



## Hudson Cable Television Advisory Committee

### *Committee Meeting Minutes*

Meeting Date: January 15, 2015

Meeting Location: HCTV Studios, Hudson High School.

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

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

Chair Nick Zaklanovich called the meeting to order at 6:34 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. With the recent resignation of Abby Boysel, the committee membership stands at six. With that in mind, the three committee members present constituted a quorum.

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

The draft minutes from the November 20, 2014 meeting were approved as submitted. Thanks to Jeff Russell for creating the notes for that meeting.

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

Kerry Paluscsak reported that Mark Richardson, Community Development Director for the City, invited the members of all of the city's committees to participate in the Hudson Visioning work shop session that will take place on Thursday, January 22, 2015 in the High School Media Center.

All HCTV committee and staff members are also invited to the Council Work Shop scheduled for February 10, 2015, where the main discussion will concern the City's broadband communications initiative.

Kerry said that the survey that the City conducted concerning broadband communications has received a strong number of responses from both business and residences. He said that the plan is to offer HCTV streamed programming in high-definition as part of the proposed broad band package.

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

Time-Warner cable subscriptions in Hudson seemed to have leveled out. 5,285 Hudson subscribers were reported for December, 2014. The November number was 5,284, for a net gain of one subscriber in December.

Dr. Williams asked how that number compares to previous subscriber numbers. Kerry said that the numbers were not reported for a while, but the last good number that he received from Time-Warner, which was several years ago, was 6,450 Hudson subscribers.

Kerry said that he had no news concerning the Time-Warner/Comcast/ Charter Communications deal.

He also said that he had several update e-mails concerning the CAP Act, which Nick will distribute to the committee members. With the new Congress just sitting, the effort on the CAP Act will start a new and hopefully gain momentum towards approval.

The latest programming numbers are in, and HCTV provided 16,296.5 hours of programming in 2014. Since 1997, HCTV has provided to the community over 190,569 hours of programming. The 2014 number includes 5,500 hours of government programming, over 4,000 hours of Public Access programming and over 3,400 hours of producing programming for the community (sports, music concerts, lecture series, City events, etc.). The acquired programming number has decreased to 899 hours, which is a good thing, as the acquired programs are used to fill in for original programming.

Dr. Williams added that he would like the minutes to show that the new HCTV installation at Town Hall is very nice. He mentioned that the audio has improved as a result of the recent changes and now everyone that speaks can be heard.

Kerry said that some minor adjustments still must be made to the audio settings for inside of the chambers to improve the meeting audio for the on-site meeting attendees. The in-house audio will be adjusted automatically, while the broadcast audio must be manually mixed at this time, but will become automatic shortly.

Before the project is considered complete, one more speaker will be added at the back of the chambers to improve the audio level in the room and one fixed lens camera will still be added to provide the fixed long shot of the room. The cameras have been set up to react to automatic fixed locations, so that the cameras will respond to commands to automatically "go to" a particular location in the room, without the need for further adjustment.

Beyond the just completed upgrade project, the audio amplifiers in the meeting room are almost twenty years old and are in need of replacement.

Kerry mentioned that Dan Gerbracht of the HCTV staff did a great job removing the old equipment and installing the new gear over the Holiday week. Kudos to Dan for his diligent work on the project.

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

The information relating to the CAP Act was covered in the Station Manager's report.

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

Barbara VanBlarcum reported that there were not a lot of Public Access productions since November.

She reported that Sarah Norman produced a program of the bell choir at the Presbyterian Church. Nick and his wife Allyn have produced and delivered eight programs during the time relating to several different subjects around town. The Hudson Kiwanis plans to create a program promoting their annual basketball tournament. Linda Grieves plans to produce a historical program about the Laurel Lake community and the changing landscape that has evolved there over the years.

Gwen Mayer, Hudson Library & Historical Society Archivist, along with another employee of the Library are planning to create Oral Histories with some of the interesting citizens of Hudson. Barb also mentioned that “Ms. Ren” from the Jerimiah King Guest House was interested in creating some Oral History interviews. Ms. Ren has some background in broadcasting, so she would be a good choice for creating histories.

