

Minutes of the April 8th, 2021 Online Harvard Cable Access Committee Meeting

Approved May 6th, 2021

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

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

Called to order at 5:04 PM

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

Public Comments: none

Maynard High School Media Center Visit:

- Nick clarified that the committee's visit to the Maynard Media Center did not violate the open meeting law. He confirmed this with Marlene Kenney.
- Robert detailed the visit to the MHSMC. The media center is located at the hub of the high school and is much more connected to the school than it is to the town. The space isn't fancy, but it's well-planned and very usable. About 140 Maynard students are involved with the media center, and a number of them host their own radio programs.
- Both Robert and Nick were impressed with an annual telethon/fundraiser that the MHSMC hosts; they see the telethon as a potential "visibility project" for HCTV and a way to raise money for the schools and perhaps for the station. It would be work, but it would also be fun.
- Nick thinks we should float the idea of a telethon/auction/fundraiser by Linda Dwight to see if she would be receptive.

Treasurer's Report:

- Nick reported that there has been very little fiscal activity, and our budget is completely in line with our projections.
- Brittany added that Marie Sobalvarro had forwarded a 2018 invoice (\$800) from HB Communications for repairs to the AV Cart at town hall. It is unclear at this point if the invoice has been paid. If it is outstanding, the station will pay it.
- Nick had a conversation with Tim Bragen about additional COVID-related expenses for this fiscal year. Bragen has not responded as to whether the town would be willing to reimburse the station.

- Nick asked Brittany about planned capital expenditures, and Brittany thinks that replacing an old JVC camera that's looking worse for the wear would be a good place to spend some money. Robert suggested that investing in a Black Magic DSLR camera might be the best way to go. Brittany will put a wish list together.

Station Manager's Report:

- Brittany shared the attached report. Additionally...
- Nick thought the production quality for the Harvard Schools Trust fundraiser was excellent, but he also noticed a number of "audio dropouts," and he'd like to see that kind of a problem improve.
- Brittany reported that the Video Production Course is running beautifully, and the enthusiasm of the students is palpable. Hristina continues to do terrific work. Cindy Fontaine is also very pleased with the course.

Recording Booth:

- Robert believes that the prefabricated booth is the way to go. It would fit into a space roughly 5x6 feet, and the booth would have a couple of windows, a blank wall, and a door. He will call the company that makes the booth about cost.
- Robert spoke with Bill Johnson about financial assistance from the Lions Club, but it didn't sound like they'd be interested in helping with money. They would be willing to assist with the construction of the booth.
- Nick will solicit the Further Forward Foundation of Harvard for financial assistance.

New Business:

- Chris said that the Alex Lebish videos promoting the Harvest Community Project would be delivered to Hristina shortly.

Meeting adjourned at 6:11 PM.

The next meeting is scheduled for May 6th at 5:00 PM.

HCTV Station Manager Report

- **Programming/Event Coverage (03.11-04.07) - Reel:**
<https://vimeo.com/534600899>

- *Public*

- Senior Spotlight, April 2021
- Story Slam “Prudy Horne”
- Attracting Birds, Butterflies, Bees & Other Beneficials with John Root
- Harvard Schools Trust Cider Fundraiser

- A Year of COVID
- *NEW to Vimeo*
- Sousa National Honors Band
- Harvard Machinery

- *Government*

- 51 Meetings (54 Last Month)
 - Warner Free Lecture Trustees
 - Deer Management Subcommittee
 - Community Cable Access Committee
 - Open Space Committee
 - Planning Board
 - School Comm Negotiation Subcommittee
 - School Comm Budget Subcommittee
 - School Committee
 - Parks & Recreation
 - HES Change Order Working Group
 - Select Board
 - Council on Aging Board
 - School Committee Policy Subcommittee
 - Permanent Building Committee 03.17.21
 - Finance Committee
 - Conservation Commission
- Board of Health
- Land Stewardship Subcommittee
- Bromfield House Committee
- Community Preservation Committee
- Bromfield School Council
- SEPAC
- Elderly & Disabled Tax Aid Committee
- Community Resilience Working Group
- Insurance Advisory Committee 03.25.21
- HES School Building Committee
- Transportation Advisory Committee
- Agricultural Advisory Committee
- Energy Advisory Committee
- Harvard-Devens Jurisdiction Committee
- Library Board of Trustees
- School Committee/Student Advisory

