



Hudson Cable Television Advisory Committee

Committee Meeting Minutes

Meeting Date: September 17, 2015

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Michael Coburn, Don Drenski, Jeff Russell, Thor Wasbotten, Nick Zaklanovich.
Ex Officio: Dr. Dan Williams – Council Liaison and Barbara VanBlarcum.

Not in attendance: John Funyak, A.J. Stokes, Ex Officio: Kerry Paluscsak.

Chair Nick Zaklanovich called the meeting to order at 6:33 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

Barbara VanBlarcum raised one issue with the draft minutes from the July 16, 2015 meeting concerning future revenue sources from the Broadband service that the City is creating. With the exception of that change, the minutes were approved as submitted. Thanks to Jeff Russell for creating the notes for that meeting.

III. Station Manager's Report, Kerry Paluscsak

Kerry Paluscsak could not attend the meeting, but left word that he would provide a Station Manager's Report via e-mail to the members.

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

No new information relating to the Time Warner / Charter Communications merger was available. Nick said that the FCC is accepting comments on the merger until October 10, if the committee members were inclined to comment.

VI. Public Access Update – Barbara VanBlarcum

Barbara thanked the committee members who volunteered at the Farmer's Market and Taste of Hudson booths.

Barb reported that she recently completed a grant request from the Ohio History Connection for oral History taping for eight oral histories over the two year life of the grant. The grant request has been submitted by the City. Results from that request are not expected until March, 2016.

The Safety Town production is continuing with the recording and the collection of images. An Oral History about Mrs. Van Ostall, who operated the Center Country Day School in Hudson for years. An interview was also recorded with Mark J. Price, the author of the recently published Lost Akron book. Resident Terry Williams is arranging the author interviews.

Plans are in place to record the new season of Music from The Western Reserve. Several Library productions have been recorded and aired on HCTV.

Jeff asked if the station ever airs the video clips that the Hub-Times has posted on their web site. Barb said no, but she said that she would look at what they have and see if it would be something that could appear on the station.

Wadsworth Public Access has a discussion program that may be of interest to the viewers in Hudson. Barb said that Hudson residents should be inspired to produce a similar program for airing on HCTV.

Barb also said that she would like to see the schools use HCTV facilities more often than they do, especially considering that the station is located right in the High School. Michael Coburn asked how that idea could be "given legs". Barb suggested that contacting School Communications Manager Sheryl Sheatzly would be a good place to start. Dr. Dan Williams offered that he could bring the subject up at the next HOME committee meeting. Michael suggested that the formation of a high school club could be formed to have the students produce Public Access programming. Jeff volunteered to contact Ms. Sheatzly about expanding the school's use of HCTV.

Thor Wasbotten asked about the television production class at HHS. Barb said that the class has been disbanded. Thor was asking to see if there were students that would be interested in hearing about his Journalism program at Kent State University. Barb thought that perhaps a group of interested students could be assembled.

Dr. Williams said that he thought that contacting High School Principal Brian Wilch may be a good starting point to re-establishing interest about HCTV with the students. Jeff added that he would be interested in getting involved with that effort. Michael added that maybe getting the students involved may increase the awareness of the station with the student's parents, who may enjoy watching their child's productions on HCTV.

Dr. Williams suggested that Kerry first attempt an interface with Principal Wilch to get the ball rolling on student involvement. In his absence, we assigned the task to Kerry to arrange a meeting with Mr. Wilch.

VII. Community Organization Liaison

John Funyak had asked that the committee attend a meeting of the Hudson Newcomer's Club, which John is a member. We will arrange a visit with that club in the near future.

Jeff has created a press release that we hope to have published in the Hub-Times to promote the station to local communities. All members in attendance agreed that the release that Jeff circulated was a good effort. The release will go to city Communications Manager, Jody Roberts for her approval, before it is sent to the Hub-Times. Barb suggested that the station graphic or a picture of a production would be a good addition to the press release. All agreed that graphics would be a good addition to what Jeff has already created.

Nick said that he would contact the organizations on the previously developed committee list via e-mail, inviting them to have some of the HCTV committee members visit their group or to produce programming about their group.

Michael asked if any new groups that would chose to use the station would have to edit their own program. Barb answered that typically titles could be added to the produced program, but extensive editing would have to be performed by the producing organization.

VIII. Farmer's Market & Taste of Hudson Booth Update

Nick thanked the members that helped man the HCTV booth during both events. He also said that the tent placement at the Farmer's Market seemed to him to create more passer-by interest. Nick felt that the booth effort was a worthwhile endeavor.

Michael asked if there were plans to do anything with the video that was shot at those events. Nick replied that the video at the Farmer's Market will be turned into a short program and the Taste of Hudson video will be turned into a program that can be used for the promotion of The Taste event, which was what was agreed to when the Taste of Hudson committee provided tent space for HCTV.

IX. Committee Fund Raising Development

Nick reported that he did speak with the Friends of Hudson Parks, who shared their non-profit application as a guide for our Friends of Hudson Community Television effort. Phil Makita, President of the Parks group has offered to help in any way to get the HCTV non-profit up & running.

