



## Hudson Cable Television Advisory Committee

### *Committee Meeting Minutes*

Meeting Date: January 21, 2016

Meeting Location: HCTV Studios, Hudson High School.

**In attendance:** Don Drenski, John Funyak, Jeff Russell, Thor Wasbotten, Nick Zaklanovich.  
Ex Officio: Kerry Paluscsak, Dr. Dan Williams – Council Liaison and Barbara VanBlarcum.

**Not in attendance:** Michael Coburn, A.J. Stokes,

Chair Nick Zaklanovich called the meeting to order at 6:35 P.M. Notes were taken by Nick Zaklanovich.

### **I. Greeting of members and guests**

Nick Zaklanovich greeted all in attendance. No visitors were in attendance.

### **II. Approval of Minutes**

The previous meeting minutes from the November 19, 2015 meeting were approved as submitted. Thanks to Michael Coburn for creating the notes for that meeting.

### **III. Station Manager's Report, Kerry Paluscsak**

Station Manager Kerry Paluscsak reported that HCTV provided 16,272.5 hours of programming in 2015, about 20 hours less than were available in 2014. The government archive Granicus received 54,000 Internet "hits" during 2014, with the video access activity running at about 2,500 per month. A very respectable number that has grown and should continue to grow.

In the financial area, Kerry reported that several capital improvement projects have been approved for equipment upgrades for a full HD conversion for the station.

Plans are in place to soon replace one of the old editing PCs with an Apple machine. With Apple, it will be possible to capture an entire meeting, which can then be "dropped" onto the time line as a regular disk file, rather than current method which requires rendering of the file before it can be posted. Not having to render each file that is posted will reduce the translation time by at least 1/3.

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

A total of \$70K will be invested in equipment upgrades. Several components of the playback system will be upgraded to HD capability and the on line streaming equipment will be upgraded to HD also. The current PEG Stream Public Access system will be replaced with new equipment. As a result, the video signal available for Public access channel # 15 will be improved. All of the varied types of recording equipment in the station will be upgraded as part of the capital equipment project, including the digital recorder. Kerry said that hopefully there will be \$20K left over for other equipment upgrades.

The City of Hudson broadband internet service named Velocity is growing much faster than anticipated. There is a scheduled Velocity update meeting for potential downtown customers in the next week. Once the project moves on past Phase II, it should move back up Route # 91. Hopefully, the continued growth of the Velocity project could mean additional funding for HCTV operations.

The franchise fees from Time-Warner Cable for 4<sup>th</sup> quarter, 2015 were strong, causing the total year payment to add up to more than \$300K.

With cable access declining and Internet stream access rising, Kerry said that the station plans are to migrate the brand of the station away from the word "cable" and make reference to "community" instead.

The first franchise payment for 2016 is expected to be available in mid-February. That payment will be a gauge for what 2016 will provide from franchise fees.

The Time Warner / Charter Communications merger is expected to take place in mid-2016. Since Charter does not have operation currently in Ohio, it is anticipated that no noticeable change will be seen by Time-Warner customers in Hudson.

HCTV did a co-production with SCTV (Solon Community Television) of high school hockey game in December. Classic Teleproductions provided the equipment for the hockey game coverage that was shared by HCTV & SCTV.

Don Drenski asked about the employees that work for the station. Kerry said that the seasonal employees that work during the fall & winter sports season is not a cost-effective way to do things, because the seasonable employees still must have background checks in order to be classified as City employees at a cost of almost \$100 per employee. To be more cost effective, the seasonal employees may be able to be considered quarter time employees.

Thor asked about the year-to-year fund balance for HCTV operations. Kerry said that the current projections from the City Finance Director says that the fund balance will be exhausted in five years. It will then be essential that other forms of funding be in place, such as the Friends of Hudson effort or other sources of funding.

Dr. Williams mentioned that the thank you letter that was written in response to the latest Hudson Rotary contribution to the station was read to the membership at the most recent organization meeting.

### **IV. CAP ACT Update**

No new information relating to the CAP Act was available. Kerry has distributed e-mails from the American Community Television organization with CAP Act information to the committee members.

## **V. Time Warner / Charter Comm. update**

Kerry reported that the Charter Communication purchase of Time-Warner Cable is still under government review, but that review should be concluded and the deal should move forward in the second quarter of 2016. Kerry said that his research into Charter shows that they are active in regional sports, so they should not be totally oblivious to public access programming.

