
Pepperell CATV Committee

*Town of Pepperell
One Main Street
Pepperell, MA 01463*

Minutes:

Date: 03/24/11
Time: 01:00:00 PM
Location: Library History Room
Attended by: Richard Potts; Mark Boyajian; David Pease; Phil Durno; Bill August; Tom Cohan; Frank Schmidt
Absent: Mark Walsh; Debra Spratt;
Late: John Moak
Chair: Richard Potts
Minutes: Mark Boyajian

Speaker	Comments
B. August	<p>Introduction and overview to process.</p> <ul style="list-style-type: none">• Capital needs because we don't have an existing infrastructure• We have a small subscriber base (compared to other towns)• Concerns about upgrading infrastructure (e.g. replace old COAX with Fibre)<ul style="list-style-type: none">◦ In Bill's opinion, it's a win/win situation for the provider and the subscriber.
T. Cohan	<p>Agrees that the legal boiler-plate language is fairly standard.</p> <p>Brought up the old agreement (2002) which did not demonstrate support for public access. Really looking for “evidence” that supports the need we're stating for support of PAC in Pepperell.</p> <p>1% of gross revenue would be ~\$33K</p> <p>3628 existing subscribers; that's 76 cents per person per month.</p> <p>100K over 5 years = 46c per person per month</p> <p>Sometimes towns ask for the first half of the capital grant in first year and the other half on year 6.</p>

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B. August	<p>The 50/50 split is less a financial impact to the provider and the subscriber.</p> <p>The capital passthrough is small when spreadout over 10 years. Discussed the pros/cons of passthrough strategies.</p>
T. Cohan	The only existing passthrough feeds are the License fee and FCC fee (18c/person/month).
R. Potts/T. Cohan	Gen. Discussion of where we could acquire physical space in which to work. Again, suggestion of possibly using space in Peter Fitz.
T. Cohan	Announced that the Pub. Ed. Channel (at NMRHS) will go live next week.
All	Discussion of channel allocation; esp. Groton channel: Ch. 15 Pep., Ch. 12 Groton, Ch 13 Townsend.
R. Potts	<p>Announced John Moak's arrival to meeting.</p> <p>Conveyed what the committee has been doing to provide programming over the past 18 months.</p>
All.	Town Hall is the primary origination location; the Senior Center is the other; then the Library.
B. August/ T. Cohan	<p>Discussed INET concerns.</p> <p>Cohan: Charter Business has nothing to do with CATV.</p> <p>August: Understood: INET has nothing to do with Cable.</p> <p>Cohan: In the “old days”, some INETS were integrated with the CATV contracts; however, the technology of INETS do not meet IT standards and most of those “old” agreements are long gone.</p>
J. Moak	<p>We need to put Pepperell in the 20th century of Cable, then we can consider getting into the 21st century. There is a perception that there is a new attitude toward Cable.</p> <p>Pepperell subscribers do not have a “feel good” attitude toward PAC; that needs to change - that's what what we want.</p>
Discussion - All	<p>How many fibre “drops” do we think we'll need? What is the probability that we'll have space at Peter Fitz? What about using space on the 3rd floor of Town Hall? Maybe use space in the basement of the Community Center?</p> <p>Moak: Our group needs to have space that is NOT paying commercial rates for space; this is the only way we'll “sell” the idea of support from subscribers/taxpayers. We (the Town) need to be creative to find a physical location as a “headquarters” for the CATV committee and its operations.</p>

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B. August	We first need to pick the passthrough value we want, then we can begin to look for a physical location to establish headquarters.
R. Potts	Start with 2% then move to 4% over a 2-4 year period.
T. Cohan and All	<p>The Committee needs to come up with “hard” numbers and submit the proposal to Charter. It will then be reviewed and they will respond within 2 weeks. Tom is concerned with the >200K amount because he fears the passthrough will trigger some subscribers to “move” to “dish”.</p> <p>Tom confirmed from his paperwork, and as a correction to his previous assertion that Pepperell has a low subscribership, that we (Pepperell) has about a 76% subscriber rate.</p> <p>Mark: We need to ensure that we educate our subscribers so that they understand that PAC is <u>only</u> available to them via Cable; it is not an option from any other provider, including “dish”.</p> <p>Consider the Sen. Citizen discount that is currently in place.</p> <p>There is also a Veterans Benefit which is needs and/or age-based.</p>
R. Potts	Let's plan the next meeting; proposed April 5, 1pm in the History Room at the Library.
M. Boyajian	Move to adjourn
Phil Durno	Seconded
	Vote to adjourn: Unanimous. Adjourned 2:55pm

Minutes Approval

Name	Signature
Richard Potts	
Mark Boyajian	
Mark Walsh	
David Pease	
Debra Spratt	