Barb thought that she should create an article for the Hudson Hub-Times to encourage the citizens to use the HCTV studio to record Oral Histories of their family members and friends.

## **VI. Community Organization Liaison**

Nick did not have a lot to report in this area. Once the openings on the committee are filled, we hope to again visit selected Hudson organizations to advise them of the services that are available from HCTV.

The relationship with the Library continues to strengthen, with many of the Library’s offerings being recorded and aired on HCTV and made available for viewing at the Library.

## **VII. Committee Fund Raising Development**

Concerns over the stability of the franchise fees from the cable provider makes the creation of a non-profit organization that will obtain funds for the station even more important. We will press forward with establishing just such an organization.

Nick has obtained form # 1023-EZ which is required by the Federal government before the Internal Revenue Service can grant tax exempt status to a new organization.

The initial step in formation of that group is the creation of a board of directors for the non-profit. At the November, 2013 meeting, we had reviewed a list for former committee members and Public access producers that may be candidates for that board. Nick then edited that list down according to the views expressed during that review and presented the new list to the committee. Barb said that she would add some names to the list of potential board members.

Nick also presented a draft version of an invitation letter that can be sent to prospective non-profit board members for review of the committee. The feedback received was that the letter was fine as it was and we should press forward with sending out to people on the potential board list.

Nick mentioned that while the non-profit should have some members that are not on the committee, he saw no reason why some of the committee members could not also be members on the board of the non-profit group. Everyone agreed that we should look further into any restriction in that regard.

## **VII. Committee Fund Raising Development, continued**

Nick said that he had found a web site called Grantspace.org, which was created by The Foundation Center which has a branch in Cleveland and also maintains the grant assistance web site that is available through the Hudson Library. The web site looks to be a valuable resource to use in the creation of the HCTV non-profit. Nick asked all in attendance to access the site when they can, to see what it has to offer.

Nick learned from the Grantspace web site that the Secretary of State of Ohio must also be contacted in regards to the creation of a non-profit group. The web site also stated that the IRS application for tax exemption is usually approved in three to six months after submittal. We were under the impression previously that it would take much longer for approval.

## **VIII. Previous Meeting Follow Up**

Jeff Russell asked about the methods available for producing programs for HCTV. Kerry responded that the Public Access route is the best way to get groups and individuals started as producers. For studio productions, staff would be required when using the video switcher during in-studio productions.

Don Drenski asked who is eligible for HCTV Public Access use. Kerry said that City of Hudson residents & businesses are welcome to use the facilities as long as mention of price of an item or service is avoided. Don asked if there is any charge for the studio use. Kerry said that there is no charge for studio use, and that any subject can be recorded and cablecast on the station, as long as it meets community decency standards.

Jeff asked if a company could use the HCTV facilities to make productions for their own, in-house use. Kerry said that HCTV is not configured for that at this time, but may change in the future, as the station pursues different revenue sources.

Nick asked about the discussion from November about producing programs about local businesses. Kerry said that such an arrangement may work if the businesses underwrite the productions, but it is gray area at the current time. Perhaps after the 501(c)(3) Friends of Hudson non-profit is in place, it may be possible to charge for production time.

Barb mentioned that perhaps a live telethon could be a way for the Friends of Hudson to raise revenue, using contributed items to auction for the good of the station.

Nick asked about the status of the quarterly franchise payment from Time-Warner cable. Kerry said that the fourth quarter franchise payment should be arriving before the second week of February.

Nick asked about the online viewer survey that we had proposed conducting, linking through the City web site. Kerry said that since the City wide fiber optic use survey was complete after the day of the meeting we should submit our questions again and he is hopeful that the survey would move forward.

Nick asked if there was any remedy about the basketball games that were cancelled due to lack of camera people. Kerry said that he would have deep reservations about allowing interns to handle the stations very expensive cameras in a game situation. He would prefer to have staff only be involved with the camera work.

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

The Cuyahoga Falls basketball game, originally scheduled for February 20, 2015 has been rescheduled for January 16 instead. Kerry reports that he was able to put together a full crew, on short notice, for the rescheduled boys' basketball game.

