



Madison PEG TV Board  
Thursday, November 12, 2020, 11:00pm  
Approved Minutes  
Madison Town Hall Meeting Room

**ATTENDANCE:** Hope Hutchinson (2022), Doug McAllister (2023)

**OTHERS PRESENT:** Noreen Downs, Madison TV Representative; Peggy Merrill, Board member candidate; Videographer, Carol Dandeneau.

**WHERE AND WHEN POSTED:** The Madison PEG TV Board meeting notice was published in the Town Office upper and lower levels, and in both town Post Offices Monday Nov. 9, 2020

**MEETING CALLED TO ORDER.** Board Chair Miss Hutchinson called the meeting to order at 11:00AM.

**APPROVAL OF AGENDA – MOTION:** Miss Hutchinson moved to accept the agenda, Mr. McAllister seconded. All were in Favor.

**APPROVAL OF MINUTES –** Miss Hutchinson requested one sentence revision under approval of agenda. **MOTION:** Miss Hutchinson moved to accept the minutes with the revision. Mr. McAllister seconded. All were in Favor.

**INTRODUCTION PEG TV BOARD MEMBER CANDIDATE –** Miss Hutchinson introduced Margaret (Peggy Merrill). Ms. Merrill introduced herself. She is originally from Philadelphia PA, and came to this area in 1999. Currently retired, her career included real estate development and social work serving the elderly. Ms. Merrill has had long family ties to the region and loves living in this area. She has served many community organizations over the years. While she is new to broadcasting, Ms. Merrill is excited about this opportunity to serve on the board. She has ideas to share and is eager to learn more. Ms. Merrill commended Mike Brooks and his staff for their stupendous job making voting safe and easy on election day for Madison voters. Mr. McAllister and Miss Hutchinson agreed to invite Ms. Merrill to the board membership. **Follow-up:** Hope will request the board of selectmen appoint Peggy Merrill to the Madison PEG TV Board.

#### **OLD BUSINESS**

1. **Status 2020 Budget –** Ms. Downs reported \$16,829.50 spent so far thru Nov. 9, 2020. The budget sits at \$28,467.00. That leaves the remaining to be spent at \$11,637.50. Ms. Downs projects the end of the year might be in the range of \$8,000 underspent, pending decisions made later in the meeting on equipment purchases. The Expendable Trust fund balance is \$10,331.00 (includes what was underspent last year and previous years). This fund can be spent with a request from the Madison TV board to the Board of Selectmen. The Equipment fund is accumulated when Madison TV gets a request for a DVD of a town meeting. That fund balance is \$2, 569. **Follow-up:** Ms. Downs will email the board updates to the 2020 spending as we move into December.
2. **Status 2021 Budget –** Ms. Downs submitted the board's proposed budget for 2021 to the town budget committee in August. The total submitted was \$28,500, with no new line items. Mr. McAllister brought up the topic of microphones for the Madison school gym and wondered if the town might pick up that cost.

Ms. Downs explained the expense for the TelVue Server 4-year long contract for \$5K that was paid this year. Discussion on the cable network franchise fees which make up the money provided for the running of the Madison PEG channel. Mr. McAllister thought Linda Shackford thought she would be getting a payment soon from Charter Communications/Spectrum. Mr. McAllister's suggestion for the coming year is that Madison PEG TV accept the entire amount that is forwarded to the town and place any underspent funds in the expendable trust, so as not to set a precedent and find ourselves underfunded. Ms. Downs states we can't assume the town will provide the full amount to Madison TV. **Follow-up:** Mr. McAllister will talk to Linda Shackford about the process and timing for the payment from Spectrum in anticipation that PEG TV will require more funding for future technology upgrades.