Kerry also said that the change to Charter Comm., when it happens should be transparent to the local customer base. It will be up to Charter to offer competitive rates and service that will allow them to maintain or grow their customer base in Hudson.

Kerry said that he had a recent experience with Time-Warner service when HCTV's signal was degraded on the Time-Warner service area. Kerry said that a technician from TWC responded quickly to the report of signal trouble.

Nick asked if the recent distortion in the Channel 16 schedule was the source of the complaint. Kerry said that it was and that TWC had said that the equipment that is currently in use at HCTV is 19 years old and may be the cause of the signal distortion problem. Kerry said that the signal that is being provided up to transmission to TWC is clean, so any distortion problem that is taking place is caused upstream of HCTV. Kerry said that if the problem persists, he will ask TWC to send someone to the studio to look at the modulators in the rack to see if they are the cause of the distortion. If they are, then the TWC equipment needs to be replaced.

## **VI. Public Access Update – Barbara VanBlarcum**

Barbara VanBlarcum reported that Public access activity did slow down as a result of the holiday season.

Laurel Lake provided an Encore Corral music program that was recorded in their meeting room. The Hudson Library provided Regina Bret's talk about her book "God is Always Hiring". The Genealogical Society has provided video of several of their programs.

One of the local Girl Scout troops created a PSA that will be airing on the station. The 2016 Christian Community Prayer service was recoded, as it has been for several years. Nick provided several varied productions since the last meeting. The Random Acts of Kindness kickoff event will be recorded for presentation on the station.

On a sad note, The Half-Hour show producers have made their last program and will be going on hiatus. The producers have agreed to donate all 110 Half Hour Show programs to the station for use into the future.

On a good note, the Ultimate Game Challenge will resume production, after about a 15-year hiatus.

## **VII. Community Organization Liaison**

Nick reported that he recently had a face-to-face contact with Communications Manager Jody Roberts during a recent Council meeting. This was an opportunity to try to tie up some loose ends that had been in Ms. Robert's court.

Ms. Roberts did receive the press release article that Jeff Russell created that we hoped to have published in the Hub-Times to promote the station to local communities. She said that the release was fine and that once she did place it on City letter head, she would forward the article to the Hub-Times for publication.

## **VII. Community Organization Liaison, continued**

Ms. Roberts also said that the text of the organizational e-mail that we intended to send to local organizations was also approved. With the approval in place, Nick said that he had sent an e-mail message to twenty-one of the organizations that were on a previously developed target organization list, inviting them to have some of the HCTV committee members visit their group meetings to help spur interesting in their organizations using HCTV to promote themselves to the community.

Thor Wasbotten asked if any feedback had been received from the HCTV presence at the Taste of Hudson event, such as new producers or new interest from organizations. It is thought that the Girl Scouts PSA that was recorded and has been appearing on the station was a direct result of a conversation that we had with one of the Taste of Hudson attendees.

Nick did add that he was about half way completed with editing of the video from the Taste of Hudson effort. The video was somewhat difficult to edit because there had been so much raw video of visitors to the HCTV booth that it was difficult to get it cut down to a manageable length.

## **VIII. Committee Fund Raising Development**

Nick said that the preparations for a 501(c)3 organization “Friends of Hudson Community Television” is at a point where officers must be appointed. Plans have been made for the organization meeting on February 4 at 7:00 PM at the Hudson Library. In addition to the Advisory Committee members, Gary Dixon, Frank Youngwerth and Ginny Frazier, all former chairs of the Advisory Committee along with Barbara Bos, who was also a committee member and Tom Vince, noted Hudson historian, all have expressed an interest in joining in on the “Friends of” effort.

Barb suggested that February 3<sup>rd</sup> would be a better date for the meeting. Nick said that he would investigate rescheduling the Library study room for the February 3 date.

Nick reported that he had mentioned the “Friends of” effort at his recent committee reappointment interview with City Council, and his feeling was that Council was supportive of the 501(c)3 creation and the Council members were anxious to see it come to fruition.

## **IX. Previous Meeting Follow Up**

Dr. Williams asked if the feedback from High School Principal Brian Wilch about trying to get more utilization of HCTV by the schools had been circulated to the members. Kerry said that all had been advised. It was apparent from the response that there was no interest from the schools to expand usage. The main problem with expanded use would be a personnel matter, in that there would have to be a school staff person on site for any student involvement with the station. The school system does not have that personnel flexibility at this time.