A 1020-EZ non-profit eligibility form was completed and submitted to the government for review. A National Taxonomy of Exempt Entity (NTEE) code has been selected and applied for. A Federal EIC number has been allocated to the new non-profit. We have also applied for a Pay.Gov account that is necessary for all non-profits to have.

The next step, following all of the above listed preliminary work, is the actual form submittal for 501(c)(3) recognition. We plan to have the completed form submitted by the time of the November meeting.

Nick said that he would send the last list of potential "Friends" board members to Barb, in hopes that she can update the e-mail information for the people on the list. Once the e-mail addresses are available, a message will be sent to the listed individuals, asking them to join us in the non-profit effort.

Dr. Williams said that the Friends of Hudson Parks is a good model to use for our non-profit, as the Parks group is a well-organized and growing entity that has put on many successful events since it was created.

X. Previous Meeting Follow Up

No previous meeting follow-up items.

XI. New Access Program Ideas

Nick said that more Library events will be recorded in the next few weeks, including the resumption of the popular Through the Eyes Of The artist series by Felicia Zavaerlla Stadelman.

Dr. Williams asked about recording for the upcoming Hall of Fame induction. Barb responded that the presentations at the football game will be recorded, followed by recoding at the actual induction event to be held the next day. Frank Youngwerth plans to interview the inductees on camera, following the induction event.

Nick said that he would be recording the Green on the Green event on September 26.

XII. Once Around

Thor said that he had posted requests for help during the football coverage with the Journalism students at Kent State University. He was hoping that some of students at Kent would be willing to help with the HCTV football production, but at the time of the meeting, he was not aware of any response to his posting.

Thor mentioned that several booth visitors at both the Farmer's Market and Taste of Hudson thought that HCTV was a service provider and were looking to "subscribe" with another supplier to replace Time Warner. He thought that with that erroneous impression in mind and with the entire television industry starting to move away from cable, HCTV should also move away from the "Cable" designation and replace it with the word "Community" or "Digital" instead.

Michael added that he felt in favor of changing "Cable" to "Community" and hoped that the process was moving forward. Barb added that she was aware of discussions about the name change and that a few ideas on a new logo had been proposed, but she was not sure how far along the procedure had gone. Michael suggested that the committee should speak with Kerry about the name change, and come up with a recommendation that could then be implemented.

Dr. Williams said that the name change discussion is timely, as Council will soon be in budget discussions and will need to look at how the station will be funded if franchise fees should go away and if the station's services should be included in the City's Velocity broadband internet initiative.

Michael said that he wanted to make sure that Time-Warner would not have a problem with the name change away from the word "Cable". We agreed that the question pertaining to Time-Warner's involvement with the name needs to be answered.

Thor suggested that using the word "Digital" in place of "Cable" could be an indication of partnership with other City services that could be advantageous. He said that he would like to see the City be aware of a strategic plan for the continued growth of HCTV in the community, above and beyond just a change to the name of the station. Thor felt that it is vital to show that the station fits in with the City's plans in the future, even if franchise fees continue to shrink.

Barb said that other community television outlets offer other forms of digital services, in addition to access TV. She was not sure what other items could be offered in Hudson, but perhaps a tie in with the Velocity broadband program would be a good fit.

XII. Once Around, continued

Dr. Williams said that City Manager Jane Howington will be involved in the discussions of the future plans for HCTV.

Jeff suggested that perhaps the committee should make a motion to schedule a workshop meeting, including the committee and the City about the future of HCTV.

Thor said that he would prefer to hear more of the City's plans for the future, before he could develop solid ideas for a strategic plan for the future. His recent experiences at the Farmer's Market & Taste of Hudson booths brought up questions in his mind about where the station will be in 3-5 years and concerns about lack of clarity in the public about "who we are and what we do".

Michael asked if City Manager Howington should be involved in the discussions about the future. All agreed that we should forward an invitation to Ms. Howington to join us at the November committee meeting.

Dr. Williams added that we should have a framework for the strategic plan discussions at the November meeting in place. He also said that general fund dollars would probably not be available to support the station, should franchise fees go away completely. He thought that now is the perfect time to discuss alternatives to keep the station funded.

Nick mentioned a rash of problems recently with the station being off the air for long periods of time on many occasions. Barb said that she thought that the problems were with Time-Warner and that Kerry had spent a lot of time contacting their Customer Service to get it resolved, with little to show for his efforts. Nick said that he would talk to Kerry about the problem and he also would contact Time-Warner to see if multiple contacts to Customer Service might help.

Nick said that he had heard of a loan proposal in the City budget for HCTV equipment upgrades. Dr. Williams said that he had seen a list, but that Council had not acted on it as of yet. Dr. Williams said that he would forward the budget information to committee.

Dr. Williams also said that the Hudson Rotary has budgeted a contribution to the station, but a request form must be submitted to actually get the funds. Nick said that he would follow up to assure that the proper forms are submitted in a timely fashion.

XIII. Next Meeting Date

The next scheduled HCTV Advisory Committee meeting is scheduled for Thursday, November 19, 2015 at 6:30 PM in the HCTV studio at Hudson High School.

XIV. Adjournment

With no further business indicated, the meeting was adjourned at 7:29 P.M.