

Metuchen TV/Technology Committee Minutes
Thursday, January 24, 2013

Don Yerger
Chris Thumann
Dave Lanton
Mike Guarino - Secretary

Michael Scheller
Ira Grubman
Beatrice Moskowitz – Chair
Ron Grayzel – Council liaison
Jay Muldoon, Council guest

Administrative

-The meeting was called to order by Secretary Mike Guarino at 8:06 pm and proposed to open the floor for nominees for officers for 2013. Michael S. nominated Beatrice as Chairperson, which was seconded by Ira. Chris then nominated Mike to be Secretary, seconded by Dave;

-Mike then proposed to accept the previously circulated November minutes. Ira made the motion with a second from Michael Mike then welcomed the 2 new members, Dave and Don;

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

-9/24/12 letter from Cablevision had been received regarding the ReFranchise process;

-Ron then provided copies of the Oath for any new/renewing members, to be given to the Clerk

On-going/New Matters

Municipal Website: Ron provided copies of the Borough's contract with *City Connections* for the annual maintenance of the Municipal Website will be up for renewal in 2/13 for review. Jay confirmed that there is still no staff in Borough Hall that has the time or training to handle updating the website. Other points for discussion with the Council included the recommendation to revise the provision for free website updates from every 5 yrs. to 3 yrs., to include specific service level time frames for responses and to adopt internal procedures;

Social Media Strategy/Policy: Jay next advised the Committee of the Council's request that develop and propose a *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 to cover are the type of information to be included and access rights to manage it;

Cable TV/Website/METV Survey: Ken prepared a summary of the results from the OnLine Survey posted on the Website, which he'll 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 Re-Franchise materials provided in Cablevision's, noting that their 9/24 letter initiated the informal phase of the process, which currently expires in 7/15 and requires us to hold a public form and issue a report by 7/14. He'll provide a summary for review next meeting;

- 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;

-METV & Metuchen School Programming: Our Education Liaison Chris will contact the Curriculum Coordinator, Rick Cohen, for Metuchen's school systems to schedule a meeting along with Beatrice to discuss further incorporating the station and its capabilities into more programs for and about the students. It was also suggested that perhaps the Superintendent could be contacted about the concept of having more interaction with the schools. We'll also re-schedule for Rick to attend our meeting and request a list of the various cable drops in all Metuchen schools to ensure full coverage;

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

There being no further business, it was noted that the next meeting was scheduled for January 24th, 2013; The meeting was adjourned at 9:48pm.