



# TOWN OF NORTON

## Norton Cable Access Corporation

### MINUTES

Date: November 4, 2016 Time: 11:00PM

Location: Norton Media Center  
Norton Crossing 184 West Main St – Suite 8 2<sup>nd</sup> Floor

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

Members Not Present: Victor Rodriguez, Charlene Fisk, Paul Driscoll,

The meeting called to order at 11:12 PM.

#### ***Meeting Motions / Actions and Summary of Discussions:***

##### **Review of June's Meeting Minutes**

Motion made by Ray Cord to accept the June's meeting minutes

Motion seconded by Ellen

Motion approved unanimously, without discussion.

##### **Treasurer's Report**

Ray reviewed both July and August financial reports. There were no issues with either report. Ray also reviewed the end of the year report. A comparison to last years report didn't show any surprises or problems that needed to be addressed by the board.

Motion made by Mike Kramer to accept the Treasurer's Report

Motion seconded by Ellen Kane

Motion approved unanimously, without discussion

##### **Station Manager's Report**

##### **Summary of Event Coverage**

Sept-Oct. 57 total events

##### **Founders Day Review.**

In short Founders Day was a great success. Norton Media featured an interactive photo booth, raffled off a GoPro camera, and distributed 200 water bottles which included a water bottle cozy branded with the media centers logo. Jason explained the cozy was a great idea!

### **Town Sign Repair**

After a sign company inspected the new town hall sign it was determined that water had entered the signs controls and damaged 6 modules. All necessary repairs were made at a cost of \$1,680. This was paid by Norton Media. Moving forward it was decided that repairs to the sign would have to come from the town.

### **Fiber Update**

Comm-Tract was contracted to test the fiber network from the High School and Middle School. It was determined that a transmitter and receiver were needed. The new transmitter and receiver did not arrive before the scheduled town meeting. Jason explained how they successfully worked around the problem and broadcasted the meeting. Since then the proper equipment has been order and will be installed in the high school and middle school

### **Town Hall**

Norton Media was requested to appear at town hall to check the audio levels of their meeting room. Jason appeared in front of the committee and reviewed the proper usage of microphone and also explained the methodology that the media center uses during their meeting to produce the highest level of quality for broadcasting. The broadcasting of the meeting is NMC primary concern.

### **Debates**

The studio was used to host both the 1st and 4th Bristol District debates for State Representatives. The media center also covered the Chamber of Commerce Candidate Forum that was held a Wheaton College. All these local broadcast were shared and rebroadcasted in Foxboro, Mansfield and North Attleboro

### **Regional Collaboration**

Norton Media, Mansfield and North Attleboro cable have been working together to share new innovations and ideas that will benefit all three local station. Jason presented a new playback workflow that he designed that will enable both towns to receive shared videos and in all current digital formats

### **Community Studio Utilization**

The studio in becoming a great resource for many local non profit organizations. The studio is being used almost every night of the week including weekends. This was great news knowing that norton media is helping so many local groups.

**Motion made by Ray Cord to accept the Station Manager's Report**

**Motion seconded by Mike Kramer**

**Motion approved unanimously, without discussion**

## **Old Business**

### **Director of Office (D&O) Insurance renewal**

Jason explained that he was waiting for information from insurance company

### **Annual Report Non-Profit Organization (Due Nov. 1st)**

At this point we believe that this information will be submitted by Charlene

### **Grant Submission**

Fall grants submissions were posted and opened as of October 1st closing Nov. 30th. Grants will be reviewed and awarded Dec 2nd

### **Open Meeting Date**

A date needs to be set for the Comcast contract open meeting. The idea of having lawyer present and having them review the contract was discussed. This was view as a good idea and will be discussed at the next meeting

## **New Business**

Jason reviewed the conversation he had with the selectmen. We talked about the cameras in selectmen's conference room and NMC responsibilities with regards to broadcasting the meetings and any audio issues. The board discussed replacing the cameras in the meeting room. It was decided to get a price for upgrades to the cameras. The selectmen asked about a PA system for the room and it was made clear that Norton Media is concerned with the broadcasting component of the meetings.

The idea of developing written policies with regards to Norton Media's responsibilities at town meetings and other public events was briefly discussed. This would include what contracted services NMC will cover and all its broadcast responsibilities. Over the past year several situations came up and the responsibility of NCM were questioned. These policies will help everyone who request NMC services.

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

Next meeting is scheduled for December 2nd at 11am.

Meeting adjourned at 12:07 PM.

### **List of Documents and Other Exhibits used at Meeting:**

- **Station Manager's Report**
- **Financial reports July August**
- **End of the Year Financial Report**

