



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: August 17, 2017

Meeting Location: HCTV Studios, Hudson High School.

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

Ex Officio: Dr. Dan Williams – Council Liaison, Dan Gerbracht and Barbara VanBlarcum.

Not in attendance: Michael Coburn, John Funyak and Thor Wasbotten.

Committee Chair Nick Zaklanovich called the meeting to order at 6:35 P.M. Nick also took notes.

I. Greeting of members and guests

Nick greeted all in attendance. Hudson Communications Manager Ms. Jody Roberts and Hudson Assistant Public Works Director Mr. Kevin Powell were both invited and attended this meeting as guests.

II. Question and answer session with City Administration

Ms. Roberts and Mr. Powell both attended the meeting to help the committee better understand the city's policies concerning the public communications of the committee members and program underwriting possibilities. We thank them both for taking the time to attend our committee meeting.

Ms. Roberts started by explaining all of the venues that are available from the city to promote and inform the community about HCTV. The city Facebook and Twitter accounts are available and the variety of other distribution lists that include 6,000 – 7,000 people currently. There is also a business distribution list available to us that includes many of the major and minor business interests in the city. In regards to press releases to the Hudson Hub-Times, all that is needed to get an article released is to pass it through the Communications Department, who will then mold the release as needed and pass it on to the newspaper.

Ms. Roberts also mentioned that the Hudson Monthly magazine is a possible venue for any feature story that could be generated about the station. The city web site could also be used for promotion and video promotion is a viable source for web site promotion, including Facebook Live. Ms. Roberts also said that DVD sales and underwriting promotion could be handled through the city web site, but she recommended that sponsors pages be created to address the specific applications.

II. Question and answer session with City Administration, continued

Ms. Roberts suggested that the committee look into how the Ellsworth Meadows Golf Club, which is also a city entity, uses the city communications methods to promote the course. She suggested that HCTV could do similar city web site or independent promotion, like that done by Ellsworth Meadows.

Don Drenski wanted to clarify that we were discussing the committee function and not the Friends of HCTV group. He wanted to make sure that the discussions that we were having were focused on the committee operations. Ms. Roberts added that the Friends of Hudson Parks, which is similar to the idea for the Friends of HCTV group, provides their own press releases, but also provides those releases to the city for promotion via the city sources. Ms. Roberts clarified that there is less restriction with the Friends of operations, rather than the formal committee, but both have access to the city for promotional purposes.

Ginny Frazer asked for clarification on the possibility of producing and selling programming that would not be scheduled on the HCTV channels. Ginny also asked about charging other city departments for video production work performed by HCTV staff.

Answering the second question first, Mr. Powell said that station management has been compiling information on staff hours that could be charged to other departments and that the city is currently looking into charging those hours to the respective city departments. Dr. Williams stated that the city does not currently have a system for back charging and that solid discussions within City Council concerning the matter has not yet taken place.

In regards to Ginny's question about selling produced material that is not scheduled on the station, Dan Gerbracht said that copyright restrictions to items like plays and musicals may restrict the station's ability to sell recordings of copyrighted performances, but that all copyright houses have different rules and each case would have to be investigated individually. Dan also said that there would be no way of telling if selling a performance DVD would be cost effective for the station. He also said that the station is not required to schedule everything the staff records. The "must air" restriction on the station only pertains to public access productions, not staff recorded projects.

There was a discussion about the cost currently charged for DVD copies. Ms. Roberts felt that the current \$10 per copy charge was too low, but Dan responded with an example that the number of purchased DVD copies of the High School graduation ceremony has decreased from 200 several years ago to 80 most recently. The thought is that the decline in sales is caused by the changes in technology, such as the on-line availability of the program has resulted in less DVD sales.

Dan thought that it might be worthwhile to create a sign that could be posted at each event where DVD sales could be possible to promote the DVD availability. He mentioned that the station is currently working with the Western Reserve academy graphics department that could produce such a sign.

