

Trumbull Community Television Commission

Minutes

Thursday,
December 17, 2020 via Zoom

Attending: Jim Lang, Kate Donahue, Jens Haulund, Vince Fini, Bill Chin, Lara Walden, Katie Dunn
Not attending: Jeff Hackett

Meeting called to order at 7:50AM

A. Public Comment - None

B. Administrative

1. Approval of November 2020 minutes – Motion by Fini, 2nd by Hauland.
Unanimous

C. Finance

1. 2020-21 budget – under budget for the year
2. 2021-2022 budget draft
 - a. Suggestion made to increase videographer budget to be able to cover more high school sports – there is continued interest.
 - b. Need to finish research on capital request – need input by January 15 so we can approve the budget at our January 21 meeting
 - c. Need to check what the BOE has in the AV budget lines for 2021-22

D. Programming- Lara

1. TPAUD forum transformed this year with our help – 4 different segments taped and edited for showing to THS freshman. Really great content and very positive feedback
2. Creative approach to town Tree Lighting included a tour of Trumbull houses with nice light displays and FS speech. The show debuted on the channel and our Facebook page last Friday
3. Senior Center – they've been taping their Zoom events for us to broadcast
4. Athletic events at private schools – Lara will reach out to Christian Heritage and St. Joes to start (principal and athletic director)
5. Future programming
 - a. Jens indicated we should try to do the THS graduation ourselves this year – we have the capability and the BOE wouldn't have to spend extra \$\$
 - b. 2021 is a local election year, planning for that cycle

E. Technical – Jens

1. Frontier encoder
 - a. Still not working
 - b. Have narrowed the problem to our encoder (Frontier can send a signal to us, our signal is not getting to them)
 - c. Ask DNR to come look at
 - d. Send link to manuals to Jens and Jim to review for other ideas
2. VOD server status – keeping up with current programming and continuing to

transcode older content

3. Studio encoder replacement – still working on 3 quotes. DNR is back in the game. Jens will help Lara finish this process so we can get the quotes in to Purchasing and get something ordered
4. Closed captioning – Lara has created a “how to” use the closed captioning feature for YouTube
5. Streaming capability – DNR says we should be able to stream the channel all the time with new technology – we will work with him to understand better
6. Non-cable platform options – looking to set up Roku and Fire TV access via Tighrope
7. Cloud storage – still working on
8. BOE Tricaster status –
 - a. nothing has been replaced. Jens looked at the unit and there is little we can use it for (not a replacement for the studio encoder)
 - b. Kate to email Jeff and remind him they will need to replace.
 - c. Jens will also touch base with DNR so we can help recommend the best replacement options.
 - d. The audio quality continues to be poor and PTA Council is asking for improvement
9. Audio needs for 2021-22 – Lara will pack up mics that aren’t working for Jim to take to his local expert by 12/23. Either repair or replace.
10. THS Access – have never resolved being able to get in the building 24/7

F. Marketing/PR – Jim

1. Facebook ads: Spent \$20, reaching those that have NOT “liked” TCTV, small return. Suggested doing another week trial that includes those that “like” TCTV to see if we get more “shares”, etc.
2. Website: Lara is updating the home page to provide more info

G. THS Connection – No update, focus remains on delivering curriculum during COVID. Lara continues to cultivate relationship with Nick DiDonna

H. Government relations – no update

I. Industry Relations (ACM, Charter, Frontier)

1. Suggestion to put something on the website homepage clarifying TCTV access on Charter and Frontier (old customers can get us, new customers can’t). Lara will handle

J. Miscellaneous - none

Meeting adjourned at 9:05

Next meeting: January 21, 2021