



## Hudson Cable Television Advisory Committee

### *Meeting Minutes*

Meeting Date: September 23, 2010.

Meeting Location: HCTV Studios, Hudson High School.

**In attendance:** Chairperson Kathie Franks, Brian Suntken, Susan Terkel, Nick Zaklanovich. Ex Officio: Kerry Paluscsak, Council Liaison Kristina Roegner.

**Not in attendance:** Gary Dixon, A.J. Stokes. Ex Officio: Barbara VanBlarcum.

Meeting called to order by Chairperson Kathie Franks at 6:31 P.M. Notes taken by Nick Zaklanovich.

Chair Kathie Franks is leaving the area, and will therefore relinquish her membership on the Advisory Committee and her role as chairperson. Kathie said that she enjoyed her time on the committee and will be back in the area on occasion. We are all very sad to see Kathie leave and wish her well in the new adventure in her life.

Susan Terkel asked if there was any standard for member attendance at meetings of the Advisory Committee. Kerry Paluscsak responded that there had been a standard of three absences, then excusing from committee service. He knew of no committee attendance standard that is in effect.

There was a brief discussion concerning the Hudson Newcomer's group event that took place on September 1, 2010. Gary Dixon had suggested at the June 24 meeting that video from that event could be used as P.S.A. (Public Service Announcements) on HCTV.

### **I. Approval of Minutes (August 26, 2010 Meeting)**

A motion to approve the August 26, 2010 meeting minutes, as written, was made by Brian Suntken. The motion was seconded by Susan Terkel. A voice vote to accept the August 26, 2010 meeting minutes was unanimously approved.

## **II. Station Manager's Report: Kerry Paluscsak**

Kerry reported that the High School Journalism class is progressing well. Members of the class started presenting the school morning announcements on September 23, 2010.

The Journalism class could possibly start producing magazine-style video programs in the second semester. Kerry mentioned that, unfortunately, the Journalism class could be curtailed if the November school levy fails at the ballot box.

The State of the Schools presentation of September 22, 2010 was recorded, but needs to be edited, before it can be aired.

The Hudson High Football season is under way and coverage has been going well. The season will run through October 22, 2010. Should the proposed new football complex at the High School campus go forward, all of the HCTV equipment that must now be taken to and brought back from Lavelli Field for each football game, will no longer have to be moved out of the studio to provide coverage of the games.

## **III. Public Access Coordinator's Report – Barbara VanBlarcum**

There was no report on Public Access.

## **IV. HCTV Section on City's Web Site: "Rules for Public Access to HCTV"**

Nick Zaklanovich distributed the results of the research that was carried out into the Public Access rules, as posted on the City web site. The research provides the best effort to summarize and analyze the rules.

## **V. Proposed Reduction in the size of the Advisory Committee**

Kerry Paluscsak proposed that the size of the advisory Committee be reduced from its current seven members to five. He noted that at one time the group had eleven members and was reduced to the current seven several years ago. Prior to that time, the library and school system representative had been voting members of the committee, but those members became non-voting liaisons at the time of that first reduction.

Kerry proposed the reduction from seven to five members due to the recent and forthcoming attrition in the appointed members and a lack of volunteers coming forward to fill the open positions on the committee.

Susan Terkel felt that a smaller group would be easier to get together for meetings. She mentioned that she has some ideas for potential committee members, mentioning that her son is returning to the area, and may be interested in joining. Susan also mentioned that Lisa Drew, who has a degree related to mass media, might be a potential member of the committee.

## **V. Proposed Reduction in the size of the Advisory Committee, continued**

Susan also mentioned that the interview and selection procedure for candidates to City Boards and Committees should be reviewed and improved. She said that the experience that she went through prior to her appointment was a less than pleasant experience and that she was very close to revoking her application, because of the time that it took to announce her selection to the committee. Susan suggested that Council should consider streamlining the procedure and making it a policy to send a thank you note to the citizens who apply for City Board and Committee openings.

Council Liaison Kristina Roegner agreed with Susan's comments about the procedures and immediately contacted Council President David Basil, asking him to consider the suggestions. Kristina also asked President Basil to ask for citizen volunteers to Boards and Committees at every opportunity available.

Regarding the committee member reductions, Brian Suntken said that he saw advantages in both ways, but would tend to be in favor of the reduction in numbers.

Chairperson Kathie Franks said that she would be concerned about reducing the membership of the committee, and would not be in favor of the change. She also inquired about the basis for the initiative. Kerry Paluscsak reiterated that he felt that it was going to be very difficult to maintain the committee membership at the current seven-member level.

