

**Town of Trumbull Ad Hoc  
Cable Television Advisory Committee**  
Minutes of March 6, 2008

In Attendance: John Annick, Donna Cassidy, Raymond Baldwin, Gary Cialfi, Leisa Taylor, Vic Eng, Kate Donahue, Jeffrey Hackett, Vince Fini, Sue Horton, Jim Lang, Shawn Tait, Deborah Cox, Rob Miller, Steve Wright

The meeting was called to order at 8:00 am by John Annick

Open comments- John Annick stated that the Fairfield County Business Journal has connected with News Channel 12. Could TTCTAC connect with News Channel 12? John spoke with Joe Carbone regarding this. First Selectman Baldwin met with First Selectmen of Monroe and Newtown to put together a letter to the DPUC. Mr. Baldwin and Mr. Annick also met with Mr. Carbone regarding this. Jim Lang stated Mr. Carbone will be helping review letter and suggested setting up a meeting with **Charter management and then with** the DPUC.

Motion to accept minutes of January 24, 2008 was made by Kate Donahue, seconded by Gary Cialfi. No discussion. Motion unanimously approved.

AT&T Status- Mary Pat Healy still trying to negotiate.

Charter Advisory Council- next meeting, next week. TTCTAC still needs a BOE Rep. Charter Advisory Council meeting nights conflict with Tuesday BOE meetings.

Sub Committee reports:

More videographers still needed. League of Women voters could not be taped due to shortage of videographers. Sue Horton volunteered to have some library employees trained. Vic Eng of St. Joseph's High School also volunteered to look for potential videographers.

Mission- changes suggested. Donna Cassidy will make changes and send to members.

Policy- no report

PR & Marketing- John suggested making signs for events to inform the public when the event will be broadcast. Suggestion was also made to develop simple logo for the station. It was also stated that we still need to add names of members of Board &/or Commissions during meeting broadcasts. Shawn Tait is working on this.

The public has stated the audio of broadcasts has improved.

Streaming Video- Shawn Tait is working with someone from Milford and Google to stream meetings on Google for free. Steve Wright made a motion to accept using Google

for streaming video, seconded by Jeffrey Hackett. Motion accepted by all in favor. Gary Cialfi will review school policy to ensure using Google does not violate any policy.

Budget Status- the **BOF** approved an increase in the budget for videographers for \$15,000. Also approved was \$3,000 for a producer. **The edit funds were removed.**

Survey- Channel 17 viewer ship survey currently on surveymonkey.com. Members were asked to send survey link to friends. Steve Wright and Gary Cialfi will work with Trumbull High School in helping send out survey and making staff aware of survey. Steve Wright suggested having a large campaign to introduce survey to the public. Steve Wright and Gary Cialfi will work on this. Donna Cassidy will make and distribute copies to Senior Center, adult living facilities, banks, Town Hall and libraries.

Grants- grants from TTCTAC now available on line @ [www.cableadvisorycouncil.com](http://www.cableadvisorycouncil.com). \$2,000 up to a max of \$6,000 is available. Deadline is in May. Gary Cialfi will remind staff that grants are available. Some requests so far are a teleprompter for Shawn Tait and more video cameras for Deb Owen.

Police Project- John is **working** with the police department in creating a series of short (1/2 hr.) broadcasts of what police in Trumbull do. So far there is 12-14 hours of video which needs to still be edited.

Business Highlight Concept- John is trying to create a 'show and tell' of businesses in Trumbull including services, products and employment opportunities.

Ask the First Selectman program- will try to do taping in next few weeks. Questions received from Trumbull High students.

Neighbor of Note program- one taping has been done. Still looking for more suggestions.

Copies of tapes- People are requesting copies of tapings of meetings and events. Discussion followed. It was decided that Sue Horton will have the Library take this over and work with John Annick.

Channel 17 website- Cathy Larson is building the site. It was stated that this should be completed in several weeks. Brochure changes may be needed as a result of this.

Comments- Shawn stated the tour of the high school expansion is almost complete, still needs editing. Bullying prevention is done and will be broadcast soon. Shawn asked about foreign language broadcasting – this will be discussed at a future meeting. The TTCTAC is still needs a rep from the Senior Center.

The meeting was adjourned at 9:25 am

**NEXT MEETING : May 1st**