

Cable TV Advisory Committee

Meeting Minutes

Tuesday, April 20, 2021

1. A meeting of the Cable TV Advisory Committee ("Committee") of the Town of Hingham ("Town") was duly called to order by Chairman David Jones on Tuesday April 20, 2021 at 7:03 PM. The meeting was held via a Zoom audio-visual conference call.

Chairman David Jones commenced the meeting by discussing the Open Meeting Law and noted the changes allowing these types of meetings to be held remotely pursuant to an order issued by the Governor of Massachusetts dated March 12, 2020. Chairman Jones reminded participants that this meeting may be recorded by the Town of Hingham in accordance with this Open Meeting Law.

2. Members in attendance were Chairman David Jones, Vice Chairman John Rice, Recording Secretary Michael Leary, Christopher Baron, and Jeffrey Cutler. Executive Director of Harbor Media Michelle Balconi, President of Harbor Media Laura Burns and Superintendent of the Hingham Public Schools Paul Austin were also present.

Cable TV Advisory Committee members present constituted a quorum. This quorum remained present throughout the meeting. There were no other individuals present.

3. The first order of business was a review of minutes from the March 9, 2021 meeting. Chairman Jones requested comments from Committee members. There were no comments noted.

A motion was made by Recording Secretary Michael Leary to approve the March 9, 2021 minutes. Vice Chairman John Rice seconded the motion. All voting members present approved the motion.

4. Chairman David Jones initiated discussion by proposing an additional agenda item referred to as the "Hingham Schools Update". All members were in agreement with adding this item to the agenda.

A motion was made by Recording Secretary Michael Leary to add the "Hingham Schools Update" to the agenda. Christopher Baron seconded the motion. All voting members present approved the motion.

5. Based upon the addition of the Hingham Schools Update agenda item, Chairman Jones requested Superintendent of Hingham Public Schools Paul Austin to update the Committee. Mr. Austin commenced discussion by stating that the High School has commenced classes this semester in Video Production 1 and the more advanced class Video Production 2. Per Mr. Austin, both classes are well attended with a "good" number of students enrolled in the subject matter.

Executive Director Michelle Balconi elaborated some background including that Harbor Media had previously recommended the option for students to create video content for extra credit. Per Ms. Balconi, guidance surrounding the extra credit project

was given including suggested storylines, royalty free music and graphics to assist in production. Unfortunately, no students decided to complete the extra credit assignment. Ms. Balconi suggested that video projects should be a part of the curriculum going forward.

Ms. Balconi commenced to discuss certain other school related initiatives including the recent streaming of sporting events (spearheaded by Ray Estes). Ms. Balconi added that Harbor Media's Director of Operations Adam Sayre assisted in training volunteers in the use of the streaming video equipment. Further, Ms. Balconi noted that Harbor Media recently created and/or guided in the creation of content surrounding the following topics: (1) National Honor Society (2) Wood Shop class (3) Retiring Basketball Coach (4) Student Government Reflections on Covid, and (5) Various series surrounding Superintendent Paul Austin including "Get Schooled" and "What to Expect after Spring Vacation". She also stated that a project is planned for graduation that includes interviews with approximately ten students (Other than the planned speakers).

Recording Secretary Leary inquired to Mr. Austin if video submissions to Harbor Media could become a part of the Video Production 1 & 2 classes at the High School. Mr. Austin stated that he will organize a meeting with Michelle Balconi and some of his employees to address this initiative. Ms. Balconi agreed to participate in this meeting.

Ms. Balconi next inquired to Mr. Austin as to whether Hingham students were required to participate in internships as a requirement of graduation. Mr. Austin stated that there is no internship requirement. However, he noted that there is a requirement for volunteer work. Based upon Mr. Austin's response, Ms. Balconi requested that Harbor Media be added as an organization on this volunteer service list. Mr. Austin agreed to the request.

5. The next order of business was an update of the status of the Harbor Media review. Per Chairman Jones, Vice Chairman Rice and himself recently met via conference call with Town Administrator Tom Mayo and the consultant hired to perform the review: Bob Kelly from Newton TV. The discussion included the scope of the project and the needs of the Town of Hingham regarding cable programming. Based upon the meeting, Mr. Mayo agreed to reach out to Harbor Media's President Laura Burns regarding costs. Mr. Rice reiterated the need for Mr. Kelly to be unbiased in his review. A discussion ensued including the potential need to extend the Harbor Media contract for an interim period if the formal agreement is not completed before contract expiration. Ms. Balconi noted that the current contract has provisions to automatically extend.
6. Chairman Jones next provided an update of ongoing and completed Committee requests from Harbor Media. Per Mr. Jones, there were no new or completed requests. No other matters were noted for discussion.
7. The next agenda item was an overview of a project that Jeff Cutler is currently spearheading on how to create a video for submission for Harbor Media. Mr. Cutler stated that he will be commencing the project with Harbor Media's Director of Operation Adam Sayre over the next month. They plan to create a storyboard and potentially edit the video in a first-person format (potentially utilizing Joseph Collymore).

Chairman Jones requested that the segment include how to upload a video utilizing the program Tightrope. Mr. Jones noted that he recently was involved in submitting a video and suggested that the process could be stream-lined by ensuring that the whole submission process was online. In particular, he stated that the requirement to send a release utilizing a PDF file was not optimal. A discussion ensued and Ms. Balconi stated that this document had to be signed offline due to E&O insurance purposes. Vice Chairman Rice agreed that this type of paperwork needs to be signed in person due to insurance protocols.

8. Chairman Jones opened dialogue for any other matters. Mr. Jones commenced the discussion by stating that a new Selectman has not been assigned yet to the Committee. For the interim, Selectman Mary Powers will remain the main contact until she leaves office. On an unrelated matter, Mr. Jones informed the Committee that a significant portion of the next meeting will be devoted to the Verizon renewal and the related contract with Attorney Bill Solomon.

Vice Chairman Rice reminded the Committee that the deadline for Comcast to implement an HD channel was approaching. Mr. Rice suggested that Harbor Media will need at least a month to implement the channel. Executive Director Balconi agreed. Mr. Jones volunteered to request the Town Counsel to write a letter to Comcast to request a timeline and prompt commencement of the conversion process.

After the above discussion, there were no other topics noted for review. Mr. Jones recommended that the next meeting date be held on Tuesday May 18, 2021 at 7 PM. All members were in agreement with the proposed date. Mr. Jones stated that he will send the room/virtual room request via Zoom to the Town of Hingham and will distribute an agenda in advance.

13. There being no further business to discuss, a motion to adjourn the meeting was proposed.

A motion was made to adjourn by Jeffrey Cutler and seconded by Christopher Baron. All voting members present were in agreement with the motion.

The meeting adjourned at 7:43 PM.

Submitted for review to the Cable TV Advisory Committee on April 23, 2021 by Recording Secretary Michael Leary.

Approved by the Cable TV Advisory Committee on May 25, 2021