



Hudson Cable Television Advisory Committee

Meeting Minutes

Meeting Date: November 18, 2010.

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Brian Suntken, Susan Terkel, Interim Chair Nick Zaklanovich. Ex Officio: Kerry Paluscsak, Council Liaison Kristina Roegner. Barbara VanBlarcum.

Not in attendance: Gary Dixon, A.J. Stokes.

Meeting called to order by Interim Chair Nick Zaklanovich at 6:40 P.M. Notes taken by Nick Zaklanovich.

I. Approval of Minutes (September 23, 2010 Meeting)

Due to a lack of a quorum of voting members at the meeting, we were not able to approve the September 23, 2010 meeting minutes. During an informal discussion, all present indicated that the notes looked good. Approval of the draft minutes of the September 23, 2010 will be postponed until the next committee meeting.

II. Station Manager's Report: Kerry Paluscsak

Kerry reported that the five-year HCTV budget has been submitted to City Council. Copies of the proposed budget were distributed to the committee members. No capital improvements impacting HCTV are included in the budget proposal. Kerry will appear before Council on December 7, 2010 for a review of the budget proposal. Kerry also mentioned that Council continues to be committed to HCTV and The Mayor's comments made during the November 4, 2010 5-year budget review meeting in regards to the longevity of the equipment were good comments to hear.

The budget for 2011 reflects zero increase in funding. One of the part-time staff positions that is currently open will be changed to a seasonal position. Salaries will remain stable.

Kerry explained that the cost to replace all four 14-year-old studio cameras would be \$180,000. There is a possibility that a lease agreement may be worked out by which the studio cameras would be replaced and the cost could be spread out over a number of years.

II. Station Manager's Report: Kerry Paluscsak, continued

Susan Terkel asked if there are used cameras available that could be obtained at a lower cost. Kerry replied that HCTV does not normally buy used equipment. Susan also asked if the cameras could be replaced one unit at a time. Kerry replied that all new equipment currently available is High Definition equipment. It would not be practical to mix high and regular definition cameras together, therefore all four cameras need to be replaced at one time.

Kerry reported that since HCTV's inception, 100,000 hours of playback have been provided. There was 6,000 of programming delivered in 2009 and 2010 is on pace to add approximately another 1,000 hours of programming, bringing the projected total close to the 7,000 hour mark. Kerry also noted that the original hours of programming has increased every year of operation.

The Hudson High Basketball season will be under way shortly and three holiday concerts from the city schools will be recorded. Seton Catholic will also have a holiday program that will be recorded. Brian Suntken mentioned that the High School concert, scheduled for December 9, 2010, will have a spectacular light show as part of the presentation.

III. Public Access Coordinator's Report – Barbara VanBlarcum

Barb reported that Barbara Bas made a new program relating to the Case-Barlow Farm. Along with that, another program will be produced containing interviews with people familiar with the Barlow family, including Janet Barlow, who still lives in Hudson. Roland Winter produced a program related to the planned trip to Hudson's sister city, Landsburg, Germany. Good Medicine with Mary Sheehan has recorded several new programs with health professionals. Rio Kim and her husband made a program from St. Mary's Church regarding a book called "Feed My Sheep" that explained Korean-style cooking. The Kratos Youth Wrestling Tournament will take place on November 21, 2010 and will have a two-camera shoot during the event. The First Congregational Church of Hudson has added an additional service called "11:59" which they will turn into a weekly program. Two concerts of "Music from the Western Reserve" will be recorded. Frank Youngwerth did a program from the Learned Owl bookstore during the initial sale of the "Picture Hudson" coffee table book. Frank also produced a program about the Burton D. Morgan Foundation's donation of a 500-acre property in Portage County to be used as a park. During that program, Frank interviewed the President of the Foundation, Deborah D. Hoover. The interview with Ms. Hoover could, hopefully, be a stepping stone in developing a relationship between the Burton Morgan Foundation and HCTV.

IV. Farwell to Council Liaison Roegner

At this point, Kristina Roegner bade farewell to the HCTV Advisory Committee, after serving five years as our City Council liaison. Tina said that she enjoyed her years as the liaison to the committee and picked up a lot of technical knowledge during that time. As part of the Oral History projects, Tina recorded her 95-year-old grandmothers, so their fascinating stories were captured for future generations. We thank Tina for her input, guidance and involvement over the years, and wish her well in her new position in the Ohio House of Representatives. We'll miss you, Tina.

V. Community Liaison Report – Brian Suntken

Nothing to report.

