



TOWN OF TEMPLETON COMMUNITY SERVICES

**27 Boynton Road
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Community Services FY 24 Third Quarter Reports

Library/Community Services

This quarter included significant time spent on the FY 25 budget requests for the library and senior services, from creating the initial draft, to reviews with the Town Administrator and finally, the Select Board and Advisory Committee. I worked on plans to implement 2 grants which involve technology for both the library and senior center: 1. the digital equity grant (MRPC) which includes the towns of Phillipston and Royalston, and 2. The technology grant that the previous Senior Center Manager co-wrote with the Gardner Senior Center. Both have the potential to expand the availability and level of comfort with technology for our residents. I completed and submitted the library and Senior Center's FY 23 annual reports. With the help of TCTV's Sarah DeJoy, we published the library's Winter e-newsletter. The weekly stitching group at the library completed several projects and is as popular as ever. The application for the Covid-19 micro-grants began, with promotion and weekly zoom meetings. Buildings and Grounds Director, Bob Szocik and I met with members from the CPC to confirm the money and scope of existing funds for library work.

Senior Services

This quarter was full of new and interesting programs, trips, musical performances, congregate meals and informational sessions. The trips included: the Isabella Stewart Gardner Museum and Parker's Maple Barn. New programs included the men's group and breakfast, afternoon games and lunch and an origami program. Musical performances included: a classic Indian dance demonstration and a piano concert by inspirational musician Forest Johnson. With funding from ARPA, we offered 3 tasty meals. Informational sessions included a talk explaining how to identify scams and a Medicare presentation. A new art exhibit was displayed showcasing 'fiber art' pieces. The Center was made available for office hours for Representative Zlotnik, after his office reached out to the town. Over 30 of our WONDERFUL volunteers were honored at a special luncheon. The COA board met once. Reports completed and submitted this quarter included: the monthly MART report (ensuring the town is reimbursed approximately \$3,000 each month), the annual EOEA report, and the MART drug and alcohol report. Requested documents related to the kitchen bid were compiled and forwarded to the architect. Linda helped many residents with applications for SNAP and

fuel assistance benefits. Our long-term driver, Ron Lewis, retired. We thank Ron for his many years of dedication to our town's seniors. Our amazing volunteer, Claudette, made 28 'Happy Birthday' phone calls in the month of February alone- several of these calls were placed from her hospital bed! The Center could not offer all that it does without such dedicated volunteers.

Attendance	1,346
Social Service appointments	99
Volunteers	104
Rides	331
Durable Equipment lending	22

TCTV

January to March 2024

OVERVIEW

The focus in Q1 and Q2 has been on preparing and getting lined up for a big push in FY25 to kick-start some revenue streams, particularly in sponsorships and video production.

STAFF WORK

Hannah and Dottie are taking charge of planning, scheduling and project management. I am encouraged to see them take on these responsibilities. It is vital that we plan well and execute on whatever we are doing, and find ways of doing it well and in timely manners.

We cannot grow and survive without being proficient and efficient.

Erin has started working more on video production. I like what I see in her attention to detail. Her Collector Time videos from the recent Cabin Fever Collectors' Show are hits. Collector Time and other staff productions will be released monthly, on staggered and well planned schedules.

Kaitlyn has been producing graphics for our TCTV and Montachusett.TV promos. We will be showing and distributing more of these. She also does a superb job video editing TCTV News and other shows.

Logan has been working at Wachusett Business Incubator (WBi) on some videos there and is researching use of our StreamingPix remote camera switcher and production unit.

We have been making Scout Hall plans and have purchased quality furnishings at steep (~30-40%) discounts through The Great Exchange in Devens. (They have discounted

office supplies in bulk as well!) We ask that we get these furnishings into Scout Hall asap.

We closed out the quarter in style with coverage of the absolutely adorable Lions Club Easter Egg Hunt & Bonnet Parade. The video program is available on Cable Channel 8. We do not show this or Story Time with Jackie Prime on YouTube as a precaution to protect the children present. May we show this video before Town Meeting?

Overall, we are making some strides but still scrambling to do all of work in limited Town Hall and staff time. We are helping some of our crew with their juggling of tasks. Media work is often overwhelming this way.

