

Cable Advisory Meeting
Thursday, January 7, 2016, 6pm
Cape Ann TV Studio, Blackburn Industrial Park

Present:

Sal DiStefano/Gloucester
John Dunn/Gloucester CFO
Mitch Vieira/Rockport
Monty Hitschler/Rockport IT
Barry O'Brien/Essex

Greg Federspiel/Manchester
Bill Hewig/Kopelman & Paige
Tom Manning/Gloucester
James Pope/Gloucester
Erich Archer/CATV

- Approval of Minutes: M. Vieira moved to accept the minutes from the December 3, 2015 meeting, seconded by B. O'Brien all in favor.
- Data update on other communities:
Bill Hewig said costs are different from one community to another; they're not always related to PEG. The pass through is a reality, the costs are going to be passed through. The franchise amount is after the initial cost. Bill said there is a standard maintenance cost per mile, it is added in and runs about \$5,000 to \$6,000 per year on average.

E. Archer distributed the UMass Dartmouth/Town of Hull survey. M. Vieira distributed a draft survey he thought would work in Rockport.

B. Hewig said the Dartmouth Survey is comprehensive and it asks the question "how much more would you be willing to pay for additional services". In some cases surveys are returned that say they don't want to pay any more money. He said more responses, however, indicate that they are willing to pay more to get something. This will help in negotiations with cable companies; it depends on how the question is asked. He recommends adding the question that is on the Hull survey; shorter surveys are better. There is no requirement to conduct a survey, but in his experience it is helpful.

M. Vieira recommends five or so core questions that each community would share; each community can ask more questions of their own.

Bill said it is helpful to ask about signal quality issues and if a neighborhood receives poor signals, that we can do something about. S. DiStefano inquired if we can we find that information before the survey goes out.

Bill said he likes questions 3 and 4 on M. Vieira's survey; how would you rate signal quality, and how would you rate your overall customer service. He likes how many times in the last 12 months have you had an issue regarding signal quality or other problems.

The longer survey had things to strive for if the rate went up, (HD broadcasting, TV guide programming, etc.).

S. DiSefano inquired if we care if we get multiple surveys from the same people? There is really no way to control that. Bill said it doesn't matter if the surveys are sent out before the hearings or hearings are held before the surveys. Reminders on C. A. TV to complete the surveys would be helpful. It is also recommended to put paper surveys everywhere and consider mailing them out as well. The surveys should be distributed at our public hearings as well.

Each community should bring a draft of individual surveys with a few core questions and your own locally crafted questions so we can compare notes for the next time. We should agree on the core questions at the

next meeting. If Erich can respond to each community separately with the “are you willing to pay more and if so how much more”.

J. Dunn recommended that everyone’s thoughts be put on paper and distributed at least a week before the next meeting.

Bill said we have about a year to get our numbers together. He said the business plan has 2 elements, the C. A. TV element (Erich), each individual community will come up with something to sell the 1.25% or an alternative %. That will translate into an amount of funds. Each community needs to articulate how much they want over the next 10 years and what do you want it for. Tell them what you need; you demonstrate what you need.

Next meeting: Thursday, Feb 4, 2016 at 6pm at C. A. TV, Blackburn Industrial Park

B. O’Brien moved to adjourn, M. Vieira seconded, all in favor.