VI. Fundraising & Programming – Susan Terkel

Susan mentioned two new names in her effort to try to involve younger citizens with the station and the committee. She will follow up with these potential committee members in an attempt to get them to apply.

Susan said that she was very happy with the work that Brian Suntken did recording and editing the program that they made during the Hudson Newcomer's Club event in September.

Susan is also interested in developing a program around the stories of Judith Schmere, a Holocaust survivor and her husband which can describe, in a beautiful story, the struggles of the Hungarian Jews during World War II. Susan is also thinking about producing a show about Catherine Harmon, who is involved with the Hudson Farmer's Market, and is also involved with a Youth Film Festival for Junior and High School age kids.

Susan mentioned that she would be attending the final meeting of the preservation society that has been trying to save the old Hudson Train Depot. The efforts to save the depot have now stopped, as the building is in too bad of shape and too expensive to rescue. Susan thought that it would be nice if we could document the building, before it is lost forever. The Depot committee has raised some funds, which will hopefully be used to create a model and display that could commemorate the old Depot.

Brian Suntken mentioned that there are five local gentlemen that gather every Friday to sit by the old Depot and watch the trains go by. He does know one of the men, and thought that perhaps their story would make an interesting program.

Susan mentioned that she has had some conversations with Suzanne Morgan concerning Hudson church architecture. Susan said that documenting the church architecture in town and interviewing the people involved with the ministries would make an interesting program.

The discussion shifted to a plan to improve the working relationship with the Hudson Library & Historical Society to the mutual benefit of both groups. Kerry mentioned that the Library staff has their own recoding equipment, and uses that equipment to record events at the Library as needed. Kerry mentioned that past Library productions that were supplied to HCTV for airing suffer from an audio hum problem that significantly degrades the quality of the playback. Gary Dixon has lent his expertise to the Library, with suggestions to solving the audio hum problem, but the problem has not been resolved.

Susan said that she has a personal relationship with Library Director E. Leslie Polott, and will meet with Director Polott soon, to discuss improving the relationship between the Library and HCTV. Susan thought that perhaps some training could be provided to make their productions better. Kerry responded that he has tried to work with the Library in the past. He also suggested that Susan speak to Gary Dixon to get the details on his attempts to help the Library audio situation.

VI. Fundraising & Programming – Susan Terkel, continued

Barbara VanBlarcum added that author Ian Frazier would be appearing at the Library on December 9, 2010 to give a presentation. Barb felt that either the Library or HCTV should record the Frazier presentation.

Susan asked about recording events at the Learned Owl Book Shop. Barb responded that Mary McDonald of the Learned Owl does come to the HCTV studio to record programs and that some of the Learned Owl activities take place at the Library instead. Barb added that recording video at the Learned Owl Book Shop is difficult to do, due to the small, cramped interior of the store.

Susan asked if we have any liaison with local artists that could lead to some new and interesting programming. She said that it would have been interesting to do a before-and-after comparison on the recently renovated Alan Sveda property on East Main Street. Susan suggested that information on staging houses for sale could make an interesting “how to” program.

Susan asked what other types of programming are popular on other Local Access stations. Kerry said that historical programming relating to Hudson is very popular and should be the focus of community programming.

Brian Suntken added that he liked the program related to the history of the Ohio & Erie Canal that had aired earlier in the week. He found the program had good historical content and great pictures.

Susan asked if we know what people watch the most on HCTV. Kerry said that Polka Time has a dedicated following. Also, the High School sports coverage, how-to instruction and home decorating programs seem to be the most popular programming subjects.

Susan stated that she is activating her own personal two-year plan to come up with as many improvement ideas as she can, and would like to see that 50% of those ideas are implemented or carried out. She plans to go to area businesses and have the proprietors explain their services as they relate to the viewers, such as interviewing a heating and air conditioning business about heating and air conditioning systems operation and energy saving opportunities.

Susan asked if we have done much in the way of programming with the Hudson Fire and EMS departments. Kerry said that HCTV has worked with the Fire Department in the past, but not recently. The EMS Department recently had some PSA’s aired on HCTV, used mainly for recruitment, but it would be difficult to do any programming related to EMS, due to concerns over the confidentiality of the clients served.

Brian Suntken mentioned that he and Dan are working on a plan to do some programming relating to the city services, such as sewers and the installation of holiday lighting. They are just in the discussion stage right now and hope to have some firm ideas for next summer.

