



## Hudson Community Television Advisory Committee

### *Committee Meeting Minutes*

Meeting Date: September 21, 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, Meg Andrus and Dan Gerbracht.

**Not in attendance:** Michael Coburn and Thor Wasbotten. **Ex Officio:** Barbara VanBlarcum.

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. Member Ginny Frazer was not at the meeting initially, but did come in at 7pm. Mr. Patrick Miller, who is interested in applying for the open committee seat, attended as a guest.

### **II. Station Management Report - Dan Gerbracht & Meg Andrus**

Dan Gerbracht distributed copies of the updated 2017 station budget. The 2018 budget was also discussed and generally matches the current year's budget. Dr. Williams asked about including the contribution funds in the budget. Dan Gerbracht responded that any contribution funds are not included in the budget, but said that he would look into the contribution fund amounts and provide that information. Dan said that the contribution funds are held in a separate account from the general station fund, financed by the Spectrum franchise fees. When the contribution funds are needed, a request for disbursement is made to the City Finance Department, who then processes the request.

Don Drenski asked about funds that will be generated by the Friends of HCTV group. Dan responded that the Friends of funds will be held by the group separate from the station and any contributions to the station from the group will be made to the station, either in the form of a monetary or equipment donation.

Don agreed that it might be a good idea to include the contribution funds in the budget as a way to show the fund raising efforts that have and will take place. Dan said that he would ask City Finance Director Jeff Knoblauch about the advisability of including contribution funds in the station budget.

## **II. Station Management Report - Dan Gerbracht & Meg Andrus, continued**

Dan said that he has been asked to generate a 5-Year equipment budget that would reference any equipment needs that may be needed in the next few years. Dan asked for suggestions from the committee on ideas for the equipment requirements.

Dr. Williams suggested that it would be a good idea for the committee to vote on making a recommendation to include contributions in the station's budget.

Dan reported that the new set construction project is nearly complete. The budget for the new set still has some funds remaining, but the remainder cannot be spent on anything other than set needs.

Dan said that the station recently recorded four candidate sessions for airing before the upcoming At-Large and Fourth Ward Council elections. Meg Andrus added that all of the recording sessions went well. The candidate sessions were produced by Ed Devlin and they will start airing on Channel 15 in the next week. The candidate sessions will be scheduled to assure fair exposure for all candidates.

Regarding current program productions, Dan said that Barbara Bos produced a program relating to the Fall Festival at Case Barlow Farm. Nick and Allyn Marzulla produced a new program about the Art on the Green Event. Frank Youngwerth produced a new Oral History program with World War II Veteran Lou Walker. Mr. Walker's daughter assisted with the oral history production about her father.

Meg and Barbara VanBlarcum traveled to The Gables of Hudson to record several other World War II veteran oral histories ahead of Veteran's Day. A new monthly show, "Retirepreneur" related to retirement networking and guidance will begin production next week. The Western Reserve Cooking School will be the site of a new cooking program that will be regularly produced.

The annual Hudson Schools Hall of Fame Induction Ceremonies will take place on October 6 & 7 with this year being the year for Distinguished Alumni Inductions and HCTV will record the festivities. Plans are also in place to record candidate's night for the League of Women voters at Laurel Lake, after several years of not being allowed to record the event.

Dan said that two Hudson High School football game productions have been completed and have gone well. The Homecoming Game, scheduled for Friday, September 22 is still in need of camera operators, if any of the committee members are available to help.

Meg produced a program about the "Bye, Bye Barrels" event that was held recently to celebrate the completion of the two-year Main Street reconstruction project. Her production also included a Facebook Live feed of the event. Dan said that he would be producing a couple of "fall programs" for the City related to the City's leaf collection and snow plowing operations.

Ginny Frazer asked if the links that appear at the bottom of the City's web page could include information about HCTV. Dan responded that he would check with the Communications Department to see if the station can be included on the web site. Ginny also asked about a press release story about the recent and numerous changes at the station. Nick interjected to say that he was almost done writing an article and would have a completed piece ready for review in the next week.

Dan said that he, Barb and Nick would be going to an industry seminar in Columbus on October 12 to meet with vendors and industry experts about new equipment and new industry capabilities.

## **II. Station Management Report - Dan Gerbracht & Meg Andrus, continued**

Meg mentioned that Leightronix, the vendor that supplies the live streaming and video storage system used by the station, recently published an article focused on HCTV's use of their systems. Dan shared the article with the committee members.

## **III. Approval of Previous Meeting Notes**

The draft notes from the August 17, 2017 committee meeting were approved as written and will be posted to the City web site.

## **IV. Community Organization Liaison**

Nick reported that only one response has been received from the e-mail blast that was sent out in August to city organizations. The only response was from the Hudson City Schools Foundation regarding recording at the Hall of Fame ceremonies. Barb has already arranged to accommodate the Foundation's needs.

Nick said that the committee's appearance at the recent Taste of Hudson event was successful and some new contacts were made. The word is that attendance at the event was good and the charity contributions resulting from the event were excellent.

## **VI. New Access Programming**

Nick said that editing is underway on Western Reserve Academy historian Thomas L. Vince's talk about the 175<sup>th</sup> Anniversary of Hudson's Christ Church, Episcopal. The program took place at the Hudson Country Club. The program should be ready for the schedule for next week.

Jeff Russell asked if a program was recorded about the relocated homes in the city. Dan said that Barb had recorded that subject with Mr. Vince for a previous "Good Day in Hudson" program.

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

Don Drenski made a motion that the committee vote in support of including contributions in the station's budget. Nick seconded the motion and the members in attendance approved the motion unanimously. Dr. Williams said that he would mention the committee's recommendation at council's budget review.

Jeff commented that during his previous talks with Patrick Miller, Patrick had asked him if the station had ever offered a video production class through Hudson Community Education and Recreation. Dan responded that training has never been offered for adults, but have been offered previously for young citizens. Dan said that he could look into doing an adult training course through HCER, but he wants to make sure that such a course would have the proper amount of community interest and would have good content to challenge the attendees. Meg added that perhaps including training in the use of Smartphones to record video could be an interesting subject for an adult training session.

Ginny said that a training course could be promoted as "Video in the Modern age" and could be a tool to promote the existence of the studio and the capabilities that the station has. Training could also be a source of additional income.

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

A restart meeting for the Friends of Hudson Community Television 501(c) 3 non-profit group was proposed for Thursday, September 28, 2017 at 6:30 PM at the station. Nick said that he would send out an invitation e-mail message about the meeting to all of the interested parties. Nick mentioned that he is aware that a monthly contribution will start coming soon to the organization from First Energy. Dr. Williams suggested that documentation is maintained concerning how the First Energy, and any other incoming contributions, are used.

Meg asked who can attend the “Friends of” meeting. Nick responded that all are welcome and that City employees are permitted to participate with the organization.

### **IX. Adjournment**

The next committee meeting date is scheduled for Thursday, October 19, 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.