additionally...
- Robert was curious about why people visited the website but didn't stay to watch content. He wondered if there was a way to make content a bit "stickier."
- Hristina has been working very hard on the Harvard Schools Trust fundraising event that will be livestreamed. The Trust reached out to the station just last Friday for support with the project, and the late notice has made her work challenging. Robert emphasized that we need to promote ourselves for this work, especially if the product looks great which it will. :)
- Nick asked about staffing for the summer and Will and Kaia's availability.
- Robert updated the committee on the sound booth, and he has discovered a company that custom makes a booth for the space you're working with. Supposedly, the assembly is easy and something the committee might be able to do in a weekend. He will send out more information.
- Maynard High School has constructed a new media center with state funding, and we have an invitation to take a look. It's possible we could get funding as well to update the station's space.

New Business:

- Amy is not going to renew her term with the committee, and Nick thanked her for all her contributions over the last three years. She will be missed. Chris has renewed for another three years. Nick would like to find a new committee member, preferably a woman with a decent level of media/technology comfort. He's open to suggestions.
- Chris asked the committee if the website would post some videos that promote the Harvest Community Project, made by high school senior, Alex Lebish for his service project. Brittany and Hristina welcomed the new content so long as it doesn't violate any copyright laws.

Meeting adjourned at 6:30 PM

The next meeting is scheduled for Thursday, April 8th at 5:00 PM.

Station Manager's Report:

Programming/Event Coverage (02.11-03.10) - Reel: <https://vimeo.com/522154107>

- *Public*

- Senior Spotlight, March 2021
- COVID Vaccine Update (BOH)
- Are You Keeping Your Food Safe?

- *NEW to Vimeo*
- Town Hall: Liability or Legacy?
- Blizzard of 2013
- The Bromfield School 2016 Science Fair

- **Government**

- 54 Meetings (55 Last Month)
 - Community Preservation Committee
 - Warner Free Lecture Trustees
 - School Comm Negotiation Subcommittee
 - School Committee
 - Board of Health
 - Community Resilience Working Group
 - Conservation Commission
 - Harvard-Devens Jurisdiction Committee
 - HES Change Order Working Group
 - Finance Committee
 - Historical Commission
 - School Committee Budget Subcommittee
 - Student Advisory Committee
 - Select Board
 - Parks and Recreation Committee
 - Library Trustees
 - Planning Board
 - Bromfield School Council
 - Bare Hill Pond Watershed Management
 - Deer Management Subcommittee
 - Devens Enterprise Commission
 - SEPAC
 - Bromfield House Committee
 - Agricultural Advisory Committee
 - Land Stewardship Subcommittee
 - School Committee Policy Subcommittee
 - HES School Building Committee
 - Commission on Disabilities
 - Council on Aging Board
 - NVRDD Finance Committee
 - Community Cable Access Committee
 - Gov. Baker COVID-19 Updates

- **Analytics**

- **YouTube** (Last 28 Days)
 - Harvard Lions Club Youth Speech Contest, 8
 - Bromfield Graduation 2020, 1
- **Instagram** (<https://www.instagram.com/harvardcabletv/>)
 - 107 followers (+ 9)
- **Twitter** (<https://twitter.com/harvardcabletv>)
 - 17 Followers (+ 1)
- **Facebook:** (Last 28 Days) Page Views 34 (▲62%), Post Engagement 250 (▲77%), Post Reach 568 (▼8%), Page Likes 4 (▲33%)
 - Most popular: Senior Spotlight (69), Select Board 03.02.21 (18), Cultural Council 02.22.21 (17), Finance Committee 02.17.21(16), Open Space Committee 02.11.21 (16)
- **Vimeo:** (02.11-03.10), 448 views (595 last month)
 - Top Videos
 - 2021 3rd Grade Biographies, 44
 - Town Hall Liability or Legacy? (2011), 32

