

Cable Telecommunications Advisory Committee Meeting
July 28, 2009

Minutes

1. Meeting called to order 7:29 pm.
Attendance: A. Abramovich; Stanley Rose; Ron Comer; John Gladwell
Guests: Mayor Pam Mount; Councilman Bob Bostock; Town Manager Richard Krawczun; Trey Keymoore, Lawrence Township; Tom Ervin, LTPS; Kathy Farinaccio, Comcast; Anna Lustenberg, Verizon; David Kelliher, Foster Digital Media Productions, LLC, Yardley, PA

Note: Dr. Ron Comer was introduced as the newest member of the committee.
2. Agenda reviewed and approved.
3. Appointed secretary: John Gladwell.
4. Approved minutes of meeting on May 26th, 2009 with no revisions.
5. Reviewed options for utilization of Government Access Channel.
 - a. Welcomed guest: Mr. David Kelliher, to discuss broadcasting of public meeting capabilities, and experiences.
 - b. Trey Keymoore reviewed his previous research on the topic, objectives, alternatives, and provided information about the PEG channels (Public Educational Governmental).
 - c. Mr. Keymoore's power point presentation PEG-101:
 - i. Reviewed scope of governmental access channel
 - ii. BPU is the "franchising authority"
 - iii. Discussion of "franchising authority"
 - iv. Lawrence Township does not have a public access channel at this time.
 - v. Discussion of content of extra channels.
 - d. Discussed additional equipment needed to upgrade channel content capability.
 - e. As part of the initial franchise agreement, Comcast provided a \$50,000 grant to build a TV studio room at Lawrence High School.
 - f. Verizon will be donating equipment to Mercer County College that can be loaned out to local communities.
 - g. At this time Verizon delivers all digital services.
 - h. Panel discussion of next steps needed to be taken for a more comprehensive usage of the Township's government access channel.
 - i. Mr. David Kelliher discussed broadcasting of municipal public meetings, capabilities and experience in Yardley, PA.
 - i. Discussed pro's and con's of public access channels, recording and playing of meetings and equipment options available.

- ii. Note: Emergency Management grants may be available to help fund needed equipment.
- iii. “Why and what do we want to broadcast?” discussion.
- iv. Mayor Pam Mount asked the committee to come up with options to be presented to Town Council regarding equipment and funds needed; and ways to start small and add capabilities as additional funds are available.
- v. Councilman Bob Bostock voiced concerns for professional quality of channel content. (i.e. a low quality, uninteresting and static content will not attract viewers).
- vi. Goal for late October for completion of plan and choices to add:
 - 1. Voice-overs
 - 2. More appealing visuals
 - 3. Music
- vii. Note: discussion of audience vs. cost outlay
- viii. Town Manager Rich Krawczun voiced concerns for considering future growth potential when designing and implementing future plans for government access channel.

6. Communications

a. Comcast

- i. Kathy Farinaccio discussed cable options:
 - 1. Analog to digital conversion.
 - 2. Basic service will remain analog for the time being.
 - 3. All other channels will start moving to digital.
 - 4. Digital transfer boxes available to receive digital signal.
 - 5. Up to 100 HD channels will be available.

b. Verizon

- i. Anna Lustenberg discussed cable options:
 - 1. Activation fee increase from \$34.99 to \$49.99.
 - 2. Changes made to Arabic language package.
 - 3. Relocation of Hallmark channel.
 - 4. Review of Verizon’s video franchises to municipalities.
 - a. Free basic service to qualify municipal buildings.
 - b. Each municipality may seek two PEG channels and a single return line.
 - c. Requests and more information should be directed to:
 - i. deana.m.maietta@verizon.com
 - ii. Tel: 908-559-2619
 - iii. Fax: 908-766-3036
 - d. Municipalities to receive a 3.5% franchise fee on gross revenues paid by subscribers: payments due each Jan. 25th.
 - 5. Municipal escalated complaint process for FiOS TV only
 - a. **FOR MUNICIPAL USE ONLY, NOT FOR PUBLIC DISTRIBUTION:**

Please forward complaints to
verizon.video.inquiry.nj@verizon.com with a
copy to simone.a.benn@verizon.com

7. Public Comments: none received
8. FAQ's posted on township website
9. Date and time of next meeting: Sept. 29th, 2009 at 7:30 pm
10. Adjournment: 9:40 pm