

COMMUNICATIONS COMMITTEE MEETING MINUTES  
February 23, 2011

Attending:

Councilor Kristen Hornbrook      Mark Pierce, Paper Talks Magazine  
Councilor Andre Cushing  
Mayor Matthew Arnett  
Town Manager Sue Lessard  
Town Clerk Denise Hodsdon

The meeting was opened at 6:05 p.m. by Co-Chair Councilor Hornbrook.

1. Minutes of 8/11/10 – The minutes of the meeting were reviewed and accepted on a motion by Mayor Arnett that was seconded by Councilor Shakespeare.
6. Paper Talks Ad – Mark Pierce from Paper Talks magazine attended the meeting to ask the Committee to consider purchasing an ad in the July 2011 edition of Paper Talks which features the 1976 Hampden Girls Basketball Team on its front cover. The Council had previously considered this item and a number of Councilors had expressed concern over spending funds on this item considering the difficult budget season ahead. Mayor Arnett made a motion to recommend to the full Council that the Town purchase a 1/9 page ad in Paper Talks. Councilors Hornbrook and Shakespeare expressed their support for the publication but felt unable to support such an expenditure at this time. Councilor Cushing expressed his view that an ad in such a publication supports the preservation of local historical events. After hearing from all Councilors, Mayor Arnett withdrew his motion. No action was taken on the Paper Talks Ad request but Mr. Pierce was told that this request was unlikely to be raised at the Council level again this year.
2. Broadcast equipment Upgrade – The Town Manager reported that the equipment had been paid for from the Cable Reserve Account but would be reimbursed from the Penobscot Cable Consortium. Councilor Cushing indicated that the representative from the vendor was available on Wednesday, March 2<sup>nd</sup> to do the installation and training. Town Clerk Denise Hodsdon expressed concern over the brief window available between installation and the next Council meeting that needed to be aired on 3-7-2011. It was the consensus of the group that the installation and training be done the following week to allow time between Council meetings to get any 'bugs' worked out of it.
3. Ability to Stream Live Broadcasts to the Internet – Councilor Cushing explained that once the new digital equipment was installed the Town would have the capability of allowing those without Cable television to access programming via computer. It was the consensus of those in attendance that this would be a great way to allow more people to have

- access to government meetings and programs. There is a server host fee for this and that will be discussed as part of the upcoming budget.
4. Report Results from Most Recent Cable Consortium meeting – Mayor Arnett reported that he had attended the most recent meeting and had suggested the dissolution of the consortium and the distribution of the remaining treasury to the remaining members. That idea was not supported by some Consortium members. It was his recommendation that the Town remain with the Consortium in order to preserve its ‘share’ of the remaining fund balance.
  5. Review Local Program Development Plans and Initiatives – Councilor Cushing gave a brief history of the development of the local Cable channel programming. In order to continue and expand on offerings, it is necessary to get more people involved as show hosts and program idea developers. It was suggested that the next newsletter include an article looking for volunteers and that the town website have a notice encouraging such volunteers as well and to encourage interested persons to attend the meetings of the Communications Committee.
  7. Links to Local Businesses on Website – The Town Manager and Town Clerk explained problems encountered with having individual business links on the Town website. Councilor Cushing informed the Committee that the Town has a link on its website to the Hampden Business Association and that they allowed members to have individual links. The topic of allowing business ads in the town newsletter as a way to defray costs was also briefly discussed. This topic will be further explored at another meeting.
  8. Public Comment – None
  9. Committee Member Comments – The next meeting of the Communications Committee will be on Thursday, March 17<sup>th</sup> from 6 – 7 p.m.

The meeting adjourned at 7:15 p.m.

Respectfully submitted,

Sue Lessard  
Town Manager