



TOWN OF TEMPLETON COMMUNITY SERVICES

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Community Services – FY 24 Second Quarter Reports

Library/ Community Services

In addition to steady circulation and visitation, this quarter saw great attendance at Story Hour as well as excitement about the projects the newly formed Stitching group have been working on. The final reports to the Board of Library Commissioners were completed and submitted, and the Board voted to certify the library at their December meeting. I worked on Community Services employee reviews, as well as the FY 23 library and senior services annual reports. I completed the library and senior services FY 25 budget requests. I presented requests to the Capital Improvements Committee. I participated in the Hazard Mitigation meetings. I worked with TCTV staff member, Sarah, on the Library's winter newsletter.

Senior Services

Another busy quarter at the Senior Center. Two trips were well attended, one to Newburyport and another to Stewart's Chocolate shop in Holden. A vaccine clinic offered flu and covid shots. Musical entertainment this quarter included performances by the Hubbardston singing swinging seniors, and holiday sing-a-longs with Dennis D'Ambrose, a concert by Sean Fullerton and a special afternoon of Christmas caroling with the Girl Scouts. The Lions Club sponsored a turkey dinner, which was held at the Otter River Sportsman Club. A magic show with a luncheon was a wonderful time, as was the Center's Halloween Party. Templeton Recreation offered a fun Christmas event with refreshments and a Christmas movie. Other programs included: basket weaving, pumpkin carving, leaf garland, bracelet making, and a custom foot-soak workshop. Jan Lefebvre and Jackie held a Saturday story time, with a visit from Dilly the service dog, and a book raffle for participants. The COA board met this quarter. Linda and Elaine attended the MCOA annual conference. Gail Noel offered a Health Care Options talk. The Center took possession of a Ford Explorer, which Templeton Police Department removed from its fleet, and Templeton Highway Department converted. Thanks to both departments for this much-needed vehicle!

Statistics:

Attendance: 1,457

Social Service appts: 141

Volunteer Hours: 125

Veteran's Services

This Office has brought on 2 more Veterans who moved to Templeton from other towns so they can receive Veterans benefits. This Office has been able to close the circle for a family who was waiting for a Memorial Placard for over 2 years and who finally received it for their Veteran and it was placed at his Final Resting Place. Another family has sought this Office to have the Veteran be buried at the Winchendon Veteran Cemetery. Finally, this office has been able to maintain stability between the Town and the State in the Chapter 115 benefits.

Cultural Council

This second quarter the Templeton Cultural Council met twice, once on November 16 and December 12 to discuss upcoming events, financial report and 2024 Mass Cultural Council grant cycle.

This 2024 Mass Cultural Council grant cycle we received \$11,182 in funds and 33 applications requests for grants. The 2024 Grant cycle has seen more applications than recent years.

Templeton Senior Center - Sean Fullerton performed on December 13.

Winchendon Musical Festival performance December 17 at the Immaculate Heart of Mary Church

Narragansett Historical Society Wreath sale and Christmas tree lighting December 3

Narragansett Historical Society hosted A Haunted Historic Stroll October 27 and 28.

As always, the Templeton Cultural Council needs volunteers to join our council. It's a great way to learn about your town, be creative and provide fresh ideas for things people would like to see in the Town.

TCTV/ Cable Department

Overview

- 29 meetings live-streamed, including Fall Town meeting.
- Crew worked independently on "Grannies invasion," Fall Town Meeting live production.
- RFPs for Digital Lab, Montachusett.TV partners were issued.
- Budget prep, Business Plan and presentation developed.
- Strategies to deal with funding crisis explored.

Tech Issues in Q2

- Internet buffering = 3 backup Zoom uploads required in one week.
- Persistent interference issues during rotary work, water mains caused problems.
- Shielded cabling was purchased and installed in Conference Room to combat interference.
- Microphone system had to be rewired multiple times.
- Audio adjustments showed improvement once interference subsided.
- TCTV News poked fun at this, citing interference from the 1970s.
- As far as we know, no one has caught Disco Fever.

Personnel

- Lost a person in Oct.
- New hire of Alex Harrison and all-around training taking place
- Summer intern Sarah Hall rejoined for holiday break
- -helping with TCTV calendar, Montachusett.TV posts, database, Gilman Waite video

34 Video Productions in Q2: We rocked it!

TCTV News (4 episodes)

WBI Classes (5 classes): Dominate Your Market, Be Smarter Than Your Smart Phone, Drone 101, Find a Business That's Right for You, Persuasive Marketing

What's Up, Montachusett (5 videos)

What's New @Digital Lab (3 videos)

Sizzle reels (3): Montachusett.TV, Digital Lab, WBI Classes

Chair Luge & Oktoberfest

Johnny Appleseed Visitors Center

Who's Johnny Appleseed?

Gardner Chamber Chili Chowder Taste-Off

Hazard Mitigation Survey shorts (2 videos)

Two Grannies on Country Roads (2 videos, 19 stops) MASSIVE PROJECT & EDITS

Bridgewater Antiphonal Brass Society concert production

Griffis Memorial benefit interview (2 videos)

Lions Club Haunted Gazebo with Santa's Helper

Tree Lighting & Parade

Year in Review Highlight Reels (2 videos): Spree of TCTV, Best of TCTV News

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

- Q2 - 10K+ views and 49 new subscribers
- 2023 totals = 757,000+ impressions, 44K views, 4K hours watch time, +190 subscribers
- Gains in year of 20%-25%
- 5:39 average watch time
- 1,000 subscribers +
- Q2 Hits: Two Grannies, TCTV News, Select Board of Nov. 29 and Fall Town Meeting scored high
- Planning Board from Aug. 2019 on cannabis overlay still seeing strong views for 2nd quarter in a row.

TCTV Facebook Page

- Q2 10K+ reach
- 2023 totals = 27.5K+ reach, up 133%
- Photo contests and photo recaps of events are big draws
- Photos of Tree Lighting event had most reach
- Christmas lineup on Channel 8 with "Santa Claus Conquers the Martians" was huge

FUN DATA FACTS

- 75% of TCTV Facebook followers are women
- 20% of TCTV Facebook followers are women ages 35-44, the most of any age group

Montachusett.TV web site

- Hundreds of Calendar items were produced. Good momentum is gathering here.
- Actively curating video more regularly on the site.
- Little under 2K visits per month.
- Analytics show visitors are clicking to a page or two.
- Good return rate and a mix of new visitors to build on.
- Laying the groundwork for digital marketing efforts.
- Networking and making influential friends in our extended community.