

Cable Advisory Meeting  
Thursday, February 4, 2016, 6pm  
Cape Ann TV Studio, Blackburn Industrial Park

**Present:**

Sal DiStefano/Gloucester

John Dunn/Gloucester CFO

Karen Spencer, Gloucester, in place of Tom Manning

Mitch Vieira/Rockport

Monty Hitschler/Rockport IT

Eric Archer/CATV

Barry O'Brien/Essex

Bill Hewig/Kopelman & Paige

**Approval of Minutes:** M. Vieira moved to accept the minutes of January 7, 2016, B. O'Brien seconded, all in favor.

**Survey Discussions:**

Erich Archer distributed five survey questions and an article for review.

S. DiStefano said the survey will guide negotiations with Comcast as well as get feedback on services and to see what people would like on municipal and Cable TV.

Five questions for Cape Ann Television Survey:

1. Do you value access?
2. Would you like to see any more of these?
3. We should provide a brief explanation of how the funding works and what we might be asking (HD programming, etc.).
4. Access to information, if CATV is capable of providing more information, is that desirable?
5. Facility offerings, local programming, do you value that?

Karen Spencer said two years ago a series of community meetings were held to solicit information; it's available on the city's website. What they heard was very different. She said when anyone calls the mayor's office with complaints, she gets the call.

S. DiStefano recommended adding the Gloucester Times specifically to Question #4 on the Cape Ann TV survey questions. E. Archer said he will take a look at it.

#2, which would you want to see more of – it was recommended the surveys have boxes to check for consistency. We need to be sure we can extract the information in a meaningful way. We should be sure to ask the questions in a reasonable order, we don't want a patchwork of questions. It was discussed whether the surveys should look the same or look connected in some way.

M. Vieira distributed a second draft of the survey he distributed at the last meeting.

S. DiStefano distributed Gloucester's draft survey. Questions #1 and #2 asked about public meetings being broadcast and about live recordings from Kyrouz.

The next section related to the quality of image and service, as well as billing issues and technician issues, how many calls? It also inquired about WiFi in public buildings, parks, etc. It was recommended to add the signal quality question to Gloucester's survey.

B. O'Brien said he will be consolidating some surveys and have B. Zubricki review it.

Bill recommended asking a question about cost. The survey could have the question would you be willing to pay \$0.50, \$0.75, \$1.50 or \$2.00 more each month and the same narrative that E. Archer has.

There are two sections; Cape Ann Regional and Comcast subscriber service.

Next steps: Combine the surveys, both sections. E. Archer will edit his questions and get them out to everyone.

When contracts are due:

Essex, 2016

Rockport, June, 2017

Manchester, July, 2017

Gloucester, March, 2017

The dates are deadlines, the Essex negotiations should be done by December, 2016 and the rest by the spring of 2017.

**Next meeting:** Thursday, 3/2 at 6pm, CATV, Blackburn Industrial Park