

FIVE TOWN CABLE ADVISORY COMMITTEE
Representing the Towns of Great Barrington, Lee, Lenox, Sheffield and Stockbridge
Minutes
June 14, 2022
6:30pm
Lenox Town Hall - Lenox, MA

MEETING WAS HELD IN PERSON FOLLOWING COVID PROTOCOLS

Members Present: Linda Miller –Lenox
Dennis Arseneau - Lenox
Tom Hatch – Great Barrington
Rene Wood – Sheffield
Dan Miller – Great Barrington

Others Present: John Maher – Charter
George Doin - Charter
Rich Frederick – CTSB
John Hroncich – Lenox resident
Neal Pilson – Richmond resident

6:35pm Linda Miller called the meeting to order.
Quorum met with representatives from 3 towns, Lenox, Great Barrington & Sheffield

NEW MEMBER: Linda Miller introduced our new member from Great Barrington, Dan Miller.

MINUTES: Motion made by Rene Wood to dispense with the reading of the minutes of March 8, 2022,
and approve as presented.
Seconded by Dennis Arseneau.
Motion carried unanimously.

CTSB REPORT:

- Rich Frederick presented the CTSB report.
- Highlights of the report:
- CTSB has been working diligently over the past year to attract new members, upgrade our member equipment and bring important meetings to our community.
- We continue to be concerned with the possible loss of funding moving forward as more and more people choose to watch via the internet.
- The Five Town Cable TV Subscriber Survey paints a bleak picture for how many people watch CTSB or are even aware of CTBS.
 - Our Board President, Mary Philpott states that “the results presented are misleading for the following reasons”
 - Survey was answered by approximately 462 people, but 25% of those don’t subscribe.
 - The survey should have been asked of people who are subscribers.
- 2022 CTSB Annual Report
 - Our mission of local-originated media remains strong, not only through the effort of staff, but by our dedicated board members who continue to make sound decisions on our current goals and future projections.

- New Operations Manager, Erica Spizz, brings a vast array of technical experience as well as having an invaluable connection with many community members.
 - Shane Bruno has implemented a new software program that allows us to scan equipment in and out digitally and make reservations of equipment more convenient. It also sends out automated messages for expiring memberships.
 - Steve Borns provides programming to our three channels as well as creating multiple Zoom accounts that allow our towns and schools to provide meetings and webinars remotely.
 - Part-time videographer has been added to our staff to bring more local news and events to our viewers.
 - A new Members Room is available for members to test out our new equipment.
 - CTSB's partnerships with local organizations continues to grow as we provide more training and access to our facilities and equipment.
 - Our marketing campaign has grown with lawn signs, hats, decals and postcards. We also have ad campaigns running in The Shopper and The Berkshire Edge. We will soon be creating radio ads to run on local stations WSBS and WBCR.
 - We now have a weather camera mounted on our building which provides a live look outside and can be seen in-between shows during our billboard slides.
 - 2022 – We have many new ideas coming, most importantly working with this committee in negotiating a new contract. It is our hope that we will receive capital funding which will ensure the completion of important upgrades in the coming years.
- Linda Miller thanked Rich Frederick for an excellent report and the material covered was very impressive.
 - CTSB is the glue that brings it all together.
 - Membership is open if you are interested in joining or you can become a volunteer without being a member.
 - Dan Miller stated that he is deeply aware of what goes on at CTSB and notes that there have been great technical advances.
 - Dan also asked about the distinct lack of awareness and finding CTSB. If you are streaming, CTSB is not on the Spectrum app.
 - Question was asked to John Maher to look into carrying CTSB app on Spectrum streaming.
 - Rene Wood asked about the lack of information or data on cable viewership as there is no way to measure who is watching.
 - Resident, John Hroncich asked about Spectrum Reach which watches everything you watch, similar to the Nielsen ratings. John Maher said he is not aware of anything that tracks viewership.

SPECTRUM REPORT

- John Maher was present and states that there is no Spectrum report as there are no updates at this time.
- Linda Miller responded that you are required to provide us with a report.

LICENSE RENEWAL

- Dennis Arseneau provided a very detailed power point presentation related to the recent survey which will be sent to the five towns to be posted on their website in the near future.
- Rene Wood thanked Dennis for all of the hard work he has contributed for this.

CITIZEN SPEAK

- None.

NEW BUSINESS

- None.

OTHER BUSINESS

- None.

COMMITTEE MEMBERS

- This committee needs more people represented from the five towns.
 - Currently we are in need of the following:
 - Great Barrington – 1 member needed
 - Sheffield – 2 members needed
 - Lenox – 1 opening, but prospective member interested
 - Lee – 2 members needed
 - Stockbridge – all 3 seats are filled
- If you are interested in becoming a member of the committee, please go to your town hall and speak with your Town Clerk.
- CTSB can always use new members.

Motion made to adjourn by Rene Wood, seconded by Dennis Arseneau.

Meeting was adjourned at 8:00pm.

NEXT MEETING DATE – Tuesday, September 13, 2022, at 6:30pm in Lee, MA.

Respectfully submitted,

Denise Curtin

Recording Secretary