3. **Station floor Paining** – Ms. Downs did not have an update from Jon Cyr as to when painting and sealing of the open wall area. **Follow-up:** Mr. McAllister will follow-up with Linda Shackford and Jon Cyr.
4. **Sound issues Madison School Gym** – Ms. Downs and Mr. McAllister have taken the steps to resolve the sound issue in the gym.
5. **COVID19** – VDOE Commissioners now meeting at the town hall versus their small office, which was not good for social distancing. Number of town meetings are way down this year due to COVID19. There are 3 videographers, however, currently we are only scheduling two videographers. Ms. Downs is a 3<sup>rd</sup> back-up videographer if needed. Ms. Downs is making sure we keep the station clean and taking precautions to protect staff.
6. **Status other updates from last meeting** –
  - a. Miss Hutchinson was able to send a thank you to Frank Murphy.
  - b. Ms. Downs got a new key made for the lock on the Madison garage for videographer.
  - c. The encumbrance on the budget for the camcorder was resolved with Linda Shackford
  - d. Ordered one additional microphone.
  - e. Funds of the sale of older equipment on EBay were provided to Linda Shackford with appropriate documentation, and deposited into the Madison Equipment account.
  - f. Ms. Downs compiled a public service announcement video on the transfer station hours and hazardous materials. The public service announcement is scheduled for broadcast on a regular basis.

## **NEW BUSINESS**

1. **Purchase new Cannon camcorder** - The Cannon Camcorder used in the town hall was put into service in February. Ms. Downs requests ordering a second one for use at meetings that take place in the Madison School Gym. Having the same camcorder minimizes training for videographers, it resolves the audio issues we were having, and owning the second one will resolve moving the camera unnecessarily from one building to another to accommodate meetings. The quote for the camera is \$1,226.05. Mr. McAllister suggests adding 2 more microphones to the order (estimated \$200/each), and a mixer that will support 6 microphones (estimated \$200). **Follow-up:** Mr. McAllister will help Ms. Downs determine what mixer to purchase for this order.

**MOTION:** Mr. McAllister motions to authorize Ms. Downs to spend up to \$2,000 for a new camcorder, 2 microphones and a mixer. Miss Hutchinson seconded the motion. All were in favor.

2. **Encourage Community Submission of Videos** – Ms. Merrill observes that with holidays coming up, might there be an opportunity to include the children at the school thru video talking about what they were thankful for to connect virtually with Thanksgiving spirit. She also would like to have advertised the Madison Church Christmas Barn Sale happening Nov. 28<sup>th</sup>, which includes music and decorations. Ms. Merrill suggests interviews of folks around town where there are some new start-up businesses in the making. **Follow-up** – Miss Hutchinson will follow-up at the school and contact Tammy Flannigan to see how we might get children involved thru video for Christmas. Ms. Downs will follow-up with videographer Moselle Spiller to determine her interest in helping with special interest stories and interviews. Peggy will

consider volunteering to do the interviews. "Spotlight on Madison". The board expressed much enthusiasm for moving in this direction.

3. **Discussion on Feedback to Madison PEG TV.** – Ms. Merrill asked if Madison TV gets feedback from the community. Ms. Downs reports, rarely. Ms. Downs suggests Survey Monkey could be drafted to provide a vehicle for feedback. 10 questions can be put on-line for free. It could be publicized on Madison TV, the Madison Boulder, posted at library and post office. Mr. McAllister suggests the survey be available all the times. **Follow-up:** Board members and Ms. Downs will start drafting the questions for the survey.
4. **Other Business** – Mr. McAllister suggests we start thinking about the cable company contract renewal, which will be coming up April 29, 2023. He states it usually takes a year or more to negotiate the contract. Mr. McAllister has a policies and procedures manual for Bedford, Manchester & Salem, and other town contracts to look at. Each town negotiates their own contract and the town will probably give the effort of that task to this board. **Follow-up:** Mr. McAllister will make contact with a person he knows at the state level for advice into the future, and pass along the copies of the policies and procedures he has to the board and Ms. Downs for review.

**Note following board meeting:** The board may need to approve and submit a warrant article to place unexpended funds from the Madison TV 2020 budget into the Expendable Trust fund. Ms. Downs will keep the board advised.

**Next Meeting** - Wednesday, January 27, 2021 at 10am, Lower level town hall.

**Adjournment** – The meeting adjourned at 12:17pm

Minutes Prepared and submitted by: Noreen Downs

Approved at the Jan. 27, 2021 meeting.