

Minutes of the Harvard Community Cable Access Committee Meeting May 25, 2016 (to be approved at the June 15, 2016 meeting)

Committee member attendees

Bill Johnson (Chair, Treasurer)
Ray Dunn
Koralia Franklin
Mitch Norcross
Richard Steele (Recording secretary)

Other attendees

Anya Zulawnik (Station Manager)

- Meeting called to order at 7:12

- Minutes for April 24, 2016 meeting were approved unanimously with one change: phrase “termination report” changed to “exit report.”

- Treasurer’s report:

Current balance is \$135,775. Treasurer received the notice of quarterly payment which showed it will be \$14,532. This amount does not coincide with the higher percentage payment our contract with Charter states was supposed to start on Jan 1, 2016. Bill will investigate.

- No Public present for comment

- Update on recording/broadcast system upgrade:

For Town Hall system, HB Communications has been in Harvard over the past week and is still working on installation.

The Roadie is back and seems fine. Anya will cycle it on and off every few days to keep checking if issues are fixed. We were told a loose wire was the root problem, but additional components were also replaced at the same time.

- June 10 at 5:30 – 7:00 is Bromfield graduation. Ray and Rich volunteered to help. Setup will start June 10 at 10AM. Steve and Brent are scheduled to cover the event.

**** We also need to test the SDI cable connection at the Gym in case of rain and the event is moved to the gym.**

- New website:

Mitch will work with Anya to add video content

- Station Manager’s Report:

* Redesign of bulletin board – It is now powerpoint slide-oriented. Events, etc. are uploaded as JPG or video clips and added to bulletin board. Events covered are usually within 30 minutes of Harvard.

*Bromfield Now is a student-run daily school news program. Students created a short video on the bulletin board as a fundraiser promo for the rowing club.

* HCTV’s HD cameras have been installed in the studio so all student programming will now be in HD.

* Student hire – one student in the production class is scheduled for every Monday for 2 hours.
---**Anya needs to complete some paperwork for paying the student.**

- Brainstorming for the future

Last year's focus for the committee was 1) New equipment, 2) Staffing and 3) push school initiatives

We went through the spreadsheet Bill provided named "HCTV 10-year goals - 5-23-16 update" item by item and color coding by color coding. This spreadsheet was created last year.

Green cells: Are they completed or almost completed?

Yellow cells: Are they still in progress?

Blue cells: Committee decided we need to prioritize the top 3 of the blue choices.

No fill color: We picked which items should be changed to blue.

The overview that drives blue is

1) increase local content, and

2) Find additional sources of revenue given the fact our percentage factor is now maxed out and Charter's Harvard subscriber base is expected to decrease as more and more people are "cutting the cord."

Bill and Rich took detailed notes on their spreadsheet printouts and will compare notes later to consolidate, and then confirm and approve updates at our next meeting.

The "elevator speech" moving forward is:

1) Increase local content

2) Reach out beyond seniors (COA) and students

3) Create additional revenue stream for long term HCTV viability as subscriber base decreases.

Meeting adjourned at 10:20pm