

**CACSCC**  
**Regular Meeting 4/22/21**

Present: Rob Becker, Tom Dacey, Margo Hardenbergh, John Hartwell, Alden Mead, Laura Parisi, Mike Parisi, David Weinberg, John Woods

From Comcast: Matt Skane

Call to Order

Margo welcomed BCTV President Terence Elton and Chip Marsh from the strategic planning group.

Terence welcomed everyone to the meeting. He expressed the hope that we will soon be able to have an in-person meeting at the BCTV studio.

Chip discussed the BCTV strategic plan which has been in the planning process for approximately two years. Research was done via surveys to the community, anecdotal information and a focus group. Discoveries included the need for a mission statement and a look at priorities. The pandemic did put some things on hold but meetings continued remotely. Three strategic themes were identified: outreach, sustainability and technology. Statements were refined and action steps were created based on several guiding factors such as needing to be a more integral part of the community, concerns about the FCC decision and cord cutting, and pursue alternatives to cable to engage audiences and community.

Five goals were identified: (1) Integrating BCTV into the community, (2) generating additional revenue, (3) desire to increase first run new content programming, (4) ability to increase responsible utilization of the resources used by the community,(5) ensure that it is a great place to work for employees and volunteers with up to date technology. Board will vote on the plan soon and begin to implement it over a three-year period.

Chip read the mission statements at the request of Terence. Discussion followed. David indicated GCTV is preparing to begin a similar process and suggested each station consider doing something similar to what BCTV has done.

Discussion followed around community outreach and student involvement.

**Public Comments**

None.

**Report from Matt Skane**

Matt updated some pending matters.

1. *Comcast Lift Zone* – Comcast is increasing opportunity for students by building a continuum of connectivity for them. It is an expansion and beefing up of public WiFi for

students who cannot access internet at home. The effort involves partnering with a non-profit where their site is wired for stronger access at no cost to them.

2. *Xfinity Watch-a-thon*: allows viewers, Comcast and non-Comcast members, to test out and watch popular programs on Xfinity for free.
3. *Verify Caller-Id Feature*: This feature helps protect businesses and residential customers from having to deal with robocalls. Customers should see the letter “V” in front of the Caller ID number.

Laura asked if there was any thought to allowing subscribers to remove items like sports from a package. Discussion followed. Matt will look into options but explained that there are certain parameters that must be followed when putting packages together.

### **Secretary’s Report**

There was a motion to table Secretary’s Report. Tom moved and Margot seconded. The motion carried.

### **Treasurer’s Report**

Tom shared the Treasurer’s Report.

### **Correspondence**

None.

### **Chairman’s Report**

David had no new items to report.

### **Frontier Report**

None.

### **Unfinished Business**

None.

### **Website Update**

There was discussion about what needs updating on the website.

### **PURA Reports**

Tom will check with PURA about the need for paper copies of the report.

### **New Business**

Tom brought up the need to form the Nominating Committee as June is the election of officers. Margot volunteered to be head of the Nominating Committee. Mike also agreed to serve. Discussion followed. Mike will send out an email asking if anyone wants to step up as an officer and then send out another email with the Committee findings.

Next meeting is at ETV via Zoom.

Discussion followed about the possibility of in person meetings.

### **Town Reports**

#### **Wallingford**

Discussion about Wallingford TV email and article. Wallingford asked mayor to close down Government TV so they could be recognized as Government and Education TV and also requested an additional \$20,000 in funding. Mayor denied request. Wallingford also claimed that Wallingford money was being given to Branford and Guilford stations. Discussion followed. Salaries were also discussed in the article. Discussion continued about whether to write a counter article to the claim other towns are receiving Wallingford money. David to draft a reply and send to council members for review. Discussion followed.

#### **East Haven**

Rob - Open by appointment with limited guest access. Working on a 30<sup>th</sup> anniversary review of programming and looking back.

Board of Education meetings are going back in person.

Laura asked the question about making conversion of items from VHS to digital a service offered. Discussion followed.

#### **Guilford**

David – Received the PEGPETIA grant and were able to upgrade much of our equipment including the ability to live stream, which the Town is interested in for Selectmen meetings. The Town bought a Zoom/Streaming system but they will still want a videographer as soon as person meetings start.

### **Public Comments**

None.

### **Motion to Adjourn**

Motion made by Tom and seconded by Rob. Approved by all.

Respectfully Submitted  
Shannon Gale