Nick Zaklanovich felt that a reduction in the member count would detrimental to the committee's effectiveness. He had concerns that a diminished membership could make it more difficult to meet quorum requirements. Nick also felt that a reduction in the number of members would lead to a reduction in the number of ideas that flow from the members during round table discussions.

Council Liaison Kristina Roegner was also reluctant to support a reduction in members. Kristina said that the previous configuration of eleven members to seven was probably a good idea, but was not in favor of reducing the count any further.

Following further discussion, Kerry said that he would not proceed with the proposal to reduce the size of the committee for now.

During the further discussions regarding the committee composition, both Susan Terkel and Brian Suntken expressed the opinion that more has to be done to recruit younger citizens to become members of the committee. It was suggested that perhaps the High School Journalism Class could be a source for new members. Another suggested potential member is Mr. Greg Gallagher, who is one of the High School personnel involved with the Journalism program.

It was also suggested by Susan Terkel that "social networking" (Face Book, Twitter, My Space, etc.) are important to reaching the younger citizens of the community.

Susan then asked if there was an age restriction for City Board and Committee membership. Kerry said that it was his understanding that to be considered for a board or committee, applicants need to be over eighteen years old and be a resident of Hudson for two years.

## **V. Proposed Reduction in the size of the Advisory Committee, continued**

Kerry Paluscsak mentioned that efforts should be made to get the school system liaison to the committee to attend committee meetings.

Chairperson Kathie Franks thought that perhaps Seton Catholic and Hudson Montessori Schools should be brought on board with involvement with HCTV.

## **VI. Council on Foundations Conference Report – Chairperson Kathie Franks**

Committee Chairperson Kathie Franks attended the Council on Foundations Conference for Community Foundations in Charlotte, North Carolina from September 12 – 16, 2010. Kathie's involvement with the Hudson Community Foundation was the primary reason for her attendance at the conference, but much of what was discussed there could be applicable to the grant efforts of HCTV.

Two organizations that Kathie thought would be good organizations to work with HCTV are the Knight Information Challenge and the Knight News Challenge.

Kathie distributed printed information with details of the Foundations Conference. She also distributed questions and answers to an on-line application that was sent to Knight News Challenge from HCTV. Kathie also included information on a Knight Foundation funded project called "Macon Money", which is a community collaboration effort to build relationships in and around the city of Macon, Georgia.

In summary, Kathie said that it is very difficult to obtain grants for projects described in only a general manner. Only specific projects, with finely defined applications and goals have the best chance of gaining funding.

In the case of the Knight Foundations, Kathie suggested that local news and public affairs could be the lynch pin to attract funding from the organizations. Knight's credo of "advancing journalism in the digital age" with particular focus "on projects that promote informed and engaged communities and lead to transformational change" seems to be a good fit for potential grant funding of HCTV's efforts of community involvement and service.

Susan Terkel added that perhaps the Cleveland Foundation Library would be a good resource to obtain information on grant sources.

## **VII. Programming Update – Susan Terkel**

The only item mentioned in regards to programming was the idea to work with the Hudson Library and Historical Society and businesses, churches and temples in the area to get the word out about Public Access programming.

## **VIII. Once Around**

Brian Suntken reported that video was recorded during the Taste of Hudson event that occurred over the Labor Day weekend, but the video needs to be edited before it can be aired.

Brian also reported that the Music from the Western Reserve concert was an excellent event. He also mentioned that the “Blessing of the Animals” at Christ Church Episcopal on October 3<sup>rd</sup> could be a fun event to cover.

Susan Terkel expressed her thanks to Kathie Franks for her leadership as the chairperson of the Advisory Committee. The rest of the committee echoed Susan’s sentiments. Susan said that she particularly liked the way that Kathie kept the meetings flowing and on track.

## **IX. Interim Chairperson Appointment**

With Kathie leaving the committee, the group decided to appoint Nick Zaklanovich as interim Chairman, until such time that a full complement of members decide on a permanent chair. A voice vote accepted Nick’s nomination as interim chair.

A discussion concerning the taking of notes during the future meetings was resolved when it was decided that Nick Zaklanovich would continue to write the meeting notes, but would record the proceedings, to cut down on some of the handwritten note taking during the meeting.

## **X. Next Meeting Date**

The next HCTV Advisory Committee meeting date is scheduled for Thursday, October 21, 2010 at 6:30 PM in the HCTV Studios in Hudson High School.

## **XI. Adjournment**

With no further business indicated, Brian Suntken made a motion to adjourn the meeting. Susan Terkel seconded the motion. The motion to adjourn was unanimously approved by voice vote.

Meeting adjourned at 7:36 P.M.