# Granite Town Media
## Advisory Committee
Meeting Minutes
26 January 2017

**Present:** Dave Alcox, Kevin Drew, Kevin Federico, Tim Finan, Joe Kasper, Mike McInerney, Tom Schmidt

**Absent:** Lisa Griffiths, Jon Teger

**Guests:**

**Call to Order:**
Meeting called to order 7:01 PM

**Minutes**
Minutes approved, Tom moved/ Kevin F. 2nd, AIF.

**February high Priority Projects**
1. Email GTMAC members 2017 Revolving fund budget.
2. Purchase and install replacement HDDs for Tightrope SX4 server. The SX4 is used to schedule and play recorded programs on the EDU, GOV and PUBLIC channels. It is the primary repository for GTM programs. It was purchased 5 years ago so it is time to replace the drives as preventative maintenance. Now that the new Tightrope gear has been installed Mike with work on purchasing replacement drives.
3. Expanded Meeting coverage Mike needs to contact Chuck Worcester of the Milford Heritage Commission to expand meeting coverage. Mike contacted Mary Dickson, Cemetery Trustee; she said they do not have regularly scheduled meetings, only meet on an as needed basis.
4. Order long sleeve shirts for videographers and GTMAC members. Called around, waiting for quotes.
5. Mike tracked down the source of the audio problem to the auditorium dimmers. The PA system is located in close proximity to the dimmers. He relocated the speaker cables. That should solve the problem, if not will put the audio equipment on a rolling cart.

**Old Business**
➢ Kevin Federico requested a sandbox version of the town web site so he can prototype some potential changes. On hold - Mike indicated the developer has not responded to his request.

- Lisa plans to work with NHPTV to record behind the scenes while they are here filming Our Home Town and record an end of the year video about Santa comes to the Oval on Dec 3$^{rd}$. No update, Lisa was unable to attend the meeting.
- Work session to review the web site has been indefinitely postponed due to nonresponse of the current vendor.
- New Tightrope equipment to stream EDU and GOV channels and provide Video on Demand is up and running. Installation went well; Mike commented he is getting great support from the vendor. Video quality has improved.
- Investigate feasibility of adding Closed Captioning to GTM programs. Mike investigated several methods. CC adds another step in the production chain and requires very good audio. As such it is not suitable for sports events or if there are multiple simultaneous speakers. Committee decided this is not viable for GTM at the present time.
- Make student Pumpkin Festival videos available on VoD. Currently available.
- Library Public Works fountain restoration. – no update
- Ghost Train behind the scenes. Video shot, still in post-production.
- Replace Compix equipment with Windows PC and PowerPoint to title BoS meeting room programs. Change of process: Mike adds titles in post-production during the conversion from HD to SD. This is a better solution then trying to do it live.
- Supervise installation of SDI drop in Banquet Room. Change in plan: Mike purchased an HD monitor and will use HDMI to connect to Auditorium. This required purchase of analog audio to HDMI adapter. New monitor is on a portable stand so it can be used at multiple locations.
- Investigate transferring unneeded IP camera to another town department. – no update.
- Update web site with new GTMAC members and videographers. – no update
- Continue working on ATC GTM equipment upgrades discussed in March 2016. – no update.

**VoD**
- Converting programs to VoD format is extremely time consuming. So far Mike has converted about 100 programs, 800 more to go.
- Program search capability is still rather limited. Mike stated Tightrope is working to improve search functionality.
- Tim asked about how programs are identified because when he posts to Facebook they all are titled "Public." Mike indicated there are two titles for each program, an internal one and separate public facing title. Not clear why they are titled as public.
- Mike stated because the GTM equipment at the high school is on the same LAN as town hall, for management purposes, you cannot watch GTM programs on the town hall LAN. Keven F. indicated this is because it is a loopback condition even though programs are being served through a separate GTM Comcast account with a different IP address.

➤ Discussed delay in making programs available as Video on Demand. The new process is somewhat different than with EZStream. With the new system most programs go out live on the Comcast PEG channels and streamed over the Internet. Programs are recorded off line. When the meeting ends Mike processes the recorded program doing any necessary post production work: adds titles, converting from HD to SD and then up loads the finished program to the SX4 server. This copy of the program is used for scheduled broadcast. Once the program in on the SX4 server another processing step converts it VoD format and loads it to the VoD server.

It would be nice if the SX4 server had the ability to due rudimentary editing, but so far it does not, requiring post production work to be performed offline.

New programs should be available for repeat broadcast and VoD within two business days. If there are multiple meetings on a given day it may take a little longer. Right now there is an additional delay due to the heavy computer processing demand of converting old GTM programs to VoD format.

**Wireless Video Presentation**
➤ Mike experimented with Chromecast to link monitor to PC. Seems to work well and will eliminate the need to physically connect a PC to monitor for presentations.

**Web Site Change**
➤ We need to look into switching to a new web developer because our current vendor is not responding to requests. Tabled because Mike needed to leave early. Kevin F. will follow-up on web site issues next week.

**Video Projects**
➤ Missed a Library Trustee meeting, it was rescheduled causing confusion about time.
➤ Town budget committee meeting coverage going well, difficulty connecting with school budget committee to make sure we are covering all meetings.
➤ Sports: Varsity boys/girls basketball, wrestling.
➤ This time of year is busy due to budget committee meetings. Some days have 4 to 6 events (meetings and sports) on a given day. This stresses staff but the biggest bottleneck is post processing and HD to SD conversion. Mike is working with Bruce D. (IT Director) to purchase a more powerful rendering computer to speed up this process.
➤ Tim asked about the repositioned sports camera. Said coverage is better but distracting audio pickup. Mike said he moved camera to minimize crowd interference.

**2017 Performance Measurement**
- ➢ Tom initiated discussion to see if we are able to come up with some type of metric to critique overall performance. GTM covered 230 events last year, including PSAs. That is about one program per workday. The GTM operating budget, exclusive of capital, was $93,554 or $407 per program in 2016.
- ➢ Extensive discussion about whether or not this is a good way to measure productivity. Tim mentioned this is the cost to create a program, however the same event is broadcast multiple times and VoD plays are unlimited. Kevin F. discussed another potential metric is to examine how many meetings and sporting events occur in Milford and what percentage do we cover.
- ➢ Need to continue thinking about how to measure GTM performance.

**Upcoming Meeting:**
23 February 2017 7 PM Board of Selectmen meeting room

**Adjourn:**
Meeting adjourned 8:27 PM

Respectfully submitted: Tom Schmidt