



**City of Biddeford
Cable T.V. Committee**

May 18, 2026 at 4:30 PM

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1. Call to Order
2. Roll Call
3. Approval of Minutes
 - 3.a April 27, 2026 Meeting Minutes
4. New Business
 - 4.a Update on Website Streaming Costs
 - 4.b Feedback from Mayor/Council President
 - 4.c Programming Status Update
 - 4.d Meeting Schedule
5. Other Business
6. Adjourn

April 27, 2026 Cable TV Committee Meeting Minutes

Present: Richard, Lou, Jim, Pat, Jill, Kathy, John, Danica

1. Call to Order

Meeting was called to order at 4:32 PM

2. Approval of Minutes

2.a April 14, 2026 Meeting Minutes

Motion by Pat, seconded by Kathy, to approve the April 14, 2026 meeting minutes.

Vote: Unanimous.

3. Old Business

3.a Program Cost Estimate for City Council

Richard told the Committee about Headlight's visit to the Public Access building. The technician who visited sent equipment recommendations to the Committee for review.

Jill asked for thoughts about how the visit went and whether we agreed with what the technician was saying while he was here. Richard said he approached it cautiously because he was worried about over-expending, but he thinks the "good" rating items in the quote are well within a reasonable budget.

John asked if computers for this facility could be Macs. Danica explained that City staff is all on Microsoft, so in all likelihood a PC would be used by the new Director. Richard said that this has been discussed by the committee in the past and there was interest in making Macs available for the use of the public.

Jim asked if any existing equipment could be used per Headlight's recommendation. Richard said that he felt the technician's attitude was that everything is too old here. He also noted that the technician had mentioned that current technology becomes obsolete within a few years. Jill mentioned that this obsolescence can be caused by factors like lack of software support and ability to find replacement parts over time.

Richard also said that he believes that cable companies are still not upgrading the definition of the cable station, so even if we are getting the best cameras, viewers at home will still see the broadcast in standard definition.

Danica shared that the only new piece of equipment that she had purchased for the facility since she took over the budget was a switcher in the control room.

Jill asked if the “good” equipment will last or if it will become obsolete in five years. Lou supposed that even the “best” equipment would be considered dated after five years.

Jill said we also have to budget for computers for editing and external hard drives and suggested we account for this in a ballpark figure.

Danica shared that CivicPlus did not follow up on her attempts to negotiate on pricing for a website stream.

Richard suggested the Committee move forward a recommendation for the “good” package, add in the \$6,600 quote for CivicPlus, and communicate that expenses will all ultimately be up to the discretion of a qualified director.

Jill asked Pat about whether she believes as a Councilor that it would be better for the estimate that is presented to be high and for actual expenses to come in lower, or if the Committee should try to come in lower with an estimate and potentially find out that it is more expensive later. Pat said the Committee should aim to be as realistic as possible to try to avoid either outcome.

Jim mentioned we should also add in the cost of making the studio an originating site. Danica asked if anyone knew if the franchise agreement would require the cable company to pay for such an effort. Richard said that there is typically a language in the contract about providing equipment, but because our contract is technically expired, it becomes a legal matter of whether they have to do it or not. Since we have enough money to do it ourselves, he suggested we may not want to go down that road.

Kathy suggested we look at the middle quote for the information we provide the Council. Danica said that this would add about \$30K to the estimate.

Jill said a refurbished editing suite is about \$3,600 based on her research. This does not include software.

Danica clarified that the quote is not binding, we are just trying to get buy-in from the Council.

Jim said that we don’t really know what the costs will be because we are not a director and we need to ensure that the presentation makes this clear to the Council.

John asked what we would we tell a candidate about the budget during an interview process. Danica explained that the \$215K received in March went into the General

Fund but the Director would be permitted to spend out of our Enterprise Fund even before we receive the next check in March 2027.

John said we should include information in the presentation assuming the \$215K budget. He is concerned that the Council will want to divert the balance to be used for something else. Pat clarified that the budget as under consideration by the Council right now shows a separate fund for these revenues and expenditures.

Pat suggested we emphasize that we won't need to spend this much every year and that this estimate is for a startup cost.

Jill said the quote should budget for one editing suite and one subscription software as well as two handheld cameras. A Canon camcorder that she looked up is about \$2,000 without accessories such as tripods, SD cards, etc. She suggested that certain vendors may be able to get us discounts on this pricing because we are a PEG station.

