

## COMMUNICATIONS COMMITTEE MEETING

Thursday, June 16, 2011

6.00 p.m.

Hampden Town Office

1. Minutes from 5-19-2011
2. Old Business
  - a. Review Local Program Development Plans...Status and Update – Councilor Cushing
  - e. Newsletter Update – Town Manager
  - d. Ideas for Webstreaming – lower cost version – Town Manager
3. New Business
  - a. Recent resident ideas/Website Updates
4. Public Comments
5. Committee Member Comments
6. Adjourn

COMMUNICATIONS COMMITTEE MEETING MINUTES  
Thursday, May 19, 2011

Attending:

Councilor Kristen Hornbrook  
Councilor Jean Lawlis  
Town Clerk, Denise Hodsdon

Sally Leete  
Town Mgr. Susan Lessard  
Councilor Shakespeare

1. Minutes from 4-21-2011 – The minutes from 4-21-2011 were reviewed – no changes or corrections were made.

2. Old Business

a. Review Local Program Development Plans...Status and Update – Due to the absence of Councilor Cushing, much of the discussion related to this item was postponed until the next meeting. Town Clerk Denise Hodsdon reported to the Committee that a new intern had come on Board to replace the one that we are losing to graduation from the New England School of Communication.

e. Newsletter Ideas - The Town Manager reported that she had budgeted to reduce the number of pages in the newsletter from 12 to 8 as a cost saving measure. There were no objections raised by Committee members. The Committee prioritized articles for the next edition as follows:

1. Budget
2. New Councilor Interview
3. Government on the Go
4. Citizen Comp Plan Meeting Schedule
5. Public Safety Article
6. Children's Day
7. PACE Program
8. Regular features such as Desk of the Manager, department updates

3. New Business

a. Recent resident ideas/Website Updates – No specific new ideas were put forward but Chairman Hornbrook reported that she had had positive feedback from residents about the bi-weekly Government on the Go.

4. Public Comments – Sally Leete from Main Road South stated that she believed that the revitalized Communications Committee was having a positive effect on the Town's communications efforts. It was also mentioned that it was hard for people viewing on television to see the name plates in front of Councilors. The Town Manager indicated that she would ask a staff member to make signs similar to the ones to be used for the Candidate Forum to put in front of Councilor seats so that people viewing can better see them.

5. Committee Member Comments –

Chairman Hornbrook - The next meeting will be held on June 16<sup>th</sup> at 6 p.m.

Councilor Shakespeare – Requested that the videographer doing the Council meetings also provide shots of the audience at meetings.

6. Adjourn – The meeting was adjourned at 5:50 p.m.

Respectfully submitted,

Susan Lessard  
Town Manager



Susan Lessard <manager@hampdenmaine.gov>

---

## Web streaming of gov access channel

1 message

---

**Matt Thomas** <mthomas@hampdenmaine.gov>

Sun, Jun 12, 2011 at  
9:16 PM

To: manager@hampdenmaine.gov

Hi Susan,

I had a chance to watch the council meeting tonight and heard you speak about web streaming of the TWC access channel. You may already have a plan for this, but I wanted to offer a cost-effective idea for a possible solution.

It would seem that the simplest and cheapest way to do this would be to simply stream the channel 7 audio/video feed via a free video streaming service such as [ustream.tv](http://ustream.tv). From my research (for a web project for a client) I've discovered that many colleges and other organizations that need to deliver lectures and meetings are using the service. It is fast and ustream makes apps for all major platforms allowing it to be viewed across a variety of computers and mobile devices. It is ad supported, like the email system we set up, which has both advantages (no cost) and disadvantages (potentially annoying). One big advantage, however, is it would not result in any extra effort other than what is now being done (no long web video uploads, video editing, etc.)

Implementation would require an old computer, a \$100 video input device, a network connection, a standard cable TV coax connection and that's about it. It would be similar to the radio feed we stream at the fire dept. to give Hampden firefighters access to radio traffic feeds via their phones (<http://www.radioreference.com/apps/audio/?action=wp&feedId=7644>).

I think that no matter what solution you decide to use, it will be a nice service to have. Please let me know if I can provide you with additional info or other assistance.

Matt

---