

POTTSTOWN CABLE COMMISSION MEETING
Tuesday, November 16, 2010, 7:00pm
Held at the PCTV Studios

Minutes

Present: Dene Liott, Dennis Wausnock, Nat Rosenthal
Also in Attendance: Mark Pollock, PCTV General Manager

Chairman Dene Liott called the meeting to order at 7:00PM.

APPROVAL OF MINUTES

The meeting minutes were reviewed. Dennis Wausnock motioned to accept, seconded by Nathan Rosenthal. The motion passed.

PCTV UPDATE

Mark Pollock reported on PCTV Revenues for October 2010. He mentioned that the Thanksgiving football game at O.J. Roberts and Pottstown will be streaming on the internet. He mentioned that the Pottstown Mercury is also cooperating with streaming and maybe other joint events can be streamed. He mentioned that we did have any political ads that ran this election.

NEW BUSINESS

1) Nat Rosenthal mentioned that he observed Verizon stringing cable lines. He also questioned the status of the Verizon situation with the Borough. The Commission discussed whether the Borough Council was fully aware of the ramifications of approving a franchise agreement with Verizon that does not include PCTV. The Commission takes the position that PCTV should be part of any agreement with Verizon. It was pointed out that Dish and DirectTV do NOT carry the PCTV programs.

2) Dene Liott suggested that a fundraiser should take place in order to help payoff the equipment prepaid by the Borough for PCTV. The monies from the fundraiser should not be deposited in the Borough's General Fund. The members voted in favor of organizing a fundraiser.

3) Dene Liott suggested that the members of the Cable Commission should expand the Cable Commission membership. Dennis Wausnock said that he would look into the matter.

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4)Dene Liott suggested that the Cable Commission should ask the Borough to write a grant for PCTV. All grants written by the Borough have promotional monies included for educational purposes. That money could be directed to PCTV because it is, in part, an educational venue.

5)A general discussion followed concerning how we can advertise PCTV. One of the ideas was to have PCTV Programs advertised in the PART buses. It was decided by the membership to have Dennis Wausnock look into this matter and report back to the Cable Commission next month.

NEXT MEETING

The next meeting will be held Tuesday, December 21, 2010 at 7pm at the PCTV Studios.

ADJOURNMENT

An adjournment motion was made by Nat Rosenthal and seconded by Dennis Wausnock. Motion carried.