VII. Volunteers – Barbara VanBlarcum

Barb reported that here are new Public Access people on-board, but no new volunteers. There is one High School Journalism program student that does help out on shoots. Barb said that she continues to add an invitation to do Access programs to each weekly schedule that she sends out.

VII. Volunteers – Barbara VanBlarcum, continued.

Kerry added that some of the Journalism program students will be helping with production of the High School basketball games. He hopes that being involved with production of the games will spark interest in the students into producing their own shows.

Nick Zaklanovich that he had such a great time helping with the football games that he was willing to assist during the basket ball season in any way that he can.

VIII. Future meeting schedule discussions

Nick Zaklanovich brought up the subject of the recent difficulty that we have had in getting a quorum of voting members at the committee meetings. Nick asked if a changing the meetings to a different day of the week would help. Susan, Brian and Nick all said that the day of the week that the meetings are held does not matter to them. Barb added that she knows that one potential new committee member candidate would like to join the committee, but would not be able to attend meetings if they continue to be held on Thursdays.

Susan added that if we are unable to meet monthly due to schedule conflicts, which is fine, but suggested that we still maintain a monthly meeting schedule, especially if we do get new members to fill the current two member vacancies. Susan mentioned that she will do some “earnest recruiting” to recruit new members to fill the existing vacancies.

IX. Proposed Reduction in the size of the Advisory Committee

In the previous committee meeting, a discussion was held concerning the possibility of reducing the size of the committee from the current seven to five members. We would have liked to get Gary & A.J.’s opinion on this proposal, but they were not in attendance this time. Brian Suntken said that Gary told him that he was in favor of reducing the number of members. Susan Terkel thought that a smaller number of members would make it more difficult to reach a quorum of members, since the overall total member number would be reduced. She said the solution to the problem is simply to bring in new members.

Nick Zaklanovich mentioned that he had a discussion with Council President David Basil and asked that the need for new committee members be mentioned at each Council meeting. President Basil indicated that he would do so, but also added that the recruitment efforts of the sitting members of the committee are the best method of filling committee vacancies. Kerry Paluscsak agreed with President Basil’s statement.

Nick suggested that a follow-up effort be made to inspire applications from citizens that have already been mentioned as potential committee members. Nick volunteered to draft a letter that could be sent to the prospective committee candidates to try to motivate them to actually apply.

Brian Suntken added that the biggest turn off during the application process for him was the interview by City Council. Susan Terkel agreed and added that the time interval between her application and selection for committee membership was excessive and very unsettling.

IX. Proposed Reduction in the size of the Advisory Committee, continued

Kerry suggested that a possible way to avoid these problems is to make the Advisory Committee an informal advisory group, which would not be under Council control. He said that modifying the committee affiliation in that way would eliminate the need for requiring quorums of members to make decisions and having to go through Council interviews to join. Kerry said that he would contact his immediate supervisor, Assistant City Manager Paula Parker Ryan about the possibility of changing the Advisory Committee to a type of committee that would not have as stringent Council control.

X. Knight Foundation Actions

Nothing new was reported concerning the Knight Foundation discussions that were held at the previous meetings. Along that line, Susan Terkel asked for a copy of the list of possible grant sources that former Chairperson Kathie Franks created earlier this year. Kerry supplied a copy of that list to Susan.

XI. Once Around

Kerry suggested that one of the goals of this committee should be to do programming and outreach to the community and to provide support for the city's non-profit organizations. Kerry said that in the past, members of the HCTV committee attended non-profit organization meetings, in order to tell them about the availability of HCTV. Kerry said that doing so could inspire non-profits to use HCTV to their benefit.

Susan Terkel suggested that the newly published Hudson Community Directory could be used as a source for non-profit organizations in the city.

Nick Zaklanovich suggested some type of contact be made with the Hudson Hub-Times to try to get more exposure for HCTV in the paper. Brian Suntken said that he would meet with the Hub-Times editor at the editor's monthly coffee session to discuss the relationship between the two organizations. Nick will come up with an outline of items to discuss with the Hub editor.

Nick also reported that he has acquired new computer hardware that will allow him to do video editing for HCTV. Kerry advised that the new on-site HCTV editing computers are using Adobe Premier Pro for video editing.

XII. Next Meeting Date

The next HCTV Advisory Committee meeting date is scheduled for Thursday, December 16, 2010 at 6:30 PM in the HCTV Studios in Hudson High School.

XIII. Adjournment

With no further business indicated those in attendance informally decided to adjourn the meeting. Meeting adjourned at 7:55 P.M.