Thor suggested that in the current political year, that a forum could be created with Hudson High students to discuss political issues in a kind of roundtable discussion. He suggested he could host a half-hour show that could discuss current events in an open forum. Thor has done a similar session as part his work at Kent State University, and thought that perhaps a Hudson High School version could be an interesting effort. He suggested the roundtable would not have to be a political discussion, but could actually be about any subject that the high school kids would like to discuss.

## **IX. Previous Meeting Follow Up, continued**

Dr. Williams suggested that Principal Brian Wilch be contacted about starting a series of roundtable discussion programs. Dr. Williams felt that a discussion program would not require any fund outlay and could be a way to promote use of the HCTV studio by the high school students. Kerry said that he would follow up with Principal Wilch about the roundtable idea to see if there is any interest in moving forward with the program idea. If the discussion group was a small group, the program could be recorded in the studio using HCTV staff & volunteers.

Nick reported that another of the Through the Eyes of the Artist programs from the Library was recorded in the past week. The subject of the most recent programs was Henri Matisse. The recording that was done at the Community Day at the Hudson Farmer's Market also needs to be edited, but perhaps it would make sense to wait to air that one until we get closer to the restart of the Farmer's Markets.

Nick asked about the manning on the upcoming basketball games. Kerry said that he thought that the upcoming game was manned appropriately, but offered an invitation to the committee members to join in and help with the sports productions, if for no other reason, then to see how the productions are done.

Nick asked about the Spring Music concerts. Kerry said that the concerts would be recorded, but would probably not be "aired" live. Due to the fact that many awards are handed out during the Spring concerts, there would be a lot of non-performance time in a live concert that could be bypassed in an edited concert program.

Nick asked if the station name change would be moving forward any time soon. Kerry said that the change away from the word Cable to the word Community, should be in place before the Velocity broadband service moves out to residential customers.

Thor suggested perhaps rolling out a new name before Football season starts to take advantage of the exposure. Kerry suggested that the word TV would still be a part of the service, regardless of if it is received on a standard television or on-line – the computer monitor still being considered as a TV. Kerry requested that the committee members come up with ideas concerning alternate names for the station.

John Funiyak suggested that we consider a name that would last for many years into the future and encompass all of the ways that the station programming could be delivered in the next 10 – 20 years. He suggested that digital media may be an attractive alternative to TV.

Jeff suggested that the station tag line that is currently "Your Window to The Community" could also be modified to reflect the on-line method of accessing programming. John added that promotion of the new station name in the community could be had by exposure at sports events and other events around town.

Thor asked if funding could be found that would roll the name change effort into a positive marketing campaign for the station. Dr. Williams said that the City budget is strained as it is, so promotional funds from the City would be a long shot, at best.

Kerry said that he thought that the media communications set up that is already in place with the City, using the Internet and social media, would be a good starting point for promotion of the station name change. He also said that our previous arrangements with Sign-a-rama in Macedonia with regards to banners and the like could be used again for the new name promotion.

## **IX. Previous Meeting Follow Up, continued**

Dr. Williams suggested the formation of a subcommittee that would examine the name change. Nick suggested that perhaps a short meeting following the Friends of Hudson meeting on February 3 to consider the alternatives for a new station name.

Thor suggested using students from Kent State University to help us in promoting a station name change. He had worked previously with the students in other areas and thought that those type of promotion efforts could be applicable to helping with promotion of the station name change. Kerry said that he would check with Communications Manager Jody Roberts to see if getting promotional help from KSU students would be advisable from her perspective.

Kerry said that the City is trying to keep consistent with the City logo, so the banner for a name change would have to fall into the color code / font of the city

## **X. New Access Program Ideas**

Nick said that he saw a presentation at the recent City Council meeting by the Pedal Hudson initiative that came about from the most recent Leadership Hudson class. Pedal Hudson had mentioned wanting to find a way to promote their initiative, so Nick said that he would contact the Pedal Hudson people about using HCTV as a promotional tool for the group.

Nick reported that he would be recording the Lizzie Borden historical talk that Mr. Tom Vince, Archivist of Western Reserve Academy would be presenting at St. Mary's Church at the end of January.

## **XI. Once Around**

Kerry once again invited those in attendance to join in the coverage of the final basketball game broadcast which would take place on Saturday following the meeting. No other additional comments were brought forward.

## **XII. Next Meeting Date**

The next scheduled HCTV Advisory Committee meeting is scheduled for Thursday, March 17, 2016 at 6:30 PM in the HCTV studio at Hudson High School.

## **XIII. Adjournment**

With no further business indicated, the meeting was adjourned at 7:28 P.M.