Lou shared that he has spoken to people who do not want to pay fees to serve as a producer and expressed concern about previous suggestions to establish membership fees to bring in additional revenue.

Jim motioned that we present \$60K plus a 10% contingency for the initial startup. Pat seconded the motion.

Jim said that Jill's anticipated costs would also be covered by his quote in addition to the equipment listed as "Good" in the Headlight recommendation.

Pat said that the presentation should give an itemization for what that would cover. Jim suggested that we provide a breakdown of categories of spending, not specific makes and models of equipment.

John asked what expenses are already coming out of the \$215K revenue stream.

Danica shared that the Director salary of approximately \$70,000 and spending on the maintenance of the building are covered by these funds.

Vote on motion: Unanimous.

Pat said we should emphasize that we are going with the "Good" level and that we feel comfortable saying we can provide this service without extensive spending.

Jim asked who is presenting to the Council. Danica said she was expecting to make the initial overview presentation but asked committee members to attend the meeting.

Lou asked if the City has a committee that takes care of hiring. Danica explained that the interview process usually includes a small panel that is relevant to the specific

position, and she suggested that a member of the Committee should participate in the process.

John asked if further input from the committee was needed on the proposed job description. Danica said she provided it at a previous meeting and if the Committee had no further feedback, then she intends to move forward with this description.

Richard mentioned that a part of the description should be teaching media literacy and helping people prepare their own programming. Danica confirmed that there is a reference to this in the description.

Jim asked if we should identify a Committee member to be in interviews. Danica mentioned that participation in interviews typically happens during business hours. Richard said he has ample availability and would be happy to do it.

Pat, seconded by Lou, motioned that the Chair participate in the interview process for the Director.

Vote: Unanimous.

John asked the Committee to consider Richard's comments about ensuring that a new Director is not a "rent-a-tech". He suggested that the job ad should set this expectation.

Jill said the director should come in with the idea of growing the facility and supporting the mission of PEG access.

John motioned that we go with the job description as it currently reads.

Jill asked if a reference to her part could be added to the description.

John withdrew his motion.

Danica explained that the document that was previously provided was a job description, which will inform the responsibilities listed for the Director in a job ad, but the ad would also include language explaining the vision for the best candidate for the position. When she is permitted to post an ad, Danica will work with HR to ensure the ad reflects the Committee's vision for the role.

John, seconded by Kathy, moved to approve the job description that was previously provided to the Committee to be used as the basis for recruiting.

Vote: Unanimous.

Jim expressed concern about the physical condition of the building for interviews.
Danica shared updates about building maintenance assistance that is to be received from City Hall's maintenance staff, including pest removal services and other cleanup.

4. New Business

5. Other Business

6. Adjourn

John, seconded by Pat, motioned to adjourn. Vote: Unanimous.

Meeting adjourned at 5:55 PM.

Next Meeting: Monday, May 18, 4:30 PM

ESTIMATE

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Key Code:City of Biddeford (ME)

Bill to

City of Biddeford (ME)
Biddeford Town Hall
PO Box 586
Biddeford, ME 04005

Ship to

City of Biddeford (ME)
Biddeford Town Hall
PO Box 586
Biddeford, ME 04005

Shipping info

Ship via: N/A
Tracking no.: N/A

Estimate details

Estimate no.: 42574
Estimate date: 05/04/2026
Expiration date: 06/30/2026

USER: City of Biddeford (ME)
Sales Rep: Nathan Bosseler

Product or service	SKU	Description	Qty	Rate	Amount
CCS Live Streaming Only (1080P)	CCS-LIVESTREAM	CASTUS Cloud Services (CCS) - Live Streaming Live Streaming Service Includes: High-quality 1080p live streaming, fully embeddable on your website 1TB monthly bandwidth allowance for HD streaming "Go Live" restreaming to YouTube and Facebook Live with secure login authentication Web-based scheduling system with an embeddable "TV Guide" for your site Ongoing maintenance, support, and software updates Annual Renewal: \$1,999/year	1	\$1,999.00	\$1,999.00
Sales Tax		Sales Tax calculated by AvaTax for 40755-V0 at Mon May 4 10:12:13 UTC 2026	1	\$0.00	\$0.00

Total \$1,999.00

Note to customer

This CASTUS estimate is for Live Streaming (1080P) for City of Biddeford (ME).

Expiry date 06/30/2026

For questions about this estimate, please contact- sales@castus.tv or nathan@castus.tv.

Thank you for your continued business.

Accepted date

Accepted by