



Hudson Cable Television Advisory Committee

Informal Meeting Notes

Meeting Date: January 16, 2014.

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Don Drenski, Liz Murphy and Nick Zaklanovich. Ex Officio: Kerry Paluscsak, Barbara VanBlarcum, Dr. Dan Williams – Council Liaison.

Not in attendance: Abby Boysel, Michael Coburn, Timothy Ritley, A.J. Stokes.

This informal meeting called to order by Chair Nick Zaklanovich at 6:41 P.M. Notes taken by Nick Zaklanovich. Due to a lack of a quorum of the committee members, a formal meeting could not be held. This meeting was an informal, informational meeting, but notes were still taken and will be generated.

I. Greeting of members and guests

Nick Zaklanovich greeted all in attendance. We had two guests present from the senior class of Hudson High School, Shadu Elliot and Keshia Molier. We thank them for joining us.

II. Approval of Minutes

Due to a lack of a quorum, the draft minutes from the November 21, 2013 meeting could not be formally approved. A survey of the members present turned up no reported problems or suggested changes to those minutes. The November 21, 2013 minutes will be placed on the agenda for approval at the March 20, 2014 committee meeting.

III. Station Manager's Report, Kerry Paluscsak

Kerry Paluscsak reported that he has been very busy preparing for a brief summary of programming numbers for year-end that will be presented to both City Council and the Hudson Board of Education. For 2013, HCTV provided 15,865.5 hours of programming, 136 hours of which is original programming. This compares to 15,471 hours of programming in 2012 and 14,808 in 2011. Web-based access for 12,793 “hits” for all of the Granicus offerings. 2,795 (22%) of the accesses were for multiple meetings. 2,614 were individual meeting accesses.

Kerry reported an average of 187 “hits” per month for the PEG Central content, with Girls’ Volleyball being one of the main web access draws.

III. Station Manager's Report, Kerry Paluscsak, continued

An equipment list is being built for cameras and switchers for the Meeting Room upgrade at Town Hall. The recording portion of the Town Hall set up has been upgraded. The new equipment that will be purchased soon will then allow for an improved video signal to be provided to the recorder.

Orders have been placed for new equipment for a Phase II upgrade of the HCTV Control Room. The replay and graphics areas will be reconfigured to allow for more room for the operators.

Basketball coverage is in full swing with seven more games to appear on the station in the regular season.

Don Drenski asked about news that he heard about Time-Warner possibly being purchased. Kerry responded that an offer had been tendered for the company, but the offer had been rejected. Kerry also mentioned that if someone would purchase Time-Warner, it should not have any impact on the funding for HCTV, since the new owners would be required to maintain payments, as has happened in the past when the local cable operations changed hands.

IV. CAP ACT Update

Kerry said that the two groups that have been working with Congress to move the CAP Act along seemed to have settled their differences and the act may be moving slowly forward. The bill has been heard on the floor of the Communications Subcommittee of the House and more discussions should be coming forward in the next few months.

V. Public Access Update – Barbara VanBlarcum

Barb VanBlarcum reported that Public Access has been busy, as it usually is during the holiday season. New programs have been appearing regularly on the channel. The Hudson Genealogical Society is a new group to use HCTV Public Access. The League of Women Voters has also recently produced a program that is running now on the station. HCTV will officially team with Kent State University in the production of the Bravo Arts program that Brian Suntken has been producing.

VI. Community Organization Liaison

Liz Murphy reported that she will be speaking at a meeting of the Senior Citizens organization. Liz will also work with both the Friends of EMS and the Friends of Hudson Parks about producing programming on the station.

Barb was at the Hudson Rotary last month to accept a \$1,200 donation to the station. There is a potential that the Hudson Rotary Clock Tower organization may be interested in producing programs about their group.

Nick said that he & Don will still plan to speak at the Hudson Garden Club meeting in February.

Nick also suggested that the Hudson Society of Artists may also be a good group to visit on behalf of the station.

VI. Community Organization Liaison, continued

Dr. Williams said that the Keep Hudson Safe initiative may be a group that should be contacted to make that group more aware of HCTV.

