

Metuchen TV/Technology Committee Minutes

March 24, 2016

Mike Guarino - Secretary Ron Grayzel –Council Liaison Frank Weichmann Jon Horowitz

Guests: Rich DeSimone and Stephanie Gross (both from METV)

Administration

- The meeting was called to order by Mike at 8:05pm
- Mike noted he had previously circulated the February Minutes for approval; no revisions noted and Minutes approved as presented;
- Mike also indicated there was no new correspondence to the Committee and no new complaints had been received since the prior meeting;
- Our guests Rich and Stephanie were invited to provide their quarterly update on developments in the industry and technology. Rich noted that METV had finally obtained the equipment needed to keep up with current technology by now being fully HD capable, which would help in its ability to stream programming. He noted they were able to save almost \$1K by doing much of the prep work internally. Stephanie also noted that their next step would be to upgrade their field equipment (cameras, etc.).

On-going/New Matters

Website Update/Issues:

- As a follow-up to our discussion at the prior meeting, Frank advised that he had reviewed the websites of 4-5 similar NJ towns suggested that we review some of the drop-down menus and internal links to compare to the other towns, focusing on such categories as:
 - About Us*" (Mission/Visions/Values) section and developing or updated narratives) for such topics
 - "Living In Metuchen"* and *"Working In Metuchen"* to attract both potential residents and businesses;
 - it was agreed that prior to further discussion with the representative from *Zumu* we should focus on how we might further update the Metuchen 'brand' by developing Phase II of the "refresh by:
 - o suggest what other services might be made available on the site (e.g., pay local taxes; and
 - o update the various narrative sections on the site, such as:
- Beatrice noted the importance of the Arts in Metuchen and suggested we look to help focus on June Bug as one of the key events to kick off the summer, perhaps with a dedicated link
- Mike suggested that we all review Frank's email with his input about the other towns' sites for the next meeting for other ideas, including the prior suggestion to have links to update interested parties regarding the new development projects in Metuchen to generate further interest in our future living and work environment.

Social Media Policy

- As a follow-up to Ron's prior request to further review the Social Media Policy the Committee had developed and was adopted by the Council in early 2014, all agreed that the current version which Mike had re-circulated in December remained relevant and no changes were required at this time and thus re-approved.

METV

- Mike noted he would follow up with Rich DeSimone, METV's manager, to address any concerns on the revised site as it relates to Channel 15 and all agreed it could be helpful in the process. We will invite him to the meetings on a quarterly basis starting in March, to discuss METV and developments in the industry. There being no further business, it was agreed to hold the next meeting on January 28, 2016 and the meeting was adjourned at approximately 8:55 pm. M. Guarino 2/22/16

Metuchen TV & Technology Committee
Agenda for February 25, 2016 Meeting

Administrative

-Review of 1/16 meeting's Minutes

-Review of any complaints received by the Committee

-Review any correspondence received

On-Going/New Business

-Follow-up review website update process with Zumu, including narrative revisions for presentation to Council;

-Review request from Borough Clerk to address growing volume of calls from Cablevision customers re service complaints due to current designation on monthly statements.

Any New Business