Don suggested that each performance event that is recorded could include a promotion of DVD sales in the printed program for the event. Dan added that it should be a simple action to have whatever group is hosting a recorded performance pay the access fee to have it recorded and sold via DVD, Blu-Ray or thumb drive.

Nick asked for a clarification on committee member submittals to the newspaper of letters to the editor on station operations. Ms. Roberts responded that the social media policy of the city would weigh in on any communications printed in the paper.

II. Question and answer session with City Administration, continued

Ms. Roberts added that letters to the editor from the committee are permitted, but it must be stated clearly that the submittal is from the committee and the city should see the submittal before it goes to the newspaper. The committee members are free to comment on other city issues as concerned citizens, but not as members of the committee and the separation from the committee needs to be specified.

Don said that he felt that all communications from the committee should go through and be approved by the city communications department, before being released to the media. Ms. Roberts agreed with Don's interpretation and said that by using that procedure, City Council would also be aware of the communication.

At this point, committee member John Funyak arrived and informed the committee that he will need to resign from the committee for personal reasons. We regrettably accepted John's decision and Nick asked him to send something in writing concerning his decision, so that the Council Clerk can be officially advised of his decision to resign.

Ginny asked about publicity concerning the recent management changes at the station. Ms. Roberts said that generally, personnel changes are not published, but perhaps all of the other recent changes at the station (name change, logo change, signal improvement, new studio set, etc.) could all be tied together into a release. Ms. Roberts said that just such an article could be created and she would then see that it is posted in the appropriate venues that are available, including a photograph of the new station managers.

Mr. Powell asked about the idea of opening the station for an open house, for promotion purposes. Dan replied that the station had previously been open during the annual Pancake Breakfast event at the High School and very few people made the trip from the event down to the station.

In an attempt to clarify any remaining doubt concerning committee communications, Dan said that he would send the city's media and social media policy to the members.

Ms. Roberts added that if the committee would like to write an article about what we are working on, including the attempt to get the Friends of HCTV off the ground, she would also be willing to post such an article, separate from the station changes.

Ms. Roberts suggested that the committee should make a strong effort to participate in city events, such as the Farmers Market and the Taste of Hudson, particularly if the committee will be soliciting underwriting opportunities.

The discussion switched to the committee's need for a new committee member. While the city charter permits the committee to be composed of less than seven members, the members in attendance felt that the empty position should be filled, if for no other reason than to have a greater opportunity for a quorum at each meeting. Dr. Williams said that it would be up to Council to decide to fill the recently vacated position, or to wait until other committee openings occur.

III. Approval of Previous Meeting Notes

The draft notes from the July 20, 2017 committee meeting were approved as written and will be posted to the City web site.

IV. Station Management Report - Dan Gerbracht & Barbara VanBlarcum

Barb VanBlarcum reported that she and Dan had met with the Hudson High School Graphic Arts / Video Production instructor, Mr. Mike Ondash concerning the upcoming school year and the spring field production class that will take place at the HCTV studio. Mr. Ondash shared his syllabus for the year and discussed how the field production class would fit into his plan. They also discussed the video club that is a part of Mr. Ondash's class and there is some interest from the club members in helping with HCTV's sports and concert productions.

Dan reported that the new studio set is nearly complete and will be assembled on Friday. The new set is under budget and additional enhancements are being considered, including large picture displays for the set windows, which are being produced by WRA graphics. The new set designed and built by Chris Dolciato, will include a custom designed desk. The set should be complete for the recording of the September "Good Day in Hudson" program on Wednesday, which will include Chris Dolciato as a guest.

Barb said that a member of the Rotary Club of Hudson will be visiting the station in the next week and has an interest in producing a public access program about her consultant training interests. The long awaited Malabar Farm / WRA public access program was completed and has been on the schedule for the past week.

