

Metuchen TV & Technology Committee
Agenda for 5/23/13 Meeting Postponed to 5/30)

Administrative

- Review of prior meeting's Minutes
- Review of any complaints received by the Committee
- Review any correspondence received;

New Matter

Social Media Strategy/Policy:

- Review/discuss input from Metuchen consultant who volunteered to review revised proposed *Social Media Policy* to establish guidelines for the use of such media as *Facebook /Twitter* by the municipality with added escalation process/procedures. Address other issues:
 - 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 Matters

Cable TV/Website/METV Survey:

- Follow-up with Ken re status of summary of combined results with those from the version re-posted on the Website and Country Fair Booth efforts;
- Results to be incorporated into a report to the Borough Council;

Municipal Website:

- Review RFP process for future renewals of Borough's contract with *City Connections* for the annual maintenance of the Municipal Website;

Cablevision Issues:

- Further review of the Re-Franchise materials provided in Cablevision's 9/24 letter, including:
 - o Response to Cablevision's letter request to "commence renewal proceedings",including:

- "*identifying future cable-related community needs and interests*"; AND
 - review of Cablevision's performance under current Franchise terms*";

- o Consider request to discuss renewal terms with Cablevision;

- o Review of key dates in ReFranchise Process, including:

- Municipal Report to be issued by 7/16/14;*

- Municipal Consent Application to be filed by 10/6/14;*

- Public Forum to be conducted within 120 days of Application filing;*

- Ordinance or Denial to be issued within 30 days of Application;*

- Current Franchise expires on 7/6/15;*

- o Review impact should Cablevision convert Metuchen to a State-wide franchise;

- Discuss progress made re efforts to contact our new *Cablevision* representative, Anne McDonald, to seek further feedback re questions centered on:

- o METV broadcast quality;

- o wireless "hotspot" in Borough Hall; and

- o pricing on the services available under the *Municipal Optimum Business* program;

METV & Metuchen School Programming:

- Review with Chris issues under current Franchise to assess sufficiency of current cable drops in all schools;