### **IX. New Access Program Ideas**

Nick reported that the Melanoma Awareness video that was recorded in September is in his possession and it is being worked on to become a future program.

The Hudson Farmer's Market has asked for a short promotional video, cut from the previous programs that were produced about the market, that they can use to promote the 2015 market season. That video is also in process and should be ready for early spring promotion.

The Hudson Community Expo is coming up in the first part of February, 2015. Plans are in place to record at that bi-annual event.

The PTO Pancake Breakfast is coming up again in the next few weeks. We have recorded at the last three breakfasts, so Kerry suggested that we skip a year of event recording. Barb said that she has several years' worth of breakfast coverage that could be scheduled to promote the 2015 event.

### **X. Once Around**

Nick said that City Council will be presenting resolutions of appreciation to former members Abby Boyssel and Liz Murphy on January 20, 2015 and he plans to attend the meeting to also express the committee's thanks for their service.

Nick noted that during the recent weather emergency notifications that the station was identified as Hudson Community Television in the message. Kerry said that the City is considering rebranding the station to use the word Community, rather than Cable, for its name. This is due to the fact that in the next six months, the projection is that more viewers to the station will access it via streaming, rather than by cable connection. A new logo for the station is now being developed.

Along that line, Kerry will try to acquire the Internet URL, *hudsoncommunity.tv* as the station link to the city's web site. Kerry says that when accessing that new web site page, he would like to have streams available for all three channels, one of which can then be selected for viewing by the user.

Kerry also said that he has met with City Manager Jane Howington about funding for HCTV operations. With the coming initiative of broad band internet service provided by the City to businesses and residents, it was discussed with the City Manager that a percentage of the revenue generated by the broad band service could be passed on to HCTV to help fund the station. It is not a done deal at this point, but it is being considered.

Barb reinforced the previous suggestion that the committee members should be in attendance at the City Council meeting of February 10, 2015 to lend support for the idea of broad band service and for allocating some of the income from that service to HCTV.

## **X. Once Around**

Kerry said he was not sure what format the February 10 meeting would take, but regardless of format, it would be a good sign for the committee members to be at that meeting to show support and ask questions or make comments.

Jeff asked about promotional advertisements that have been appearing in the Hudson Hub-Times promoting the Hudson EMS and recruiting new members for the volunteer EMS group. Jeff asked that the Friends of Hudson group, once established, could do similar advertising and promotion for HCTV? He thought that it would make a good promotion for the broad band service that HCTV would be available on that new service.

Kerry responded the Hub-Times and the Hudson EMS have a special relationship, in that the subscriptions paid for the newspaper go to EMS. Kerry said that it is possible that the ad space in the paper is donated to EMS, but Jeff suggested that people that create the ads are well known in the area, and felt that there was some mechanism in place to pay for their talents in creating the EMS ads. Kerry said he would inquire about the EMS ads to find out more of the details about them.

Nick reported he received word that City Council has appointed a new member to the committee, John Funiyak, whose full committee term will begin on January 24, 2015. One of Mr. Funiyak's primary reasons for wanting to join a city committee was to get involved with fund raising organizations, such as the "friends of" group that is being considered.

Barb asked about the vice-chair position on the committee. Nick responded that once the current two open committee positions are filled, the committee will select and vote on the chair and vice chair positions.

Barb said that she has spoken to several citizens that have lost access to HCTV programming as a result of the recent Time-Warner change that removed HCTV from their original channel positions of 15, 16 & 17. Barb thought that perhaps losing access to HCTV may be a contributing factor in people deciding to drop their Time-Warner service.

## **XI. Next Meeting Date**

The next scheduled HCTV Advisory Committee meeting is scheduled for Thursday, March 19<sup>th</sup>, 2015 at 6:30 PM in the HCTV studio at Hudson High School. Since he missed his turn at this meeting, A.J. Stokes will be designated to provide the notes for the March 2015 committee meeting.

## **XII. Adjournment**

With no further business indicated, the meeting was adjourned at 7:51 P.M.