## Director's Report For Sept-Oct 2016

### **Event Summary**

*Paul Jacques Candidate For 4th Bristol District Promo  
Selectmen 9/07  
Blackstone Valley Youth Football 9U  
Blackstone Valley Youth Football 11U  
School Committee 9/12  
Medway Vs Norton HS Football 9/9  
Blackstone Valley Youth Football BK V Falcons  
Blackstone Valley Youth Football Flag Game 9/11  
Blackstone Valley Youth Football V 9U Jets 9/11  
Blackstone Valley Youth Football 13U V Jets 9/11  
Blackstone Valley Youth Football 11U V Jets 9/11  
Norton HS Volleyball V Foxboro  
Norton Business Profile: Bagels & Cream  
Norton HS Volleyball V Westwood 9/19  
Blackstone Valley Youth Football V N Smithfield 9/18  
Blackstone Valley Youth Football V Central Falls 9/18  
Blackstone Valley Youth Football 9U V N Smithfield 9/18  
Blackstone Valley Youth Football 8U 9/18  
Emergency Preparedness Presentation at Norton Senior Center 9/17  
Planning Board 9/20  
Finance Committee 9/21  
Selectmen 9/22  
Norton HS Football V Dover-Sherborn 9/23  
Painting Class at Norton Senior Center  
Superintendent's Corner 9/26  
School Committee 9/26  
Norton Forum On Assisted Living Options  
Blackstone Valley Youth Football V Seekonk Warriors 10/2  
Blackstone Valley Youth Football 8U V Seekonk Warriors 10/2  
Blackstone Valley Youth Football 9U V Seekonk Warriors 10/2  
Blackstone Valley Youth Football 13 U V Seekonk Warriors 10/2  
Blackstone Valley Youth Football 11U V Seekonk Warriors 10/2  
Finance Committee 10/5  
2016 1st Bristol District Debate  
Selectmen 10/6*

coverage of the Tri-town Chamber of Commerce Candidates Forum that was held at Wheaton College. All of our local political coverage has additionally been re-broadcast in the towns of Foxboro, Mansfield, and North Attleboro.

## **Regional Collaboration**

Since my most recent contact with the studio directors of the towns of Mansfield and North Attleboro, I have been able to share innovation with both in the form of a new playback server workflow I designed that will enable both towns to receive shared videos in all current digital video file formats. Prior to this, those towns had older legacy playback systems. This will provide them an upgrade of their broadcast headends that will mutually benefit all three cable access stations in regards to distribution of locally originated content.

## **Community Utilization**

The studio space continues to be a popular host to several area non-profit organizations. There are a half dozen organizations that utilize the space, and it is used nearly every night of the week including weekends. Most recently we have hosted the Public Health Emergency Preparedness meetings that are attended by state and health department leaders from all over Southeastern MA.

*Planning Board 10/11*  
*Selectmen 10/13*  
*Planning Board 10/11*  
*Norton HS Football V Holliston 10/10*  
*Blackstone Valley Youth Football V darlington 10/16*  
*Blackstone Valley Youth Football V N Providence 10/16*  
*Norton Fall Annual Town Meeting*  
*Blackstone Valley Youth Football 8U V Fairlawn 10/16*  
*Blackstone Valley Youth Football 9U V N Providence 10/16*  
*Blackstone Valley Youth Football 11U V N Providence 10/16*  
*Blackstone Valley Youth Football 13U V N Providence 10/16*  
*Norton HS Volleyball V Ashland 10/19*  
*4th Bristol District State Representative Debate*  
*Norton HS Football V Westwood*  
*Superintendent's Corner 10/23*  
*School Committee 10/24*  
*Planning Board 10/25*  
*Tri-town Chamber of Commerce Candidate Forum at Wheaton College*  
*Selectmen 10/28*  
*Norton Halloween Parade 2016*  
*Planning Board 11/1*  
*Selectmen 11/3*

**57 Events Total 9/16-11/3**

## **Founder's Day**

We had the opportunity to meet with hundreds of Norton residents who visited our tent at this year's Founder's Day. We featured an interactive photo booth to help commemorate the festivities, as well as a GoPro raffle. We also distributed over 200 bottles of spring water to event participants that included a water bottle cozy branded with our logo.

## **Town Sign**

In September the LED sign that was donated to the town malfunctioned. After sending out a local sign company to inspect the system it was determined that water had gotten into the sign display modules and corroded 6 of them. The company replaced the modules under warranty,

and we paid 1,680 to have them installed and to have the sign waterproofed.

## **Website Metrics**

We have had a great month with our videos receiving 1,572 video plays. We are now hosting 1,104 videos on our on-demand platform!

## **Fiber WAN Update**

The Fiber node connection backhaul from the high school to the studio was not transmitting a signal. In September we had Comm-Tract test the line and it was determined that the fiber had too many splices to permit adequate signal strength. When they returned to perform fusion splicing on the line in October it was found that one of our transmitters had a faulty connection. A replacement transmitter was ordered, but not able to be received in time for the live town meeting being held at the high school. As a contingency, we hired On-Point Presentations to live stream the meeting online. The online signal was then picked up at the studio and we were able to broadcast live successfully. We have since received additional fiber transmitter /receivers for permanent installation in the middle and high schools. The high school system has been integrated to date, and we are currently awaiting an install date for the middle school location.

## **Town Hall**

Two weeks ago, we received a request from the Selectmen to check the audio levels in the Selectmen's meeting room. I appeared before them during their meeting and emphasized the importance of proper microphone usage. Last week the levels were greatly improved. I also explained the automatic mic mixing technology that we have utilized in the room so that they could understand both our methodology and our commitment to making sure that their meetings are broadcast at the highest possible quality.

## **Debates**

This year our studio was the host of both the 1st and 4th Bristol District debates for State Representative. In addition we provided exclusive

coverage of the Tri-town Chamber of Commerce Candidates Forum that was held at Wheaton College. All of our local political coverage has additionally been re-broadcast in the towns of Foxboro, Mansfield, and North Attleboro.

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