

TCT Minutes  
Wednesday, March 4, 2015

Members present: Kate Donahue, Roy Fuchs, Byron Campbell, John Annick, Donna Cassidy, Vince Fini, Susan Horton, Jackie Carlino, Shawn Tait, Gary Cialfi, Donna Girot

Meeting called to order by Kate at 8:05am

#### STRATEGIC PLANNING

Strategic planning priority list distributed and completed by members. Members asked to chose top 5 priorities and top 5 concerns from list. Choices summarized by Kate then passed to Donna Girot to develop a plan for consideration at our next meeting.

List of finalized and discussed priorities for strategic planning in 2015-16 are as follows:

- Things That Are Going Well and to continue-
- Voted items~
- Programming quality improving (content, visual, audio)
- Programming quantity increasing
- Supervisor/Producer excellent addition
- VOD Availability
- New studio with potential ease of access
- Added items to focus on~
- New "C" House Principal provides more in-depth support, working with peers to foster digital education in curriculum and promotion of channel
- Tri-Chair a positive
- Participate in Alliance for Community Media
- Live election night programming
- Things That Are Not Going Well
- Hard to measure viewership
- 501C3 not created yet
- Community awareness of the station
- Video curriculum at high schools
- More student involvement
- Added items to focus on~
- Not enough program to funds to sustain/grow programming
- Greater involvement in Alliance for Community Media
- Live shoot airing possibilities
- Need 3/5 year plan

Motion to accept above strategic planning priority list for 2015-16 made by Donna C. seconded by John. All members in favor.

Byron stated getting viewership data from the website might be helpful. Byron will

work with Donna G to develop statistical info of viewership. Kate questioned if viewership info could help with budget requests to the Town. Roy stated developing 3-5 year plan will give the committee an end goal and objective. Suggestion made to incorporate studio tours into marketing plan. Shawn stated Todd is adding studio time into curriculum at THS. Kate noted that for the first time, technology equipment is not a top priority. Donna G stated she still needs a Blackburst in the studio. Kate suggested Donna G develop priority list for studio and suggestions on how to address them and what will be needed from committee to address these priorities. Kate asked Donna G to have this list for April meeting.

## AGENDA

Minutes: Previously distributed minutes of January 22, 2015 meeting reviewed by members. Motion to approve minutes made by John, seconded by Roy. No discussion. Minutes unanimously approved

Old Business;

### Administrative~

Current Budget Status- 2014-15 budget \$76,000. Have used \$39,000 through February. Kate suggested Donna G tape more sporting and concert events. 2015-16 budget includes \$27,000 for videographers, suggestion made to increase payment for videographers. Kate, Shawn and Donna G will work on this. Next step in budget process is presenting to Town Council Finance committee Monday, March 9<sup>th</sup>.

Membership Committee- no report

### Programming~

Donna G has been focusing on social media and Trumbull Times to increase viewership. Donna asked Committee to help more with publicizing next year's poetry event. January and February full of content and activities. Donna has been trying to get government meetings on VOD as quickly as possible. 364 computers have accessed TCT website 609 times. Donna stated she is learning how to understand these analytics.

### Technical~

Website analytics-Google analytics has been purchased for the website. Data might help when asked by BOF and Town officials for viewing information. Grant equipment-Shawn and Donna learning to work with new grant funded equipment. Donna would like Blackburst to create more smooth transitions for synching equipment. Donna and Byron will create info for PEG/PETIA grant application. Will get this info to Kate before the April meeting. Auditorium/Football field line-Shawn had meeting with DNR rep. Line will require more funding to complete. John asked if Jim could work with Frontier to possibly obtain funding to help with cost of completing line.

Miscellaneous~

THS sign- Gary stated funding is still in place for sign and will have prototype for April meeting

501C3- town will not be helping committee. Kate will ask Attorney Musto if he could assist with pro bono work with this. Roy asked if any monies left over in 2014-15 budget could be used to pay attorney.

Alliance for Community Media- Donna reviewed previously sent info with members regarding PEG/PETIA funding. Donna asked if any members would be interested in being pro-active in leading the legislative charge for this. Jim, John and Roy will assist.

Charter Advisory Committee- next meeting on Tuesday.

Business Buzz- 3 companies will be highlighted for future shows.

New Business:

Meeting Date conflicts-

Several 2015-16 meeting dates are in conflict with Trumbull Chamber of a commerce meetings. Meeting date changes are as follows

April 23 meeting will be held April 22

May 28 meeting will be held May 27

December 17 meeting will be held December 16

Motion to change 2015-16 TCT meeting dates made by Donna C seconded by Vince. No discussion. All members in favor.

Meeting adjourned 10:08am