



## Hudson Community Television Advisory Committee

### *Committee Meeting Minutes*

Meeting Date: March 16, 2017. Meeting Location: HCTV Studios, Hudson High School.

**In attendance:** Michael Coburn, Jeff Russell, Thor Wasbotten and Nick Zaklanovich.

Ex Officio: Dan Gerbracht, Barbara VanBlarcum, Meg Colafella

**Not in attendance:** John Funyak, Don Drenski, Virginia Frazer, Dr. Dan Williams – Council Liaison

**Note:** due to the consolidation of Station Management reports, and Previous Meeting Follow-Up and Once Around, the section numbers in these minutes are different than the section numbers in the Meeting Agenda distributed for this meeting.

### **I. Call to Order**

Committee Chair Nick Zaklanovich called the meeting to order at 6:35 pm. Jeff took notes.

### **II. Greeting of members and guests**

Nick greeted all in attendance. He welcomed Meg Colafella, from WRA, who serves as a non-voting designee.

### **III. Approval of Minutes**

Minutes from the February 16, 2017 meeting were approved.

### **IV. Station Management Report - Dan Gerbracht & Barbara VanBlarcum**

Dan and Barbara advised the committee that going forward they would consolidate their reports into a Staff Report, rather than separating it into Station Management/Spectrum/Public Access Coordinators sections.

Beth Bigham, city council, taped a show with Kristina Roegner, state representative, about how to access legislators and about healthcare issues in Ohio. Beth is interested in doing more shows.

Staff contacted Sheryl Sheatzley, communications director for the Hudson schools, about attending our meetings. She said she would happy to come anytime she's invited.

HCTV produced a short video with the planning department of the City to illustrate a new software that supports the city land development code. The city is interested in producing additional programming for their website, as well as HCTV's.

Staff met with the Hudson Library on opportunities for sharing videos of the programs they tape, for our channel. We can add titles and other enhancements. Dan will work with some of the library pages to train them on camera techniques.

Jim Stifler, Economic Development director for Hudson, came in for a tour of the studios. He will keep us in mind for future productions.

We taped the Cleveland Wheelchair Cavaliers game. Another *KB Time* show will be produced with a live audience.

We received our grant check from the Burton D. Morgan Foundation. Yay! So, things are moving forward with the new equipment we need to get to get our signal from Spectrum up to standards.

Barbara, Dan and Nick will be attending the Alliance for Community Media conference in Cincinnati.

We are working with the Hudson Community Players to design and build a new set that can be used for *A Good Day in Hudson* and other program production.

We worked with the city of Hudson to produce a video for their website featuring the work of the city's snow plow drivers.

The City has given HCTV permission to sell old equipment on a gov site. We would like to use EBay – the City is reviewing how to do that. We are working to clean the equipment and prepare it for sale. Dan also shared a list of equipment the station would like to purchase in the future. This will be paid for through donations received and other sources of income (not the City).

We are entering High School Graduation season. Working to live-stream the ceremony on May 17<sup>th</sup>. We may be able to do credit card sales on site, since we have our new credit card machine.

We are thinking about doing another float for the Memorial Day parade.

Dan attended a webinar and determined that we are not required to do closed-captioning.

HCTV is working with Brian Diehl on a new logo design. Dan presented some rough concepts and got comments from the Committee.

Barbara and Dan met with Hudson Schools Superintendent Phil Herman, HCSD Director of Communications and HCSD Director of Pupil Services Kelly Kempf to share ideas about re-establishing a closer relationship between the schools and HCTV. Sheryl has ideas for programming for the Alumni Room. Phil may consider a program of his own, possibly a student interview. Additionally, HCSD teacher Mike Ondash came to the studio to ask about our ability to take an overflow of students who had signed up for Advanced Videography class. We are also considering working with a consortium of schools in a kind of service learning program.

## **V. Community Organization Liaison**

Nick has prepared an email message to send out to some of the organizations in town. The plan is to send it out by the end of next week. Nick also sent an email to the new Chamber of Commerce Director, Nicole Alverson, to begin talks about ways HCTV can benefit CofC members, including creating a BusinessLink-style program. Nick will also contact Economic Development Director Jim Stifler.

## **VI. Friends of Hudson Community Television**

No action on Friends of Hudson Community Television. Nick will call another meeting of those who have expressed interest in being on the board.

## **VII. Student Discussion Program Meeting Update**

Thor and Phil Herman discussed the concept of the Student Discussion Program. Phil would like to have the event in an auditorium setting, but not have cameras. Phil would like some of his faculty to attend one of the programs at Kent State. Discussion will continue.

## **VIII. Previous Meeting Follow Up & Once Around**

It was noted that, while we tend to speak about our relationship with education primarily in terms of the HCSD, our resources are also available to WRA, if they would want to collaborate on programming or other initiatives.

Michael Coburn stated that he is continuing to work with North End market about the possibility of doing a beer and wine show.

Jeff discussed his thoughts on sponsorships and his meeting with Barb and Dan. We will create a sub-committee to explore the possibilities and begin creating a package (media kit) that we can take to companies and businesses. Jeff will reach out to committee members to see who wants to be part of the sub-committee. Meg suggested reaching out to Jim Stifler so that when new businesses moved into Hudson they could be given a media kit.

Meg suggested that there may be ways for WRA to work with HCTV. They have a beautiful new photography studio, but nothing like HCTV for students who want to explore video production.

Nick has incorporated suggestions to his letter of thanks to the Burton D. Morgan Foundation, and will send it to them.

## **IX. Next Meeting Date**

The next scheduled HCTV Advisory Committee meeting is scheduled for Thursday, April 20, 2017 at 6:30 PM in the HCTV studio at Hudson High School.

## **XI. Adjournment**

With no further business indicated, the meeting adjourned at 7:50 pm.