



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: May 18, 2017

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Ginny Frazer, Jeff Russell, Don Drenski and Nick Zaklanovich.

Ex Officio: Dan Gerbracht and Barbara VanBlarcum.

Not in attendance: Michael Coburn, John Funyak, Thor Wasbotten, Dr. Dan Williams – Council Liaison.

Committee Chair Nick Zaklanovich called the meeting to order at 6:40 P.M. Nick also took notes.

I. Greeting of members and guests

Nick greeted all in attendance. No guests were in attendance.

II. Approval of Previous Meeting Notes

The draft notes from the April 21, 2017 committee meeting were approved as written and will be posted to the City web site.

III. Station Management Report - Dan Gerbracht & Barbara VanBlarcum

Dan Gerbracht reported to the committee that the recording of the HHS Graduation ceremony went well. Dan mentioned that the recently arrived new cameras and switching equipment was put to use at the graduation and worked well.

An updated copy of the station's budget was distributed. The grant deposit from the Burton D. Morgan Foundation is included in the updated budget. The grant funds will be used for the Spectrum equipment upgrade and the new camera and switching equipment. Dan reported that combined, only about \$1,000 was used from the budget for the new equipment.

Dan said that the station provided coverage for the BLOODHOUND jet car event at Memorial Stadium. The event was made available on Facebook Live and will be presented on Channel 15 in the coming weeks. Several of the High School video organization members manned many of the production operations for the jet car event, and many of them seem to be interested in continuing their involvement with the station. One of the student volunteers will be brought on as seasonal help for HCTV.

III. Station Management Report - Dan Gerbracht & Barbara VanBlarcum, continued

Barb VanBlarcum reported that she and Dan will be meeting with City Manager Jane Howington next week to discuss the entrepreneurship portion of the Burton D. Morgan grant to the station.

There was also a meeting with Emily Adams who maintains the City Web Site and Paul Leeham, the Chief of Innovation for the City concerning upcoming projects that require HCTV assistance. Dan showed a new Osmo 4K hand-held camera that he has that links directly to Facebook, which the City has been requesting often as of late.

Barb reported that the new 4K camera was used at the graduation ceremony for the new EMT candidates for the EMS department. The City has requested that HCTV produce a PSA concerning recruitment for EMS volunteers.

Barb said that the new bulletin board signage software investigation continues. The new package could be used concurrently by HCTV to drive the Channel 17 bulletin board, but could also be used by the City, Destination Hudson, the Hudson Schools and the Hudson Library and Historical Society. The system would be housed at HCTV, but used by all of the potential users. The system provided by Carousel is the preferred signage system with an initial cost of \$4K - \$5K that would be shared by the varied users.

Barb said that Hudson Rotary will be presenting a physically large check to her & Dan next week as a contribution to the station. The Rotary contribution will be used to purchase a studio countdown clock system.

Hudson Players is still planning to replace the studio set, but actual work will not commence on the new set until June.

Dan revealed the new station logo that was created by Hudson resident Brian Diehl. Dan mentioned that the tag line (On Line, On Cable, On Demand) will appear on the letterhead, but not on the new logo. Barb said that they are trying to get magnetic displays made up with the logo, displays that could be used on a HCTV truck in the Memorial Day Parade. Funds for the new logo were provided by a donation from former committee member Liz Murphy.

Jeff Russell brought up a discussion that we had about adding "anytime" to the station moto. Ginny Frazer added that On Demand was a good phrase that is relative to today's technology. While Dan & Barb had discussed adding Anytime to the phrase, they felt that the iteration of "On, On, On" was a better choice.

Barb said that they are working with "Maker Space" at Western Reserve Academy on the graphics elements for the new logo. Ginny asked if the graphics class at Hudson High could be a source of graphics help. Dan said that they will be meeting with Mr. Ondash, the Graphics program instructor, about plans for getting a partnership developed with HCTV and the Graphics program.

IV. Time-Warner / Spectrum Update

Viewers of HCTV on the Spectrum cable system continue to suffer with degraded signals on all three HCTV channels due to failures with the Spectrum modulation equipment that resides in the station. A grant from the Burton D. Morgan foundation was awarded to rectify the signal distortion situation, but Spectrum continues to be a roadblock to getting the signals upgraded.

IV. Time-Warner / Spectrum Update, continued

After originally planning to install new fiber optic cable to the station, Spectrum has decided that the fiber that is currently in place is fine and will not be replaced. It was noted to Spectrum that the cost of new fiber was included in the signal upgrade quote. Now that they are not replacing the fiber, the station should realize a significant refund of the already paid for cost of new fiber and its installation.

