



**Madison PEG TV Board
Meeting Minutes Final
Monday, May 3, 2021, 10am
Madison Town Hall Meeting Room**

ATTENDANCE: Hope Hutchinson (2022), Doug McAllister (2023), Peg Merrill (2024)

OTHERS PRESENT: Noreen Downs, Madison TV Representative; Videographer, Carol Dandeneau.

WHERE AND WHEN POSTED: The Madison PEG TV Board meeting notice was posted for this meeting at the Madison and Silver Lake Post offices and at the town hall on April 6, 2021. Also noticed on Channel 3.

MEETING CALLED TO ORDER. Board member Miss Hutchinson called the meeting to order at 10:04 am.

APPROVAL OF AGENDA – MOTION – Mr. McAllister motioned to accept the agenda, seconded by Ms. Merrill. Ms. Downs requested one item be added to new business. No further discussion. All in favor 3-0.

APPROVAL OF MINUTES – Miss Hutchinson reviewed and discussed her edits. **MOTION:** Mr. McAllister motioned to approve the January 27, 2021 minutes with edits agreed upon, seconded by Ms. Merrill. No further discussion. All in favor 3-0. **Follow-up:** Ms. Downs forgot to re-send the non-public minutes of January 27, 2021 for approval and this will be covered at the next board meeting.

PUBLIC COMMENTS – None

OLD BUSINESS

1. **2021 Budget Update** – Ms. Downs stated that \$4,511.94 expended so far this year. An additional \$600+ expense is known to be submitted for payroll that was not reported here yet. The expenditure for \$2,700 under PEG Online services is the annual TelVue fee for the internet cloud services. We are 1/3 thru the year and on target for the \$28,500 budget for 2021. Summary and detail budget vs expense drawdown was provided to the board for review. No further questions.
1. **COVID19 – Staffing , Meetings, Other** – Ms. Downs reports that meetings are still reduced from pre-pandemic period, but starting to pick up. VDOE still not meeting at town hall but videographers will cover their annual meeting this month at the school gym. We still have one videographer not working. Additional new program content is uploaded from other sources to fill in the broadcasting time.
2. **Testing Shure 6-mic mixer and meeting zoom** – Ms. Downs and Mr. McAllister did schedule a zoom test, but needed one additional connector. **Follow-up:** Mr. McAllister will test the 6-mic mixer. Mr. McAllister and Ms. Downs will test the Zoom process now that they have all the necessary components.
3. **Update/Discussion Madison TV Survey** – Ms. Downs downloaded the responses so far. A total of 27 have responded. Appears 70% who responded do not watch channel 3. The

most watched meetings are the Board of Selectmen, Planning Board and Zoning Board. Issues with audio are still reported in the comments section. The Madison TV annual report page in the town annual report included the note about the availability of the survey. There was further discussion on the programming schedule and where it can be found.

- a. **Follow-up:** Ms. Downs was asked to suggest comments could be added under question #10, and list where the Madison TV upcoming program guide could be found (and also in the PSA for the week).
 - b. **Follow-up:** Also discussed having surveys available for the town meeting on May 15th. Ms. Hutchinson will provide 20 copies and Ms. Downs will provide 30 copies. Hopefully attendees will fill one out at the meeting and return it.
 - c. **Follow-up:** Make more attempts to upload town meetings to the internet cloud on a timelier basis.
 - d. **Follow-up:** Mr. McAllister will stand up during the town meeting to announce the survey.
 - e. **Follow-up:** Ms. Downs will look for more Do-It-Yourself program content, which seemed to be of interest to subscribers.
 - f. **Follow-up:** Ms. Downs and Ms. Spiller are working on blocking certain programs, such as showing BOS meetings at regular times in the week to improve communications of when programs will be shown.
4. **Annual Meeting May 15th** – **Follow-up** – After discussion, Mr. McAllister agreed to speak to the expendable trust article no. 13. The article was approved at the last Madison TV Board meeting to place the remaining unused funds for 2020 of \$8,014.00 into the trust.
5. **Other Follow-ups** - **Follow-up:** Ms. Merrill will provide Ms. Downs with Madison Food Pantry information to post in the town public service announcement.

NEW BUSINESS

6. **Contact BOD candidate for interview** – Ms. Downs reported that she called board of selectman candidate Mr. Michael Mauer to inquire about being interviewed for Madison TV, but no response.
7. **Purchase new Sony Vegas editing software.** The current Corel Video Studio software is due for upgrade. Ms. Downs and Mr. McAllister downloaded the trial version and tested one of the town meetings for 2 minutes. They recommend moving forward with this software for video editing. There will be videographer training required, and Ms. Downs will look into YouTube tutorials as well. **MOTION:** Ms. Hutchinson moved to authorize spending up to \$400 to purchase the new software, seconded by Doug McAllister. All in Favor 3-0.
8. **Franchise Fees** – The amount received for 2020 will be reflected in the town operations budget for Madison TV. Mr. McAllister reports that the franchise fees could be as much as 5%. The town now receives 3.5%. The contract with Spectrum renews in 2023.

9. **EBay Sales** – Ms. Downs reported that she sold an older camcorder on EBay for \$380 end January. This amount, less the EBay fee amount, will be deposited to the Madison TV Equipment account.
10. **Next Meeting** – Wed. September 8, 2021 at 10:30 am.
11. **Meeting adjourned at 10:45 am.**

Minutes Prepared and submitted by: Noreen Downs

Approved Sept. 8, 2021 board meeting