Liz also said that she would make contact with the Hudson Community First group to see if they can place her on their meeting agenda to talk about HCTV.

VII. Committee Fund Raising Development

Nick said that he saw that in addition to the Hudson Rotary, the Burton D. Morgan Foundation has also contributed \$1,200 to HCTV. The Morgan funds are considered a grant, because verification is required by the Morgan group.

Liz said that in order to apply for grants, a non-profit entity in support of the station must be created. She has obtained a copy of the Friends of Hudson Parks non-profit application and will use that document as a pattern to create an application for a non-profit tied to HCTV. She asked for help in filling in some of the portions of the application.

Liz suggested trying to get away from the word "cable" in the name of the non-profit organization. Kerry suggested that Friends of Hudson Community Programming would be an appropriate name to use, which would encompass both the cable and Internet access to the programming on the station.

The makeup of the non-profit may be one member of the Advisory Committee, one member of the staff and then other members would be representatives at large and by-laws would have to be created. Kerry suggested that previous committee members would be good candidates to contact for at large members of the non-profit organization.

Liz said that she would e-mail what she has so far to the members and then the members can help to fill in the parts of the application that she was unsure of.

VIII. Previous Meeting Follow Up Discussions

The monthly Focus of Business program, which is planned to start production soon, is currently awaiting a document from City Communications Manager Jody Roberts before the program can go into production. Selection of subject businesses for the program cannot commence until the City has approved the document that Ms. Roberts will be creating.

Nick said that the committee will have one opening starting on January 24, 2014. Dr. Williams was asked to have Council announce the opening at the next Council meeting. Nick also asked the committee members in attendance to think about people that may be interested in joining the group.

Nick suggested that arrangements be made to meet with the City Manager for the yearly update of committee activities that is included in the committee charter. Dr. Williams suggested that the meeting not be scheduled until later in the first quarter, in order that a permanent City Manager can be in place before we meet with that person.

IX. New Access Program Ideas

Nick said that five interesting speakers will be appearing at the Hudson Library in the next few weeks. He reviewed the speakers and subjects and all of them seemed to be a possibility for recording and presentation on the station.

Nick also suggested a program in the near future of a compilation of Tom Vince's appearances on the station, perhaps a 24 hours of Tom Vince marathon. Kerry suggested that perhaps Memorial Day, 2014 would be a good time to present such a program, built around the Memorial Day parade.

X. Once Around

Nick asked about the Council Workshop configuration regarding the microphones that are used during the meetings. He noticed that the audio available during the meeting broadcast has greatly improved at the most recent meetings. Kerry said that they are no longer using the barrier microphones that used to in place at the workshops, instead, the dais microphones are being used in the workshop meetings and that has improved the audio quality greatly.

Nick asked about the problems that were discussed at a previous meeting regarding the mapping of the HCTV stations into the digital tier channel line up from Time-Warner. Kerry responded that the problem is a moot point now, as they are now only providing digital set top boxes that do not contain analog capabilities. Therefore, the digital boxes do not receive the current HCTV analog channels of 15, 16 & 17. The HCTV channels are available on the digital tier of Time-Warner at 967, 968 & 969, but the current configuration has them out of order from the traditional sequential channel lineup. Once Time-Warner can get the digital channels into the correct order, HCTV will begin promoting the digital channel assignments on a regular basis.

Nick mentioned that he would like to start the online viewer survey that has been discussed for over a year. The first step is to get permission to link the survey through the City web site. Following that, we need to develop questions for the survey, so Nick will send the questions from the paper survey that was conducted at the Pancake Breakfast last year to the members. Once the members receive the questions, we ask for their suggestions to modify and add to the questions that will appear on the web based survey.

Liz asked if there were other methods to get feedback. Kerry said that perhaps an insert included with the Hudson Public Power electric bill could be generated to provide an additional source for survey data.

XI. Next Meeting Date

The next scheduled HCTV Advisory Committee meeting is scheduled for Thursday, March 20, 2014 at 6:30 PM in the HCTV studio at Hudson High School.

XII. Adjournment

With no further business indicated, the meeting was adjourned at 8:03 P.M.