



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: June 15, 2017

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Michael Coburn, Don Drenski, Ginny Frazer, Jeff Russell, Thor Wasbotten, and Nick Zaklanovich.

Ex Officio: Dan Gerbracht and Barbara VanBlarcum.

Not in attendance: John Funyak, Dr. Dan Williams – Council Liaison.

Committee Chair Nick Zaklanovich called the meeting to order at 6:42 P.M. Nick also took notes.

I. Greeting of members and guests

Nick greeted all in attendance. No guests attended.

II. Approval of Previous Meeting Notes

The draft notes from the May 18, 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 that the Spectrum modulation equipment / HCTV signal upgrade has finally been installed, but some details still need to be ironed out before the project is considered complete. The mounting of the equipment has not been completed properly and the channel name on the Spectrum program guide has not been updated. The station signal, although improved, is not in high-definition, as had been expected. The project as proposed included the cost of replacement fiber optic cable, which Spectrum decided instead was not necessary.

Dan contacted Spectrum concerning the cost reduction because of the fiber not being replaced, but Spectrum has not yet responded to his request for information on a reduction. Dan noted that Spectrum has not been paid any funds from HCTV related to the equipment upgrade project, and he plans to withhold payment until all of the loose ends remaining are cleared up by Spectrum.

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

Dan also noted that the three encoder units that Spectrum installed are priced at about \$2,500.00 each (\$7,500 for the three units that were installed at HCTV), plus the actual transmit unit that sends the signal to Spectrum in Macedonia. From there, HCTV's signal is sent out on a long, complex path that includes stops at Syracuse, NY, Denver, CO, Columbus, OH, back to Macedonia, from where it is finally delivered to the Hudson Spectrum customers.

Spectrum Cable now claims that they have not and never will provide High Definition service to a Public access operation, even though Dan was told previously that at least one of the HCTV channels would be high definition. The Spectrum people that Dan talked to recently now claim that whoever told him that HCTV would have high def. access "misspoke". Dan expected a call from a Senior Vice President at Spectrum about the confusion over high definition, but that call did not happen. Dan said that the Senior V.P. call should happen in the next week.

Don Drenski asked about the source of the funds for the project, the grant donated by the Burton D. Morgan Foundation. His concern was that the grant was specifically earmarked for the signal upgrade. Dan responded that the grant was partially for the signal upgrade, but was also for entrepreneurial programming for the station. The entrepreneurial portion of the grant included funds for the new cameras that were recently acquired.

Dan passed out DVD copies of the Memorial Day parade coverage. Barbara VanBlarcum said that she edited the coverage pieces (the parade coverage, the in-parade video from the committee truck and cemetery ceremony video, including a talk by WRA Archivist and Historian Thomas L. Vince) into the single program.

Michael Coburn asked about feedback form the Memorial Day Parade coverage. Dan reported that the feedback that he received was "awesome". The number of "hits" recorded for the Facebook coverage of the parade totaled over 6,000 views. Barb added that a similar response has been garnered from the Spring Music Concerts that were presented by the station. Many out of state views are being realized from the Facebook Live events covered by HCTV.

Barb reported that the station had recently recorded a PSA announcement related to the recent graduating class of the Hudson Emergency Medical Service. The PSA was requested by the City to promote recruitment of new candidates for the next EMS training class. A promotion video was also created for the upcoming Festival Week festivities. Dan & Meg Andrus recorded and broadcast via Facebook Live the Hudson School Administration presentation to the local citizens about the planned changes to the elementary school campus area. The station will be recording at the Ice Cream Social event on June 21.

Barb said that Grant Coleman, a recent graduate of Hudson High School, is now working at the station as a paid employee, helping with in-studio and out-of-studio productions. Barb also appeared before Hudson City Council recently to update them on the department operation along with Meg Andrus from the staff.

