City of Biddeford
Cable T.V. Committee
November 14, 2016/4:30 PM/15 COLUMBUS WAY, BIDDEFORD, ME

1. Roll Call

2. Welcome Guests

3. Approval of Minutes

3.1. Draft Minutes from September 12, 2016

Draft Cable TV Committee Minutes from September 12, 2016

4. Old Business

4.1. List of Issues Review (continued from September 12) - Brian Phinney
1. Time Warner Cable
2. Public Access Streaming Report
3. Update on School Department Contributing to PA Budget
4. Feasibility of Providing a YouTube Link on the PA Website

4.2. Workshop Update (continued from September 12, 2016) - Toni Sipka & Debi Davis

4.3. Leasing a Channel and Revenue Implications (continued from September 12, 2016) - Steve Pulos

5. New Business

6. Other Business

7. Next Meeting Review

8. Adjourn

CITY OF BIDDEFORD

CABLE T.V. COMMITTEE

SCHEDULED MEETING – SEPTEMBER 12, 2016

The meeting of the Cable T.V. Committee was called to order at 4:30 p.m. on September 12, 2016 in the Biddeford Public Access Building. Present were Committee Chairman Bob Mills, Members Toni Sipka, Mike Tremblay, Don Harper, Debi Davis and Lou Belanger. Member Kyle Taylor was absent. Also present was the Public Access Director Steve Pulos and the City's Chief Operating Officer Brian Phinney.

Chairman Bob Mills asked if everyone read the Minutes of the last Meeting held on July 11th and if any changes should be made. There was a concensus to accept the Minutes as written.

It was decided to take Agenda items out of order, starting with number 6. Steve Pulos reported that the new Granicus software is being implemented this week and Jerry Gerlach will be able to link the programs on the Public Access webpage to YouTube after this is in place.

Going back to Articles 3,4, and 5, Brian Phinney stated he received some very generic information from Time Warner Cable so he has requested that they break the data down further by providing a list of people who have used the service for the past 3 years, what the trending issues have been, and how they were handled.

Brian Phinney then passed out an overview of the updated Public Access webpage and detailed what was updated, including applications. He explained that by people clicking on the data, it can be captured into a PDF file or spreadsheet and downloaded so the information is readily available.

Steve Pulos mentioned that there are 3 or 4 new shows starting at the Public Access Studio and one of them is a cooking show with Andrea Fagan, who is the Executive Assistant to the Mayor, Town Manager, and Brian Phinney. Steve added that many of the shows come to the studio by either word-of-mouth or from being guests on other shows.

Brian Phinney informed the Committee that Jerry Gerlach tried to bring up a streaming report but for some reason the page was coming up but the statistics weren't populating. Brian said he should have this month's and next month's data ready for the next Committee Meeting.

Brian Phinney also wanted to let the Committee know that Public Access is advertising on the website that they have expanded hours on Mondays until 6:30 by request. Steve Pulos added that he has been coming in on Saturdays to accommodate people.

Brian stated he has spoken to Jeremy Ray, the School Superintendent, and they are setting up a meeting to discuss all that the new Granicus software can do for the School Board Meetings and the subject of the School Department paying a portion of the Public Access Budget.

Brian Phinney told the Committee that Granicus training has begun and they are looking to go live with the Finance and Council Meetings on September 20th, with other meetings starting to go online as they come on the calendar. Brian reiterated how much easier to use and less expensive Granicus is than EarthChannel. Brian explained that any Department that has material related to a Meeting can just attach and upload it to the website. He continued that in the case of the City Council Meetings, the City Clerk would manually put packets together but now with a press of a button Granicus automatically electronically puts the Council packets together and sends to the Councilors.

Agenda item 7 Workshop update. Toni Sipka stated she and Deb Davis have not met yet to discuss the workshop but now that the hectic summer is over, they will get together and she will get a proposal to Brian Phinney regarding the information that was discussed at the last meeting.

Brian Phinney updated the Committee on his discussion with City Attorney Keith Jacques regarding advertising on Public Access. Brian said you can thank a business or give recognition but you cannot do anything that promotes a business or can be considered advertising. Brian added that the City cannot solicit funds but it can accept donations, hold a fundraiser, or accept money that is designated or specified as part of a payment, with the Council's permission. There was a discussion that affirmed if anyone donates, it must be to the station and not a specific show.

The Committee revisited the idea of leasing a channel. Steve Pulos stated he looked into this before Time Warner merged with Spectrum. He reminded the Committee that it would cost approximately $10,000 a year and he imagined the station's advertising would pay part for the channel and part would subsidize Public Access. It was decided to check back on this subject in a couple of months.

Under other business, Bob Mills informed the Committee that the Schools have been having guest speakers. Bob said he saw Tony Hoffman speak during the day and he was coming back at 6::00 tonight to the BMS auditorium. He explained that Tony Hoffman is a BMX Olympian who is a recovering drug addict that ended up going to prison for robbing a bank. Bob said he has a fascinating story and wondered if PA could possibly film him. Bob added that last year Chris Herren spoke at the school on a similar theme.

Steve Pulos stated that if the School is paying Mr. Hoffman then they probably could not tape him and it would be better if Public Access could get him in the Studio for an interview.

Bob Mills asked if people film the football, rugby, and field hockey games at UNE, can Public Access air them? Steve Pulos replied that he has reached out to UNE and they are not interested because UNE has a company that comes in and does streaming on the internet and they have locked out anyone else and this makes money for them.. Steve concluded by saying he has tried year after year to have UNE become more involved with airing programs on Public Access.

Steve Pulos told Toni he would check the volume on her shows that have aired within the last month because while watching on channel 3, she was told the sound was very low.

Bob Mills reminded everyone that River Jam is this week-end and he informed them that the Rustic Overtones are playing..

There being no further business, it was on Motion duly made by Mike Tremblay, and seconded by Toni Sipka,, unanimously

RESOLVED: To adjourn

The Meeting ended at approximately 5:10 p.m.

Respectfully submitted by P. Conway
A-80/20