

Metuchen TV/Technology Committee Minutes  
Thursday, April 25, 2013

Michael Scheller  
Dave Lanton  
Ron Grayzel –Council Liaison  
Chris Thumann

Tom Rockafeller  
Beatrice Moskowitz – Chair  
Invitees: Rich DeSimone/Stephanie Gibbons, METV  
Jennifer Fong, Luce Murphy Fong Social Media)

Don Yerger  
Mike Guarino - Secretary

**Administrative**

- The meeting was called to order at 8:01 and proposed to review and accept the previously circulated March minutes. Don made the motion with a second by Michael to accept them as presented.
- Mike advised the Committee that here were no complaints received by the Committee.

**On-going/New Matters**

*Public Portion:* Our invitees from METV, Rich and Stephanie, advised the Committee of the upcoming *Eastern Region Community Media Conference* on 5/15-17 in New Brunswick. Presented by NJ Access Group/NJ NATOA Chapter, Rich explained the strong involvement of the NJ League of Municipalities and the valuable workshops available to the participants, which he believed to be of interest to us. He and Stephanie also discussed the impact of current technology and the trend towards a totally wireless environment, as the need for METV to evolve with it;

*Social Media Strategy/Policy:* Don had contacted Jennifer Fong, a Social Media consultant and partner at Luce Murphy Fong & Associates and Metuchen resident, who had volunteered to review the Committee's draft of the proposed *Social Media Policy* in order to establish guidelines for the use of such media as *Facebook* and *Twitter* by the municipality. While Jennifer noted that the proposed policy was fairly comprehensive, she suggested that we needed to develop a broader Social Media strategy. This should include an effort to define our target market (e.g. not only residents, but those outside for whom we need to develop an interest in our community), as well as content strategy (i.e., modes to use, such as photos, video and audio). Jennifer also discussed with the Committee other key issues to assess including:

- whether or not to allow the public to post comments;
- assess any budget/advertising implications
- the value of a monthly editorial calendar; and
- an overall Community Manager to oversee the process.

Once finalized, it will be proposed to the Council, along with the recommendation to have it reviewed by the Borough Attorney;

**On-Going Issues**

*Cable TV/Website/METV Survey:*

- Beatrice will need to follow up with Ken regarding the results from the OnLine Survey posted on the Website to combine with the results from the October 2012 Fair for a report to the Borough Council;
- Don noted he would try to contact another town regarding how they provide their own municipal WIFI;

*Cablevision Issues:*

- Subsequent efforts to contact our new *Cablevision* representative, Anne McDonald, were unsuccessful so far to seek further feedback re questions centered on broadcast quality, wireless “hotspot” in Boro Hall and pricing on the services available under the *Municipal Optimum Business* program; we will continue to pursue.

There being no further business, it was noted that the next meeting was scheduled for May 23, 2013; the meeting was adjourned at 9:40pm.

M. Guarino 5/20/13