Dan said that there is a lot of interest from several sources about the digital signage package for the bulletin board channel 17 that was discussed at the May meeting. Several City departments, including Velocity Broadband, Destination Hudson, the Hudson Schools and the Hudson Library have all expressed interest in sharing in the digital signage system. The quoted price on the base package is \$ 7,900 with all of the interested parties splitting the cost and the system would be housed at HCTV. No action will be taken on the decision on acquiring the system until the fall.

IV. Community Organization Liaison

The committee discussed attending the Community Day event at the Hudson Framers Market on June 17, which we had talked about attending during the May meeting. A survey of those in attendance showed limited availability for that date, so the decision was made to cancel the reservation that was made for tent space at the June event. A second Community Day will be held by the Farmer's Market on August 12, which the committee will plan to attend.

Nick said that he plans to contact Mr. Jim Stifler, the City Economic Development director about restarting a Business Link type program that would promote businesses in Hudson.

V. Friends of Hudson Community Television

Nick said that an update meeting of the Friends of HCTV organization should be scheduled to get things moving with the group. The tentative date of June 1 that was proposed at the May meeting never materialized. The committee selected a "Friends of" meeting be held following the next committee meeting, July 20, 2017 at 7:30 PM at the station. Nick said that he would notify all of the "Friends of" participants of the July meeting and provide an agenda for that meeting.

VI. New Access Programming

Barb reported that a new program called "Chains of Freedom" from Hudson Montessori School will be premiering on the station in the coming week. New editions of the Genealogy Society, KB Time and Scenes and Things programs will be aired next week.

Cops and Bobbers, an event sponsored by the Fraternal Order of Police to promote interest in the sport of fishing will be on the schedule for next week. Mr. Frank Youngwerth recorded an interview program with Ed Sogan, President of the Hudson City Schools Foundation. "Time to Shine", a take-off of the Wizard of Oz story made by the video production class of Hudson High School will be on the schedule.

Kabir Bhatia produced a program on the Marconi Run, the HCER Strings concert along with the Western Reserve Big Band Concert on the Green will be broadcast, and one of the Safety Town events will be recorded.

VII. Previous Meeting Follow Up & Once Around

Arrangements were made to cover the recording of the Board of Education meeting in July, when Ginny Frazer will not be available. Mr. Jeff Russell volunteered to help with recording of both July meetings.

Thor Wasbotten asked if the Memorial Day parade program was available to be on a paid download basis. Dan said that the station is not currently set up to provide programs in that way. Dan also said that thirty-five DVDs and twenty Blue Ray discs of the Hudson High School graduation were sold this year.

Thor asked if it was possible to get a small car magnet that has the new station logo that could be used on cars. Dan said that they are presently looking at getting sticker versions of the logo, but would look into the possibility of making small magnet displays.

VII. Previous Meeting Follow Up & Once Around, continued

Thor updated us on communications that he had with School Superintendent Phil Herman about the possibility of producing an open discussion program. Mr. Herman says that he would like to have some of the faculty involved in a couple of upcoming Kent State discussion programs, which will not take place in the fall, so that they can “sell” the idea to parents. After that, he suggests a non-recorded event instead of the recorded participation programs that take place at KSU.

Dan said that it is confirmed that the station will be hosting Hudson High students in the spring for an Advanced Video Production class. The class will be limited to ten students. Additional classes will most likely be offered in the fall 2018 semester. Thor suggested that he talk with the classes to explain to them the great programs that are available at KSU. Ginny Frazier suggested that such a cooperative effort, involving HHS students would be a good subject for a Hudson Hub Times article.

Dan said that Grant Coleman has the idea of producing a program about the Hudson Police Department. The preliminary discussions with the City about that program are scheduled.

Dan said that the station will be providing Facebook Live coverage of the upcoming Ice Cream Social and a regular recorded program will also be generated from that event and Facebook Live may be used to provide perimeter coverage of the upcoming Cleveland Pops orchestra concert. Coverage of the concert itself is restricted due to content restrictions on the performance. Plans are in place to provide some other short Facebook Live coverage of other views of the City, such as a walk around a City park. Dan said that he foresees keeping the Facebook Live coverage and the regular public access programs separately.