- **Analytics**

- **YouTube** (Last 28 Days)
 - Bromfield Graduation 2020, 3
 - Harvard Lions Club Youth Speech Contest, 2
- **Instagram** (<https://www.instagram.com/harvardcabletv/>)
 - 115 followers (+ 8)

- **Twitter** (<https://twitter.com/harvardcabletv>)
 - 18 Followers (+ 1)
- **Facebook:** (Last 28 Days) Page Views 20 (▼41%), Post Engagement 82 (▼67%), Post Reach 178 (▼69%), Page Likes 2 (▼50%)
 - Most popular: Senior Spotlight (50), Attracting Birds, Butterflies, Bees & Other Beneficials (34), Policy Subcommittee 03.31.21 (21), School Committee 03.15.21(20), School Committee Negotiation Subcommittee 03.11.21 (19)
- **Vimeo:** (03.12-04.07), 480 views (448 last month)
 - Top Videos
 - Harvard Schools Trust Cider Fundraiser, 51
 - 2021 3rd Grade Biographies, 43 (83 Total)
 - COVID Vaccine Update, 26
 - Select Board 03.16.21, 16
 - School Committee 03.22.21, 10
 - Source URLs
 - harvardcabletv.com, 322
 - Vimeo, 115
 - Bing, 1
 - April 2020-21
 - Mac Henry Interview, 444
 - HES COVID Procedures, 330
 - HES Tour: Nov. Update, 237
 - Restoration of the 1870 George Stevens Organ, 154
 - Harvard Lions Service Project at Clear Path For Veterans, 110
 - HES Tour, 109
 - Story Slam: Pam Frederick, 88
 - 3rd Grade Biographies, 83
- **Wordpress** (<https://harvardcabletv.com/>)
 - 2,971 Pageviews (▲46%)
 - 2,221 Sessions (▲27%)
 - Top Referrals: harvard.ma.us, Facebook, vaptcha.com, harvardpress.com
- **Pending Projects**
 - Senior Spotlight May 2021
 - Bloom 'N Art

- COA Story Slam
- Senior Field Day (5/14)
- 2021 Bromfield Graduation
- Clear Path For Veterans Introduction/Overview Program
- **COVID-19 Adjustments**
 - Staff in studio when necessary, Masks on
 - Masks & Hand Sanitizer Provided
 - Vaccinations
- **HPS**
 - **Bromfield Video Production Course**
 - Cohorts combined, Morning classes all in person, 3 ft distance between students
 - 5 Assignments completed (2 productions - “Day in the Life” & Sound Project), 3rd Production Assignment began today
 - 1 Semester Course for 2021-2022 School Year
 - **Bromfield Video Production Course Independent Study**
 - 5 projects completed, Assisted with HST Fundraiser Program
 - **HPS Professional Development Workshop**
 - 2 sessions completed, more to be scheduled
- **Facilities**
 - Recording Booth

FY21 HCTV Expense Report April 8, 2021								
					01620 51100			
					01620 54200			
					01620 60000			
		Total	Total	Total	Appropriation Account			
	Notes	Budget	YTD	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		\$44,124.26			\$44,124.26		
Personnel (Non-Employee)								
Station Manager	6	\$31,200.00	\$28,100.00	\$38,400.00	\$31,200.00	\$28,100.00	\$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	\$72,355.18	\$97,858.79	\$92,420.00	\$72,355.18	\$97,858.79	
Expenses								
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	\$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	
Total Spending		\$116,440.00	\$80,547.68	\$111,246.79	\$116,440.00	\$80,547.68	\$111,246.79	

FY21 HCTV Balance Sheet April 8, 2021											
	26012 43201		01620 51100								
	26012 50000		01620 54200								
	26012 59204		01620 60000		26225		26531 55000		26625 50000		
	<u>Receipts Restricted Account</u>		<u>Appropriation Account</u>		<u>School Account</u>		<u>Revolving Account</u>		<u>Gift Account</u>		
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			-\$80,547.68		\$0.00		\$0.00		\$0.00		
Balance	\$135,387.59	√	\$34,083.32		-\$20,000.00	√	\$683.50	√	\$10,855.99	√	
√ - Reconciled with Treasurer's Statement											