

**Hudson Cable Television Advisory Committee**  
Committee Meeting Minutes

Meeting Date: March 19, 2015

Meeting Location: HCTV Studios, Hudson High School

In attendance: Zaklanovich, Drenski, Wasbotten, Funyak, Russell

Ex Officio: Paluscsak, VanBlarcum, Williams (Council Liaison)

Not in attendance: Coburn, Stokes

**I Call to Order**

The meeting was called to order at 6:37pm

**II Greeting of members and guests**

Nick Zaklanovich greeted all in attendance. No guests were in attendance. Cookies were provided, as usual.

**III Approval of Minutes**

The minutes from the HCTVAC meeting on January 15, 2015 were approved.

**IV Station Manger's Report, Kerry Paluscak**

HCTV will go mostly dark during the spring break period, to help the school system save energy.

Wrapped up with a great season of boys and girls basketball. We did a shared production with Medina cable for a game, with good response from them. We are in a bit of a lull for school events, in between basketball and spring concerts and graduation at EJ Thomas Hall. We offer DVDs of graduation as a revenue generator for the station.

We produced a video with the Hudson City Schools on how decisions are made regarding "snow days."

We were active in producing the first-ever joint meeting between Hudson City Council and the Hudson City School Board.

During summer break we will continue the upgrades at Memorial Stadium, replace a bad camera cable and run cable to the Malson building.

Shout-out to Nick for his continued help with HCTV productions. Also thanks to AJ Stokes for the loan of a 40-channel audio board.

We will be making presentations to Jane Howington to continue to upgrades at City Hall, including training for participants at public meetings and work to improve the acoustics for recording.

Dan Williams reported that Council is reviewing a revision to legislation requiring all public meetings be video taped. While the intent of the original legislation was good, it was too broad, including Council retreats, cemetery board and other advisory committee meetings (Like HCTVAC) in the mix.

Frank Comeriato has been named Assistant City Manager for Operations. HCTV will report to him as part of a public works department. We will be able to utilize their staff as needed for administrative support.

Discussion of spring sports and difficulty of covering them. We do not have cable to the baseball field. Parents can sign out cameras, through public access, and tape sports and we'll help with graphics and post production.

Dan reported that Council hired a consultant to move forward with the Hudson fiber-optic initiative. The issue for HCTV is being able to receive revenue as part of a Hudson Fiber-Optic package. Otherwise we're losing the revenue from Cable as subscribers make the switch. Stay tuned.

#### **V CAP Act Legislation Update and VI Time Warner/Comcast/Charter Update – Kerry Paluscsak**

Nothing new to report on either front.

#### **VII Public Access Coordinator's Report – Barbara VanBlarcum**

Public access dropped off a bit in the cold months. The Unity Prayer service gets taped every year. Laurel Lake residents are producing a documentary on their landscape, memorial plantings and other aspects, including interviews.

Kiwanis Club taped a PSA on their winter basketball program.

Rotary will be taping interviews with companies making donations for their annual auction and Gala.

The owner of the King Guest House (Ms. Ren) is working on oral history projects, and is working with the archivist at the Library.

Terry Williams brought in former Cleveland broadcaster Art Schreiber to speak for the Society of the Blind (he was embedded on tour with the Beatles in the '60s). Terry is also working on a project on survivors of the Titanic.

Nick has produced many shows including presentations at the Library, Hudson Expo (with voice-overs and 2<sup>nd</sup> camera by Ellen Zaklanovich).

Working on project on the Safety Town history.

Dan suggested developing a program documenting the construction of the new Fire Department museum. Kerry will follow up with fire chief Jerry Varnes.

## **VIII Community Organization Liaison**

Discussion about working with Newcomer's Club. Both John's and Thor's wives are active in the organization.

We continue to be active working with the Hudson Library to produce programs for them on their presentations and events.

Working with Kiwanis and the Hudson Fire Department to produce instructional videos on fire safety.

Working with the Hudson Society of Artists to record their classes and demonstrations.

We need to re-boot our efforts to have HCTVAC members go to community organization meetings to show them our capabilities and how they can get involved in producing their own public access programming. Jeff asked if we had a powerpoint or video presentation that could be used at these meetings.

## **IX Fundraising Development Update**

Nick has been working on the 1023EZ form for 501c(3) status for the "Friends of HCTV" group. Nick has also worked on articles of incorporation and will ask HCTVAC members to help in reviewing them. Nick is contacting the Friends of the Hudson Park to see how they responded to their application. Jeff will check with the Hudson High School Music Association for any guidance they can provide. Further discussion on structure of the two organizations (HCTV and "Friends").

Nick also suggested that our non-profit group should probably develop their own website. Nick is also getting ready to start contacting people to join the "Friends" board.

## **X Previous Meeting Follow-Up Discussions**

Kerry is developing a "soft roll-out" for the name and logo change to "Hudson Community Television." Thor suggested that we make sure that Council is in line with the name change.

Time Warner payment came in on time. It continues to be lower because of reduced cable subscriptions. Kerry reported that there might need to be budget adjustments in the fourth quarter.

Nick reported that the HCTV Viewer Survey would finally be posted on the city website. He provided copies of the survey questions and asked for review and additions/suggestions. John asked if there could be demographic questions included.

Jeff presented a motion to ask Council for money for advertising the survey (attached). Nick seconded. Discussion followed. Dan suggested that Council would probably not approve the expenditure. Questions were asked about promoting the survey through

no-cost opportunities such as on the city website or through the city's social media outlets. Dan suggested that we invite Jody Roberts to an HCTVCA meeting to provide us with information about how to increase HCTV's awareness. After further discussion Jeff withdrew the motion.

### **XI New Program Ideas**

None offered during this section, although a number were mentioned during the Public Access Coordinator's report (see above).

### **XII Once Around**

Nick provided the new members with the Hudson Media Relations Policy.

Thor suggested that we explore developing an HCTV app.

Nick announced that HCTVAC will hold an election of officers at the May meeting.

### **XIII Adjournment.**

The next meeting is May 21<sup>st</sup>.

The meeting was adjourned. Cookies were dispatched. Members then received a short tour of the HCTV facilities.