Jeff again brought forward the idea of a subcommittee on sponsorship efforts for the station. It was suggested that the week on July 10 might be a good time to have a subcommittee meeting.

Ginny asked if the committee minutes could be forwarded to Hudson Schools Communications Manager Ms. Sheryl Sheatzley and Western Reserve Academy Director of Communications and Marketing, Ms. Meg Colafella. Ginny thought that providing the minutes to both Ms. Sheatzly and Ms. would be a good way to inspire them to attend the committee meetings. Dan said that he thought that Ms. Sheatzley had indicated that she planned to attend the July committee meeting.

Ginny also asked about a subject that was brought up in May concerning if the station was permitted to sell concert and show DVDs to the show participants. Nick said that he had contacted both Assistant City Manager Mr. Frank Comeriato and City Communications Manager Ms. Jody Roberts posing the question and inquiring if there is a restriction that everything recorded by HCTV is required to be shown on the station. Both Mr. Comeriato and Ms. Roberts had responded that they would look into the question and get back to us with an answer.

Ginny suggested the idea of the committee members submitting comments to the Hudson Hub Times concerning news about the station. The committee then had a discussion concerning the requirement that the City communications department must clear all such items from the members. Don added that we, as members of the committee, must conform to the City directive concerning public comments from the committee members. Jeff added that he thought it would be a good idea to invite someone from the Communications Department to a committee meeting to clarify the City’s position on this matter.

VII. Previous Meeting Follow Up & Once Around, continued

Ginny said that she has recently been in communication with Barbara Bos, who is a trustee for the Case-Barlow Farm board. They discussed the idea of producing a program about the history of the farm. Barb added that she recalled that Western Reserve Academy Archivist and Historian Tom Vince had done a Moment in Hudson History for the Good Day in Hudson program some time ago.

Ginny also suggested that she had the idea of making a program about the Hudson Middle School building, the former high school, particularly since the school has been the subject of recent discussion over its repurposing, if and when plans for a new Middle School move forward. Dan responded that he thought that Kabir Bhatia might be working on a history of the school system, which was being produced at the direction of the schools. Dan also added that he thought that a history of the Middle School specifically could be an interesting endeavor.

Nick asked if now that the station's cable signal has finally been upgraded, if an additional message of appreciation to the Burton D. Morgan foundation would be appropriate. Dan said that Rhonda Kadish, Special Events Coordinator for the City was already working on additional appreciation communication to the Morgan foundation. Nick also asked if a story in the Hub about the signal upgrade would be a good idea, pending City approval. Barb said that to that end, the Communications Department planned to create an article concerning the station management change, the new station logo and possibly the signal upgrade. Nick suggested that such an article could also be posted to the weekly electronic newsletter that the City provides weekly.

Nick asked if the Hudson Rotary contribution to the station was received. Dan replied that he and Barb had received the contribution check at one of the recent early morning Rotary meetings and had an opportunity to speak to the Rotarians in attendance about the station.

Nick asked about the new station set that had been previously mentioned. Dan responded that the Hudson Players will be involved with the new set construction and the work should begin on the new set in the next week. Dan said that the new set would have special 3D effects that will be interesting and will have display windows built into it that can be changed depending on what subject is being discussed in the studio.

Nick updated the committee on communications with committee member Mr. John Funyak, concerning the changes in his personal life that has hindered his attendance at many of the most recent meetings. The committee discussed the situation and decided that Nick should reach out to Mr. Funyak to ask him to consider relinquishing his committee position, if he is unable to attend the meetings. Nick said that he would send a message to Mr. Funyak shortly concerning the situation.

VIII. Adjournment

The next committee meeting date is scheduled for Thursday, July 20, 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.