

TTCTAC June 14, 2012 minutes

Members present: John Annick, Donna Cassidy, Kate Donahue, Gary Cialfi, Roy Fuchs, Jim Lang, Sue Horton, Peg Perillie, Byron Campbell, Bill Chin, Shawn Tait, Jackie Carlino, Bob Mincielli

Members absent: Vince Fini, Tom Kelly, Donna Girot. Marilyn Lord, Ken Mayo, Brian Modarelli, Jeff Hackett

Meeting called to order 8:01 am

Opening comments:

John will contact frequently absent members to see if still interested in TTCTAC membership Rachel Yahwak has resigned. Shawn Tait will be the THS rep, thus Tony Pijar is removed. Need new Senior rep John is seeking additional members for committee looking for members with video experience. Jim suggested new members should receive some mentoring by current members John will be stepping down as chair in November. Will need someone to fill position

Minutes:

Minutes of May 3, 2012 meeting reviewed by members. Motion to accept minutes made by Kate, seconded by Gary. No discussion. All members in favor.

Exec. Director/Producer position:

The BOF approved an additional \$10,000 from the Town plus \$5,000 from BEI budget makes \$15,000 available for the new Programming/Technical Coordinator. At \$25 - \$30/per hour this approximates to 450 hours available for the individual. John stated purpose of position is to get committee & channels ready for next budget by showing Town what committee has accomplished. Hopefully this will get us increased dollars for support from Town. Kate, Jackie & Gary, with help from Shawn, developed job description for position. Through process, it was noted that Shawn's job description needs to be updated as well.

Kate stated position should focus on programming/technical improvements. Person will help Shawn is studio (edit, etc.) and create programming ideas. Position will follow list of priorities committee developed on December 8th. Some of the priorities are create & develop new programs, marketing (promote stations, contact residents for input), assist Shawn with training of videographers, increase & enhance production & creation of programming. Jim stated we should remove requirements at bottom of job description clearing up the fact that a person can be from in & out of committee and /or Trumbull. Suggestion was made to remove "strongly" from job description. Members in agreement. Byron stated priority list may be too long and position should focus on 1-2 items on priority list the first year. Sue suggested building job description that is more outlined with schedule of goals. Shawn stated creating unified schedule is important for him. Discussion on whether to focus on programming or technical ensued. Bob stated person should have understanding, but not necessarily full knowledge of video, but should be able to work with Town & community. Jim stated we should indicate what the focus points are and use the person's understanding of what they know and how they want to work with the position. Kate asked members to contact her with changes to job description. Jim, Bob & Byron will be on committee to interview applicants. Shawn will consult. Kate will send them updated job description.

#### Studio:

O&G wants to shut studio down for most of summer due to construction. Shawn told them he can't move until new studio is ready for broadcasting, hopefully by December. Shawn stated at least wiring new area is an option and should take a day to complete. Gary suggested John meet with Superintendent & 1st Selectman to discuss. Shawn stated preferred option for best broadcasting would be to stay in current location until new studio is complete.

Shawn is using new software to allow title of program & more. New program has improved the quality of broadcast but problem with AT&T U-verse. Shawn has contacted them for solution. . Shawn is getting field tech to correct this problem. New software still has trial & error issues, but makes it easier to schedule. Shawn stated he would be able to work through these issues. Shawn is also putting together new quote for VOD. New procedures for posting emergency messages is in place & Shawn will work with police & Superintendent's office for training.

#### Charter Advisory Council:

Jim will send John minutes of last meeting

#### Alliance for Community Media:

Report from Donna G. stated Connecticut (State) not yet organized.

#### Enhancement Committee:

Meeting postponed. Students trained in videography are now members of Deb Owen's class. Roy suggested changing videography class to film making class to attract more students. THS principal has said more staff will be needed to create program. Jim suggested requesting PEG/Perkins grant dollars to buy equipment for film making class & equipment for videographers could be an option. Gary & Shawn will meet with THS principal to discuss what possible needs he has for filmmaking class and what monies would be needed to prepare possible grant.

#### Old Business:

No progress on potential Charter connection from Town hall to Studio. John asked Bill Chin to follow up. Jim asked if other options have been discussed and/or received any other quotes.

Sue & John are trying to develop new ways of collecting & increasing funds for videotape copying for public. John suggested line for copying be added to budget.

Jim suggested that we would like to put sign at THS entrance to indicate location of the TEC and visibility for the station. The Committee agreed and Gary Cialfi indicated he would follow-up on this request.

#### New Business:

John would like to create program showcasing local businesses. Has not received business list from Chamber of Commerce. Roy suggested linking program to business website.

Jim suggested changing the channel name to Trumbull Community Channel instead of Trumbull Education Channel. Jackie stated name change may attract more viewers. Motion to change station name to Trumbull Community Television made by Jim, seconded by Roy. Jim stated branding will need to be updated. All members in favor.

Jackie met with former THS grad, now VP at Scripps Media, for tour of NYC station. Grad agreed to meet with students and tour station after construction of THS is complete.

Peg suggested inviting new Economic Development people to future meeting.

Meeting adjourned 9:10 am

Next meeting August 23<sup>rd</sup>.