The original date to install the upgraded modulation equipment was May 18, but that date has been pushed back by Spectrum to June 2. Nick said that if the date should slip again, past June 2, he plans to file a formal complaint with the State of Ohio concerning Spectrum's service.

V. Community Organization Liaison

Nick reported that he has received no responses to the e-mail blast that was sent out in April to many non-profit and civic organizations about using the station to promote themselves. Barb reported that Hudson Kiwanis member Les Vossler Kiwanis is working with the Hudson Community Chorus and the Hudson Community Service group, trying to get both organizations to make PSA announcements about their associations, using HCTV for the PSA productions.

Barb also said that students from the Service Learning Students will be coming in to the station in the Fall to work on PSA productions for civic organizations.

Jeff suggested that while picking up the donation check at Rotary, the opportunity should be taken to pitch the use of the station to the Rotary members in attendance at the meeting.

VI. Friends of Hudson Community Television

Nick said that the Friends of HCTV need to have another organizational meeting to get things moving with the group. The tentative date of June 1 was suggested. Barb said that she would check to see if that date works for the studio schedule.

VII. Student Discussion Program meeting update – Thor Wasbotten

There is no further news on the idea of creating a student discussion program with Thor Wasbotten as host. The committee decided to delete this issue from being included on future meeting agendas, pending a change in status.

VIII. Previous Meeting Follow Up & Once Around

Barb reported that one of the students from the Hudson High Graphics Club has plans to produce a public access program in Chinese. The Genealogy Club has produced a new program and Brian Suntken has recorded several music programs at Kent State University.

Two programs were produced by Nick & Allyn Marzulla featuring Western Reserve Academy Archivist Tom Vince, one related to Lincoln Ellsworth and the second related to John Brown and the Civil War Morgan's Raid.

VIII. Previous Meeting Follow Up & Once Around, continued

Barb said that an oral history program was recently produced that concerned the Ice Barn installation that was located in South Hudson, at the current Life Center Plus site. She mentioned that video from that oral history contains other video clips of other parts of Hudson history. Dan & Barb will be working on archiving that video along with other video and still photo archives into a well-organized, central storage location.

Barb reported that previous to the upcoming Memorial Day parade, she has scheduled a marathon play back of previous parades, dating back to 1997. The parades will run through the week leading up to the 2017 Memorial Day. This year's parade will include interviews by Frank Youngwerth of the parade participants before the start of the parade.

The committee decided to enter a truck in the 2017 parade, including Mr. Youngwerth and a couple of committee members. Barb will donate the use of her pickup truck and will ask her son Miles to drive the truck, as he did last year.

Dan mentioned that the 2017 parade coverage will be aired live via Facebook. The signal will be transmitted from the Clock Tower area over to Town Hall, using a high speed internet connection provided by Velocity, and then sent on to Facebook.

Jeff said that he would like to meet in the Fall to create a subcommittee to look at the underwriting initiative that had been discussed previously. The suggestion was made to meet after the next committee meeting, perhaps during the week of June 19 to discuss the subcommittee initiative.

Ginny inquired about the possibility of recording plays and performances at the schools. The current thought is that when HCTV produces a program, it must air on the channel. On copyrighted material, such as licensed performances, the recording could not be aired on the channel. However, there are some performances that can be recorded and sold the participants only, not to the general public. Ginny said that she thought that selling DVDs in such a matter could be a source of revenue for the station. Nick said that he would contact the City Administration to verify if the production airing requirement is actually in place and if that restriction can be changed under certain circumstances.

Nick asked if the committee members would be interested in getting involved with having a booth at the Taste of Hudson that is coming up in September. Nick said that he would look into arranging for a booth for the committee and the station.

We also had a discussion concerning member attendance at committee meetings. While we do understand that things do come up to interfere with attendance, we would like to have better attendance at the meetings, particularly considering that the meeting dates were set up at the beginning of the year. Jeff suggested sending out messages to make the missing members aware of the problem and asking them to make an effort to improve their attendance. It was noted that there is a City restriction that restricts the number of missed meetings by committee members to continue serving on the committee. Dan said that he would verify the details of that restriction with Council Clerk Elizabeth Slagle.

IX. Adjournment

The next committee meeting date is scheduled for Thursday, June 15, 2017 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:50 PM.