First Congregational Church recorded a new program for public access relating to the church's bible study and inspirational program. A church member will be producing and editing the program. Frank Youngwerth produced an Oral History program with Hudson City Schools Foundation President Ed Sogan. Mr. Youngwerth has also arranged for an Oral History program with a World War II veteran, who will be interviewed by his daughter. Two more war veterans from the Gables of Hudson will also be interviewed in the next few weeks.

V. Community Organization Liaison

Barb said that the visit to the second Community Day for the Hudson Farmers Market on August 12 was an opportunity for her to interface with people that may be interested in getting involved with HCTV

Nick also reported that he had contacted the management of Taste of Hudson concerning participating in the upcoming event. He has not heard a response from Taste as of yet. Dan mentioned that the executive director of the event will be in on Wednesday to record some promotion of the event and Dan would reach out to her at that time.

Nick said that he did send out another e-mail blast to 31 local organizations. He did get a response from Mr. Ed Sogan about producing a program for the upcoming Hudson High School Hall of Fame inductions. The Distinguished Alumni Hall of Fame inductions will be held on October 7, 2017 and will be recorded by HCTV.

VI. Friends of Hudson Community Television

No date was set for an update meeting of the Friends of HCTV organization. An update meeting is needed to get things moving with the group.

VII. New Access Programming

Ginny said that she still plans to complete work on the History of Safety Town program that she and Barb have been working on. Dan said that he recorded the Civil War Walking Tour that was recently conducted by Gwendolyn Mayer, Archivist of the Hudson Library and Historical Society. Dan was very happy with the resulting program from the event and hopes to record more of Ms. Mayer's walking tours before the end for the year.

VIII. Election of Committee Officers

Nominations were opened for the Committee Chair. Ginny nominated Nick for Chair and Jeff Russell seconded the nomination. The committee members voted to keep Nick as the Chair. Ginny also nominated Jeff as the Committee Vice Chair. Don seconded the nomination and the committee voted Jeff as Vice Chair.

IX. Previous Meeting Follow Up & Once Around

Jeff asked if it was possible to make DVDs of HCTV productions and award them as prizes at Taste of Hudson or other similar events. Dan said that he has plenty of DVDs in storage and that he tried to give them away at the last Pancake Breakfast with very limited results.

Dan said that he had suggested a "take over event" for the Hudson High Video Club to Mr. Ondash, where the club members would do whatever they want in the studio for a program. Ginny liked the idea of getting students more involved with the station and Dan said that such a production could inspire more high school students to watch the station.

Ginny said that she was excited about the prospect of having a story in the Hub-Times about the changes to HCTV.

Dan asked for any suggestions for the old "Good Day in Hudson" set that is still on premises. The old set will be refurbished after work is completed on the new set.

Don asked about the status of the franchise payments from Spectrum. Dan responded that the last payment was slightly lower than the previous payments, but that reduction was a seasonal issue. Dan said that he knows that Council is considering the repayment question concerning HCTV operations for the city. No indication was made concerning resolution of the matter.

Nick asked if the football coverage team was in place. Dan said that all games will be covered and he feels that he will have enough crew for the games. He also reports that the cost of the coverage should drop, due to utilization of more volunteer crew members. Dan said that former Hudson High student Addison Carbone would join Mike Rickman in the press box as color commentator for football coverage.

Nick said that he spoke personally to Mr. Jim Stifler, Economic Development Director for the city about reviving the Business Link program. It is hoped that Business Link would be a possible fulfillment of the Entrepreneurial initiative of the Burton D. Morgan grant. Dan said that he had not spoken to Mr. Stifler any further about Business Link.

IX. Previous Meeting Follow Up & Once Around, continued

Finally, there is a scheduling conflict for Dan & Barb for the November committee meeting. The members decided to move the November meeting date to Tuesday, November 14. Dan said that he would advise Elizabeth Slagle, Clerk of City Council of the date change and Barb would update the bulletin board posting.

XI. Adjournment

The next committee meeting date is scheduled for Thursday, September 21, 2017 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 8:06 PM.