

Metuchen TV/Technology Committee Minutes
Thursday, February 28, 2013

Ken Kim	Michael Scheller	Tom Rockefeller
Chris Thumann	Ira Grubman	Dave Lanton
Beatrice Moskowitz – Chair	Mike Guarino - Secretary	Ron Grayzel –Council liaison
Jim Lloyd	Rich Cohen, guest	

Administrative

-The meeting was called to order by Secretary Mike Guarino at 8:08 and proposed to review and accept the previously circulated January minutes. Michael made the motion with a second from Jim.

-Mike advised the Committee that there were no complaints received by the Committee.

-On 2/20/12 Mike received a response from the PBU to his 1/25/13 letter requesting input regarding BPU's oversight of Cablevision as part of the ReFranchise process (*summarized below*).

On-going/New Matters

METV & Metuchen School Programming: the Curriculum Coordinator, Rick Cohen, for Metuchen's school systems met with Beatrice and Michael to discuss further incorporating the station and its capabilities into more programs for and about the students. Rich noted that he believed there would be more potential at the High School, especially if it would involve students going out of school to use the METV studio and equipment, which would require parental consent. However, there were the issues of budgeting and the need for a certified teacher to run the program. It was suggested to contact Rich DeSimone about the idea of student internships, perhaps during the summer and continue as a school club

-Mike suggested we may want to invite Rich DiSimone to some of our meetings, perhaps on a quarterly basis to discuss METV program highlights, on-going filming activities and the internship idea;

-It was also requested of Chris and/or Rich to provide a list of all current school cable drop locations;

Municipal Website: Michael inquired regarding the status of our comments to the Borough's contract with *City Connections* for the annual maintenance of the Municipal Website, which was up for renewal in 2/13. Ron advised that he had forwarded our proposed revisions to Councilman Muldoon for review with the Mayor and Council, prior to renewal. Mike reminded all of the need to adopt internal procedures;

Social Media Strategy/Policy: Mike had e-mailed to the Committee a 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. The 2 main areas covered the type of information to be included and access rights to manage it. Ken thought it was a good initial draft and suggested adding an escalation process for any violations of the policy, to which all agreed. Once finalized it will be proposed to the Council;

Cable TV/Website/METV Survey: Ken will expand the initial summary of 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;

Cablevision Issues:

Mike then provided an overview of the feedback provided from the BPU regarding Cablevision's, performance under the current franchise, which expires in 7/15, including:

-4 service outages between 1/1/10-12/31/12 (not counting Sandy);

-Performance tests and systems capabilities during the current period meet minimum requirements;

-No construction items remain open under the current franchise terms;

-70 complaints by Metuchen residents were filed with BPU (rather than the Borough Clerk since 2005);

- We will continue follow-up efforts will be made to contact our new *Cablevision* representative, Anne McDonald, 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;

There being no further business, it was noted that the next meeting was scheduled for March 28, 2013; the meeting was adjourned at 9:12pm.

M. Guarino 3/24/13