



TOWN OF NORTON

Norton Cable Access Corporation

MINUTES

Date: May 13, 2016 Time: 11:00PM

Location: Norton Media Center

Norton Crossing 184 West Main St – Suite 8 2nd Floor

Members & Staff Present: Charlene Fisk, Jason Benjamin, Michael Kramer, Ellen Kane, Ray Cord

Members Not Present: Victor Rodriguez, Paul Driscoll

The meeting called to order at 11:07 PM.

Meeting Motions / Actions and Summary of Discussions:

Review of April Meeting Minutes

Motion made by Ray Cord to accept the April meeting minutes

Motion seconded by Mike Kramer

Motion approved unanimously, without discussion.

Treasurer's Report

Ray reviewed the financial report for April. Ray explained and compared last years report to this year's expenses and there were no unexpected expenses or discrepancies. The Current balance as of April is \$73,000

Motion To approve: Charlene Fisk

Seconded by : Ellen Kane

Station Manager's Report

Summary of Event Coverage

Eighteen Events (18) events were covered

Town Meeting update

Jason reviewed the latest town meeting broadcast issues. The broadcast was live via the internet and not the fiber plant that has been installed from the High School to the Studio. When a test was conducted on the fiber line there were some issues with the signal from the High School to the Middle School ending at the studio. Jason is planning on having a meeting with Comm-Tract to discuss boosting the signal. Until this

signal issue is resolved the meeting at the high school will be broadcasted over the internet.

Founder's Day

Jason reviewed the last few years on ways the studio participated in Founder's Day. We discussed options to change the concept that would be apart of this year's Founder's day. Members provided jason with different options for giveaways and fun activities for the community to participate in when they visit the Norton Media booth.

Community Participation

The studio covered four proposition 2 ½ related programs. Three of these shows originated at the studio. The programs reflected both sides of the proposal. These programs generated a historic 9,250 page loads off the web site in one week.

New Business

Planning Concerns Pending Town Meeting

The board discussed some of their concern with the pending 2 ½ proposition town meeting. Access to rental equipment is the main concern with graduation season coming up. It was decided to draft a letter and notify the town meeting committee about the studio's limitations on covering this pending event live. Jason will draft the letter and take input from other board members before sending the letter.

Sponsorship of Founder's Day

After a review of last years Founder's Day sponsorship and this year's options the board agreed to donate \$600 to Founder's Day fundraiser.

Motion made by Ray Cord to accept the \$600 donation to Founders Day.

Motion seconded by Mike Kramer

Motion approved unanimously, without discussion.

Old Business

Update on grant application

Jason informed the board that there were a few application for this cycles grant. The board agreed to move up the next regular scheduled meeting from June 10th to June 3rd. This will allow the board to hear all the application and give the board time to issue checks to the recipients before summer recess.

Contact Public Meeting

After a brief discussion the the board agreed to set a date in the Fall of 2016 to hear public comments on the upcoming contract with Comcast.

With no further business before the board, Ray Cord made a motion to adjourn.
Paul Driscoll seconded the motion.

Next meeting is scheduled for June 3rd at 11am.

Meeting adjourned at 12:05 PM.

List of Documents and Other Exhibits used at Meeting:

- **Station Manager's Report**
- **Financial Report (April)**

Minutes Approved by Committee on: _____.

Respectfully submitted,

Signatures:

Secretary _____
Mike Kramer, Norton Media.

Chairperson _____
Charlene Fisk, Norton Media

Director's Report for May 13, 2016

Summary Of Event Coverage

Proposition 2 1/2 Public Forum at NMS 5/10

Proposition 2 1/2 Editorial With Bill Gouveia

Annual And Special Town Meeting

NYBS Padres Vs. Phillies

Selectmen 5/05

NYBS Opening Day Homerun Derby

Proposition 2 1/2 Counterpoint

NYBS Opening Day Accuracy Throw

Planning Board 5/03

NYBS Opening Day Parade

School Committee 5/02

Mother's Day Luncheon 5/06

Art In Motion Business Profile 5/01

NYBS Rays Vs. Phillies 04/30

NPS Proposition 2 1/2 Override Public Forum 4/27

Zoo Babies 5/05

Blues Brothers 05/04

Proposition 2 1/2 Yes Panel Discussion 5/11

18 Total Events May 01-present

Town Meeting

The town meeting at the Norton High School on Monday was carried live via online streaming instead of our fiber plant. The Friday before the Monday meeting (and additionally all day on Monday the day of the meeting) I tested the fiber connections with Comm-Tract, the original installation vendor. During testing we were able to see a signal from the high school all the way through the middle school and ending at the head-end in the studio. The measured light intensity was too weak and intermittent to facilitate a strong connection between our fiber link transmitter and receiver. The engineer from Comm-tract indicated that the number of patches or "hops" that the signal had to traverse in its 12,000 ft path diminished the signal to the point that it was not reliable for broadcast.

The online stream had some latency during the live broadcast but the data connection was strong with a 100mb upload bitrate.

I will be meeting with Comm-Tract again between now and the next meeting to look at signal boosting options. If those are not able to be implemented prior to the meeting, we will again use the online streaming option for the anticipated June 6th meeting at the athletic complex.

Norton Founder's Day Picnic

Last year we handed out balloons and hosted a photographic 'time machine'. This placed participants in a green screen composited with images of Norton's past, and an iPad raffle. The year before we held a similar raffle and handed out bottles of spring water with our logo imprinted on the labels. This year we can incorporate some of the elements from those prior years or come up with a completely new concept for our booth. I would like to brainstorm this with everyone to see what we can come up with.

Community Participation

This week has been a *very* busy week for us. We have covered a total of 4 Proposition 2 1/2 related programs. Three of these were shows that originated from the studio. They reflected both sides of the proposal and we have generated a historic 9,250 page loads on the website for this week alone!