DIGITAL SIGNAGE

Alex and I have been visiting digital and other exterior signs throughout the area to compile a report and plan for town-wide digital signage with sponsorships for local businesses. This could provide a recurring revenue base for TCTV. We will be bringing a plan to EDIC for this.

We started showing digital signage examples of the public service announcements, senior and other community events that we produce before meetings here.

PLANS FOR INTERNS

MassHire is interested in getting us as many as 3 paid STEM interns for spring and summer. Our plan is to put them to work in Community Services like the library, senior center and Veterans services. Interns will work with TCTV to produce videos, notices and outreach for these department.

We also are looking into year-round interns working for credit through Murdock HS and 'Pathways' schools such as Gardner and Quabbin.

GRANTS

We are investigating grants through the Digital Equity Planning process we are involved with. Through our grant writer we have applied for \$70,000 to fund projects, and that could turn into \$100,000. Any award should not be considered funding for the Cable Dept./TCTV's operational budget.

Projects being considered for this are Scout Hall and Boynton Library for network and broadband upgrades and services, and administration of equipment distribution to connectivity-challenged populations with a possible staff person to execute on this. Submission deadline is May 31.

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ANALYTICS, Jan. 1- March 31, 2024

TCTV Facebook NEWS FEED

8.3K reach, down from Q1

Top posts:

- Coyote warning
- Grange Hall video
- Lions Club Easter egg hunt
- Templeton Rec basketball pics
- Here Comes Cabin Fever!

TCTV's Facebook audience clearly prefers 'lifestyle' and local event notices, though items on town news and meetings are picking up.

TCTV YouTube Channel ([YouTube.com/TCTVweb](https://www.youtube.com/TCTVweb))

Q1: 10.3k+ views, 1,134 watch hours, +41 subscribers, 182.6K impressions (thumbnail views)

- In March: 2.2K NEW views = Budget Season bump or more?
- Biggest day in Q1 was March 28, after 3/27 Select Board meeting
- Meeting views have risen by ~40% recently

The local audience continues to GROW and is influencing metrics. This is a good thing.

Top videos include:

- Usual Collector Time hits (Tonka Toys, Lanterns, etc.)
 - 2024 State of the Town
 - Inside tour of the Grange Hall Revival
 - Conservation Commission meeting of Feb. 12
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- Select Board meetings of Feb. 14 and Jan. 10 (with TCTV Business Plan and funding issues)
 - New Collector Time: A Vintage truck collection

Interesting inclusions in Top Performing videos:

- Nov 2019 BoH meeting on Casella sludge landfill proposal
- Planning Board of Aug 2019 on cannabis zoning overlay
- 2022 River Rat Race (with BEST click-through rate)

And here comes Songbirds of the Northeast!

How high will Songbirds fly in Q2? Stay tuned, chirp, chirp!

Montachusett.TV website

~2,000 visits/month

In March: 1.95 pages/session, 7:47 user engagement

These are REALLY nice numbers to build on. Now to the building!

IMPORTANT NOTES:

Sustainable funding and Scout Hall issues are serious distractions to the staff that we simply cannot afford.

Until these issues are resolved, we cannot really move forward and make the significant gains that we need to make in order to survive.

-Respectfully submitted by Steve Castle, April 17, 2024

Veterans' Services

Nothing reported

Cultural Council

Nothing reported

Veterans Services Department

From January thru March this department continued to process Chapter 115 benefits for 8 Veterans and the Town of Templeton was reimbursed approximately \$9789.98 for the first quarter of FY 2024. This Department assisted with processing Veterans Benefits Claims 43 times.

During this Quarter the Dept. of Veterans Services collaborated with other various Departments to provide future services for the Town of Templeton. This Department met with DPW, American Legion, Board of Selectmen, and the Local TV personal.

Michelle Durkee

Templeton Cultural Council

Third Quarter 2024

January - February - March

The Third Quarter was quiet for the Templeton Cultural Council. We met once to discuss extending a grant from a summer series to a fall series for Winchendon Winds. Discussed our treasurers report and our summer concert series on the common.

Our council helped with grant money with the Narragansett Historical Society Cabin Fever held in February.

Music, Movement and Meditation program (on going series) at the Templeton Community ans Senior Center.

Lisa Dembek
