

FIVE TOWN CABLE ADVISORY COMMITTEE
Representing the Towns of Great Barrington, Lee, Lenox, Sheffield and Stockbridge
Minutes
September 13, 2022
Immediately following Public Hearing
Stockbridge Town Hall, Stockbridge, MA

MEETING WAS HELD IN PERSON FOLLOWING COVID PROTOCOLS

Members Present: Linda Miller –Lenox
Tom Hatch – Great Barrington
Rene Wood – Sheffield
Anita Schwerner – Stockbridge
Michael Canales – Stockbridge
Patrick White - Stockbridge

Others Present: John Maher – Charter
Rich Frederick – CTSB
Denise Curtin – Recording Secretary

7:20pm Linda Miller called the meeting to order.
Quorum met with representatives from 4 towns, Lenox, Great Barrington, Sheffield and Stockbridge.

MINUTES: Motion made by Rene Wood to dispense with the reading of the minutes of June 14, 2022, and approve as presented.
Seconded by Tom Hatch.
Motion carried unanimously.

SPECTRUM REPORT

- John Maher from Spectrum presented the report.
- John Maher thanked the committee for the contract negotiation extension.
- Please continue to keep the communication going with issues as they happen and not waiting until our quarterly meetings.
- John Maher complimented the entire committee, and especially Linda, Rene and Dennis on all the hard work they have done on the upcoming renewal of the license.
- Linda Miller continues to be discouraged about things that don't get fixed.
- John Maher said everyone with issues needs to contact customer service and he will get in touch with George Doin.

CTSB REPORT:

- Rich Frederick presented the CTSB report.
- CTSB App
 - At a previous meeting Rich Frederick was asked about providing an app for viewing live CTSB content.
 - They do have an active unbranded app available for free from the app store (search for Cablecast app). You can view all local PEG stations in your area (including PCTV in Pittsfield and WilliNet in Williamstown).
 - If CTSB were to do a “branded” app it would cost approximately \$1,200 per platform such as Roku, Apple TV, Amazon, etc.
 - CTSB plans to keep the Cablecast app as is and use social media and our broadcast channels to promote it.

Intern and Student Programs

- Over the summer CTSB was fortunate to have intern Michael Meruk from Lasell University in Newtown, MA. He completed over 150 hours working closely with staff.
- Now that school is back in session CTSB is welcoming back the students from Berkshire CIP and continuing their partnership with Farmington River School over the winter semester.

PCTV Election Night

- As CTSB did for recent primaries, they will livestream countywide election results from PCTV in Pittsfield on November 8, 2022.

Memberships and CTSB Programs

- The current membership is 168 members, the most ever. Viewership online continues to grow as people move away from cable as recent news headlines confirm that more people now stream TV than watch cable.
- CTSB continues to advertise, with the latest being a slide of their Watch Campaign on the big screen at the Triplex Cinema in Great Barrington.
- If you want something recorded about a great community event, just give us a call at 413-243-821, and we can coordinate and send our videographer to the event.

CTSB is very excited to announce that they were featured in a press release from Cablecast in Minneapolis, Minnesota, who provided the software for the Cablecast app on August 18, 2022, titled “CTSB EXPANDS DISTRIBUTION AND SIMPLIFIES REMOTE FEEDS WITH CABLECAST”.

The committee asked if Rich Frederick could reach out to the Berkshire Eagle and the Berkshire Edge to do a press release with the article for more exposure to enable people to really understand the great work that you do.

Rich said he would reach out to them.

LICENSE RENEWAL

- Shawn Serra from PCTV in Pittsfield is going to put together a Northern & Southern Berkshire association to work together as one to help understand the needs for all Berkshire County subscribers.
- Our 5 towns are the first for license renewal negotiations and all are very interested in following in our footsteps.

CITIZEN SPEAK

- None.

NEW BUSINESS

- None.

OTHER BUSINESS

- Tom Hatch wanted to say how very impressed he is on the great job that you all did on the Ascertainment Report.
- Linda Miller introduced a new member from Stockbridge, Anita Schwerner, and welcomed her to the committee.

NEXT MEETING DATE – Tuesday, December 13, at 6:30pm in Lee, MA

Motion made to adjourn by Rene Wood, seconded by Tom Hatch.

Meeting was adjourned at 7:55pm.

Respectfully submitted,

Denise Curtin

Recording Secretary