



## Hudson Cable Television Advisory Committee

### *Committee Meeting Minutes*

Meeting Date: November 19, 2015

Meeting Location: HCTV Studios, Hudson High School.

**In attendance:** Nick Zaklanovich, Michael Coburn, Jeff Russell, John Funyak  
Ex Officio: Dr. Dan Williams – Council Liaison, Barbara VanBlarcum, Kerry Paluscsak

**Not in attendance:** A.J. Stokes, Don Drenski, Thor Wasbotten

**Invited Guests:** Jane Howington

**Members of the public:** Ginny Frazier

#### **I. Call to order – Nick Zaklanovich.**

Chair Nick Zaklanovich called the meeting to order at 6:37 P.M. Notes were taken by Michael Coburn.

#### **II. Greeting of members & guests – Nick Zaklanovich.**

Nick Zaklanovich welcomed Ginny Frazier and City Manager Jane Howington

#### **III. Approval of minutes of meeting of September 17, 2015 – All.**

September 17, 2015 minutes were approved as written.

#### **IV. City Manager Jane Howington discussion – All**

Jane Howington discussed the transition of the HCTV model from cable to a heavier focus on streaming and community television. There needs to be a long term focus on where funds will come from as cable revenue streams diminish. The broadband initiative could be an important enabler for the long-term vision of HCTV. A strong marketing effort needs to be put forward to the citizens of Hudson so that they can better understand where they can receive HCTV programming beyond cable.

We discussed the possibility of using the city status of a 501C3 in lieu of the Friends of HCTV to seek grants etc. Group discussed the potential for donors not to want to donate to the “city” as opposed to a specific support group for HCTV. The “Friends” model could bring more people into the involvement as opposed to just the current board members.

#### **V. Station Manager’s Report, Kerry Paluscsak**

Kerry reported that we just wrapped up a great football season. Now we are moving into basketball season and the holiday concert schedule with 3 of the concerts shown live. Also, the Eastwoods students program at the high school will be shown in a 3 camera shoot. Budget is progressing according to plans. Some concerns about customer fluctuations but in fact the station finished better than budget. This could reduce

the amount of loan needed for equipment from the city. Cable subscriber update: January had 5,285 customers and declined as low as 4,698 in August but moved back up to 4,709 in September. HCTV still has about 4,700 households on cable subscription in a dwelling unit population of around 10,000. Top level visits to both the HCTV and School combined Granicus pages are between 2,000 and 4,000. Our homepage “hits” on Granicus are reaching 200-600 for the video programming specifically. Programming hours are on track to reach the 16,000 hours which is consistent with prior year. This is for the two video channels.

## **VI. CAP ACT Update**

No new information relating to the CAP Act was available.

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

Potential for FTC and FCC could approve this merger by year end.

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

Barb noted we are getting new unique users requesting use of the bulletin board. For example a PSA for the Girl Scouts was mentioned revolving around girl scout cookies. Oral History projects have been being completed. A 30 minute program about the history of Mrs. Vans Center Country Day School is being finished now. Barb has reached out to some businesses about running their experiential videos on HCTV. Sal’s Barbershop and Hudson Chiropractic have both expressed interest. Hudson Genealogy group has been borrowing equipment to record programs on researching genealogy. Mark Price was interviewed about the lost history of Akron based on his book on the topic. A Safety Town History is a work in progress between Barb and Ginny on the 40 year history of that program. Nick Z and his wife have done Green on the Green, History of the Western Reserve by Mr. Vince at the Hudson Heritage Association, Dr. Virginia Benson’s talk on preservation, Hudson High School Tennis Center opening and a talk by Mr. Vince on WWII veterans from Hudson at St. Mary’s. Covered Take a Second make a difference awards luncheon, the Chamber of commerce breakfast, HHS Addiction Struggle program and Test Anxiety for the coalition for children’s mental health. In talks with Frank Youngworth for a potential series of Veteran based oral histories.

## **IX. Community Organization Liaison**

Nick has prepared a group of community organizations to reach out to for awareness. It is comprised of about 15 groups. There is an email draft in Jody Roberts’ hands for approval to be mailed out to these groups. This is in addition to one we want to put in the Hudson Hub Times for more visibility. Still looking to get out with the Newcomers club as the opportunity arises.

## **X. “Friends Of Hudson Community Television” Update –Nick Zaklanovich.**

Friends of HCTV update: Nick sent out a note to 13 people with affiliation in the past with this group. He said he will reach out to them by December 15<sup>th</sup> so we can move forward by January.

## **XI. Previous Meeting Follow Up**

No previous meeting follow-up items.

## **XII. New Access Program Ideas**

Nick is planning to do Santa on the Green followed by the Holiday walk weather permitting. “Through the eyes of the artist” series is done being shot but there are two more that will be finalized shortly.

## **XIII. Once Around**

**Ginny Frazier** – What about the Schools and broadband access was asked. Jane H. clarified that they already have a direct link at the present. Also suggested that when we think about the name of the

organization going forward, don't get stuck to "Television" since we may be moving past that or broader than that definition, particularly with Broadband and streaming taking such a predominant role.

**Dr. Williams** – Was there going to be a follow up on a more focused interaction with the students at HHS particularly given the proximity to the students. Kerry agreed to have a meeting with Brian Wilch to discuss the broadcast journalism class or other options to connect better. Nick and Jeff were going to reach out to their HHS contacts to also inquire. John introduced the idea of a sideline reporter during the football game telecasts to get more students involved or even up in the booth. Morning announcements are run as a video club. Kerry has offered the studio resources for that club.

#### **XIV. Next Meeting Date**

January 21, 2016

#### **XV. Adjournment**

Nick thanked our guests for attending and with no further business indicated, the meeting was adjourned at 8:06 P.M.