

PEG Access Committee (PAAC) Meeting Minutes
REVISED AND APPROVED AS AMENDED 9/25/19
8/21/19, 7:15pm, MMN Studio, Concord-Carlisle High School

Present: A quorum was present: Karlen Reed, Peggy Wargelin (clerk), Ruth Lauer, Scott Hopkinson (Chair), Vince Carlson (arrived late), Gene Chang (arrived late). Also Present: Erin Stevens (PICM/committee staff), Wally Johnston (School Board liaison), Sam Krueger (Interim MMN Studio Manager), Mark Pauley (MMN Media Technician), Court Booth for the first 20 minutes. Absent: Jane Hotchkiss (Select Board liaison). Recorded by Court Booth, posted on MMN.

1) Call to Order: Scott called the meeting to order at 7:15 PM.

2) Meetings and Minutes: The minutes for July 31st were approved as is.

The next four meetings will be at 7:15PM at the MMN Studio at CCHS on Sep.25, Oct. 30, Nov 20, and Dec. 18. (Eugene arrives.)

3) Budget Subcommittee Discussion: The PAAC budget sub-committee, consisting of Vince (Chair), Scott, and Peggy, has not met yet because updated financial information about MMN is not yet available. When an MMN quarterly report becomes available, and as work on next year's MMN budget is shared with the PAAC, the subcommittee will meet to review the numbers, consider possible future scenarios for income sources, e.g., the Carlisle contract and projections for subscription fees, and develop recommendations for the Select Board to consider.

Scott will contact Deputy Town Manager Kate Hodges to share that the PAAC wants to help MMN spend money wisely, and for that reason would appreciate seeing the draft budget and developing recommendations for the Select Board early in the budgeting process. We realize that last year process was unusually complex due to the transition from CCTV. We would appreciate a general timeline on the budget process for MMN this year, so we can know our deadlines and plan accordingly. Scott will also renew our request for an updated inventory of MMN equipment.

The PAAC would like to develop a scenario for an "ideal" future for MMN (capabilities, funding sources, target audience, programming, etc.). in order to then develop a plan to work toward it. In order to do this, we need to clarify the reach of our charge with the Select Board, e.g., Does "promote quality of telecommunications" include Broadband? At the next meeting the committee will review our charge and our matrix of goals for this year. Then we will verify with the Select Board that we understand our mission. This will allow us to consider appropriate alternative funding sources as well as be a part of our final report for Town Meeting.

4) PEG/Comcast Survey review and discussion: The committee is grateful to Karlen for creating a draft document for us to discuss. Significant discussion ensued, with some wording changes for clarification as well as the following points:

- Each member should send Karlen a description of what they think the focus of MMN staff time and effort should be for the next year, after the transition from CCTV is complete.

- Regardless of audience size, MMN recordings are the source of record for what is going on in town, so even if every meeting cannot be recorded yet, perhaps committees can be covered if a high-interest item is on the agenda. The PAAC can receive requests to record a meeting, as can MMN.

- Scott will ask Ms. Hodges if the plan to create a separate editing space outside of the high school is still proceeding or is on hold, so we know whether to include recommendation 3) or not.

- There were discussions of potential additional sources of data, e.g., number of YouTube channel subscribers, which is up to 267 since last year, or including questions about demographics of the person submitting the survey.

PAAC members will provide feedback to Karlen by September 10th to allow for committee approval of the document at the September 25th meeting.

Scott will ask Chris Carmody if the PAAC can be on the Select Board agenda sometime in November to discuss the survey results and our recommendations.

5) **MMN Update:** MMN is considering purchasing a GoPro and a 360 degree camera, for about \$350-400 each, to make it easier for citizens to film events.

The Draft website for MMN is making a lot of progress and now includes a programming schedule for each channel, the ability to watch each channel live, the ability to select a link to play a program from the schedule via storage provided by the televue service, a list of TV and film industry terms, and links for how to get involved and the YouTube Channel.

A few suggested additions were to have a page outlining "These are the steps to follow to get from a great idea to an actual show" and to perhaps have a way to search for government meetings by searching the text of the agenda for the meeting. PAAC members volunteered to test the site once it reaches that stage.

The MMN site is part of the website for the Town of Concord. The town uses Civic Plus for their site. All new programming is uploaded to the MMN YouTube channel. Eventually all programming will be available there, but for now, older, archived content is available through a Teleservice Service window or by contacting MMN directly.

The remaining videographer positions will be filled, and then the station manager position will be advertised again.

6) Scott will investigate the 2018 Town Meeting item that passed telling the town to keep its PEG access channels managed by a separate entity to make sure that there are no implications for any future planning scenarios the PAAC may develop.

7), 8), 9) After no liaison reports made and no public comments, upon a Motion duly made and seconded, it was

VOTED: to adjourn at 8:50PM.

Respectfully submitted,
Peggy Wargelin, Clerk

Glossary of Terms/Acronyms

CAC – Cable Access Committee

CCHS – Concord Carlisle High School

CCTV – Concord Carlisle TV

LWV – League of Woman Voters

PEG – Public, Educational, and Government

PAAC – PEG Access Advisory Committee

FinCom – Finance Committee for the Town of Concord