



Minutes 230105 - PEG Access Advisory Committee Concord, MA

Meeting - Date, Time, Location. Thursday, Jan 5, 2023 In-Person and Zoom
3:30-5:00 PM

Email: paac@concordma.gov.

Committee attendees: Present were Karlen Reed, Vince Carlson, Cynthia Rainey (School Representative), Cory Atkins, Terri Ackerman (Select Board Liaison), Mark Pauley (MMN Production Manager), Jason Bulger (CTO/MMN liaison)

Other attendees: Nancy Pierce, Carlisle, Sue Buske - consultant (via Zoom)

1. **Roll Call.** Chair Karlen Reed declared that a quorum was present and called the meeting to order at 3:30 PM
2. **Comcast franchise renewal (Sue Buske presentation - via Zoom - discuss needs assessment plan)**
 - **Sue described her presentation as a more focused look at the early stages of the overall contract renewal timeline.** She presented the overview at the October, 2022 PAAC meeting. That started in November 2022 and ends with Contract signing in 2024, with possible extension(s) if negotiations bog down. Sue and the State Dept of Telecommunications and Cable have reminded PAAC that extensions are somewhat common.
 - **The first major element is the needs assessment** (interviews, focus groups and formal survey)
 - **The second element is a review of current contract compliance** including both financial terms (have all payments been met for example), and customer support.
 - **The majority of her presentation dealt with the logistical and awareness/promotional tasks covered in items #8-23 of the Task list handout (Nov 1, 2022 version)** The majority of these items cover focus group equipment, facilities, staffing, promotional material prep and distribution, mailings, survey prep including mailed and online forms, and return tabulation, analysis and report writing.
 - **The next key item is #8 - the Feb 13, 2023 PAAC / Buske presentation to the Select Board.** This will be their first briefing on the Comcast 2024 contract renewal.
 - **The final item in this phase, #23 Information analysis and report preparation** provisionally concludes July 15 2023
 - **Ensuing Discussion.** Due to the crowded Town calendar, and individual commitments the discussion focused on the need to get a statistically broad resident turnout for the focus groups - new faces if possible. This has failed for some earlier town surveys. For the survey the discussion focused on advancing the date of the survey forms prep, mailing and online setup. Completion of a "tailored for Concord" survey form was advanced by several weeks to early April with Sue's Agreement. She is also distributing a "sample" copy of the Carlisle Comcast Contract Survey, prepared about one year ago. There are elements in common due to the use of shared equipment and a combined CCHS student body. Sue cautions however that the core questionnaire has been finely tuned. All agreed that design by committee is a bad idea. The target date for launching the survey online and first mailing is just prior to Town Meeting in April. The Timeline document will be updated accordingly. This is scheduled for review and editing as appropriate at the February 2, PAAC Meeting. This is partially in prep for the February 13 presentation to the Select Board.
3. **MMN / broadband update (Jason Bulger/Mark Pauley)**
 - **Pending activities / Town Meeting prep.** MMN is having a busy year thus far. It is covering 5 scheduled Town events and other activities starting this month. They include

the Town Caucus at the end of this month, Two Special Town Meetings dealing with the Middle School, The Town Election at the end of March and Town Meeting in April. Jason and Mark described the extensive prep for Town Meeting. Both the Gym and Auditorium will be used with the Cafeteria area for overflow if needed. The MMN studio is being used as a staging area for the TM MMN control room. The Town Moderator has requested special screens for captioning. Both auditoriums will also be set up with assistive listening devices.

4. 2023 Meeting dates

- Feb 2, Mar 3, Apr 6, May 4 - 3:30 - 5:00 PM

5. Minutes

- Oct 26, Dec 1 Karlen Reed spotted a date error for Oct, and asked for additional comments. Having none, She called for a vote, which was seconded and approved unanimously.

6. Chair Updates

- 2022 Town Report. Karlen Reed distributed a draft writeup for the Town Report, and circulated the group photos. She called for a vote, seconded and approved unanimously.
- 2022 Committee Goals. Karlen circulated the 2022 draft writeup and the group photo taken in Dec . There was general agreement on the draft. She called for a vote, seconded and approved unanimously.

7. Liaison and public comments

- Karlen asked for public comment. Nancy Pierce (Carlisle) mentioned as an FYI that the new Middle School had hoped for studio reimbursement of ~ \$1M which was denied.
- Having no other business Karlen Reed declared the meeting adjourned at 4:55 PM

Submitted by Vincent Carlson, Clerk
January 5, 2023