- Blizzard of 2013, 23
- Story Slam: Pam Frederick, 19 (86 Total)
- Select Board 02.16.21, 15
- Source URLs
 - Vimeo, 228
 - harvardcabletv.com, 182
 - Yahoo, 5
 - Bing, 1
- **Wordpress** (<https://harvardcabletv.com/>)
 - 2,043 Pageviews (▼24%)
 - 1,917 Sessions (▼18%)
 - Top Referrals: harvard.ma.us, harvardpress.com, Facebook
- **Pending Projects**
 - Senior Spotlight April 2021
 - Clear Path For Veterans Introduction/Overview Program
 - Harvard Schools Trust Fundraiser
- **COVID-19 Adjustments**
 - Staff in studio when necessary
 - Masks on
 - Masks & Hand Sanitizer Provided
- **HPS**
 - **Bromfield Video Production Course**
 - 1st projected completed this week
 - Hybrid Course will be changing in April, Details TBD
 - **Bromfield Video Production Course Independent Study**
 - 4 projects completed
 - **HPS Professional Development Workshop**
 - 2 sessions completed, more to be scheduled
- **Facilities**
 - Recording Booth
 - Robert working on referrals

FY21 HCTV Expense Report March 11, 2021

01620 51100 01620 54200 01620 60000										
26225										
Appropriation Account										
School Account										
Notes	Total Budget	Total YTD	Total Forecast	FY21 Budget	YTD Actual	FY21 Forecast	FY21 Budget	YTD Actual	FY21 Forecast	
Personnel (Town Employees)										
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		\$13,615.59	\$1,974.00		\$13,615.59			
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		\$39,486.36		\$39,486.36					
Personnel (Non-Employee)										
Station Manager	6	\$31,200.00	\$25,740.00	\$38,400.00	\$31,200.00	\$25,740.00	\$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	\$65,357.28	\$97,858.79	\$92,420.00	\$65,357.28	\$97,858.79	\$0.00	\$0.00	\$0.00
Expenses										
Benefits	8	\$0.00	\$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	\$240.00			
Wordpress Website Hosting	10	\$420.00	\$399.00	\$399.00	\$420.00	\$399.00	\$399.00			
TelVue Care (maintenance contract)	11	\$2,000.00	\$1,000.00	\$2,000.00	\$2,000.00	\$1,000.00	\$2,000.00			
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	\$499.00			
Recording Studio/Soundproofing	16	\$9,000.00	\$0.00	\$0.00	\$9,000.00		\$0.00			
Other equipment purchase/maintenance	17	\$1,500.00	\$440.13	\$750.00	\$1,500.00	\$440.13	\$750.00			
TV Production Class costs	18	\$0.00	\$5,365.59	\$7,500.00		\$5,365.59	\$7,500.00			
Supplies	19	\$1,000.00	\$128.01	\$500.00	\$1,000.00	\$128.01	\$500.00			
Station Manager Reimb. Expenses	20	\$0.00	\$120.77	\$250.00		\$120.77	\$250.00			
Total Non-Personnel		\$24,020.00	\$8,192.50	\$13,388.00	\$24,020.00	\$8,192.50	\$13,388.00	\$0.00	\$0.00	\$0.00
Total Spending		\$116,440.00	\$73,549.78	\$111,246.79	\$116,440.00	\$73,549.78	\$111,246.79	\$0.00	\$0.00	\$0.00

FY21 HCTV Balance Sheet March 11, 2021

	26012 43201	01620 51100				
	26012 50000	01620 54200				
	26012 59204	01620 60000	26225	26531 55000	26625 50000	
	Receipts Restricted Account	Appropriation Account	School Account	Revolving Account	Gift Account	
FY21 Starting Balance	\$174,180.11			\$683.50	\$10,855.99	
Town Meeting Appropriation						
From Receipts Reserved	-\$91,941.00	\$91,941.00				
From Schools		\$20,000.00	-\$20,000.00			
From General Fund		\$2,000.00				
FY21 Receipts Q1	\$18,076.96					
FY21 Receipts Q2	\$17,236.75					
FY21 Receipts Q3	\$17,834.77					
FY21 Receipts Q4						
Transfer for Salary Increases		\$690.00				
FY21 Expenses To Date		-\$73,549.78	\$0.00	\$0.00	\$0.00	
Balance	\$135,387.59	\$41,081.22	-\$20,000.00	\$683.50	\$10,855.99	
√ - Reconciled with Treasurer's Statement						