



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: October 21, 2017

Meeting Location: HCTV Studios, Hudson High School.

Members in attendance: Michael Coburn, Ginny Frazer, Thor Wasbotten, and Nick Zaklanovich.

Ex Officio: Dan Gerbracht and Barbara VanBlarcum.

Not in attendance: Michael Beam, Don Drenski and Jeff Russell. **Ex Officio:** Dr. Dan Williams – Council Liaison.

Committee Chair Nick Zaklanovich called the meeting to order at 6:38 P.M. Nick also took notes.

I. Greeting of members and guests

Nick greeted all in attendance. Nick announced to the committee that Mr. Michael Beam was selected by Council to complete the unexpired term that completes in January 2018, and a full 4-year term commencing after the unexpired term. We greeted Ms. Aimee Dunphy, who was appointed by Council to a full 4-year term commencing in January 2018 and attended the October meeting as a guest. The committee members introduced themselves to Aimee and she spoke about her interest in joining the committee. Some of the history of the station operation was provided to Aimee.

II. Approval of Previous Meeting Notes

The draft notes from the September 21, 2017 committee meeting were approved as written, following the inclusion of some minor changes. The approved minutes will be posted to the City web site.

III. Station Management Report - Dan Gerbracht & Barbara VanBlarcum

Dan Gerbracht reported that he, Barb, Nick, station volunteer D. J. and City Communications Specialist Emily Adams attended a media conference in Columbus, OH on Tuesday, October 17. Many equipment and applications vendors attended. Contacts were made for future equipment needs for the station.

Dan reported that the station has been producing several more Facebook Live events for the station, including a recent program about the city's leaf collection program, including a live question and answer session. Another Facebook Live was produced related to the "Find Bigfoot" event for the Hudson Parks.

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

Dan said that the station has been working with the Hudson Schools on several productions related to the upcoming school bond issue.

The last regular session football game is coming up on October 27 against Wadsworth. Wadsworth Community Television will also be carrying the game on their station and will use HCTV's video feed, but will bring their own on air staff and mobile production truck to add their local flavor to the game coverage.

Dan said that they have created a mobile teleprompter that can be used on remote shoots. The system uses an iPad that can be attached to a person's arm for prompting during a recordings session.

Barb VanBlarcum said that a new program is starting that will be a monthly show made at the Western Reserve School of Cooking. Five editions of the program have already been recorded. The program features local Hudson chefs cooking dishes appropriate for the time of year that they will be scheduled on the station. Aimee asked if the recipes for the food cooked on the program could be posted for viewer reference. Dan replied that he would look into the best way to accomplish that task.

Barb reported another edition of the Jump Start panel for the Burton D. Morgan Foundation. The Retirepreneur public access program will produce a new monthly program and Tom Speaks of the Impact Group will start production of a new program. Thor Wasbotten suggested that all of the new local producers be contacted in regards to underwriting programs and joining in the "Friends of HCTV" initiative. The Hudson Genealogy group is also producing a new program that will be on next week's schedule.

Dan noted that the Public Access schedule for the next few weeks contains the most new programming that he has ever seen. Barb added that the Parade of Bands program is an excellent offering and the Candidates Forum would be recorded this year, after not being recorded for several election periods. Several of the political candidates for the November election have already recorded promotional videos.

Ginny Frazier asked if there were any plans to record the Halloween Window Painting event that is coming up soon. Dan said that he was planning to do Face Book live coverage of the event as it happens.

Barb added that the candidate forum that was sponsored by the League of Women Voters was recorded by HCTV and coverage of the fall Orchestra and Choir concerts was produced by Meg Andrus. Mr. Ed Devlin produced four political discussion programs for several of the City Council candidates. Finally, Barb recorded a Moment in Hudson History segment with Western Reserve Academy Historian & Archivist, Mr. Tom Vince related to World War I veterans.

Barb said that she had sent a note of thanks to the Hudson Hub Times for their recent article about the Spectrum channel assignment of HCTV. The HCTV channels are moving to 1021, 1022 and 1023 due to Spectrum's impending digital system upgrade. Dan said that he sees the reassignment as a positive because the change will be unilateral for all subscribers and residents that previously were unable to receive HCTV should have access once the upgrade is activated. The tentative date for the Spectrum upgrade to go forward is set for November 6.

IV. Station Office Relocation Discussion

Dan reported that the City is planning to relocate the Municipal Service Center to the Pasco building that is located on the south side of Terex Rd., just west of the intersection with Hudson Drive. The administration has given the station the option of relocating the day-to-day operations to the new location. The committee was asked for their opinions on the possible relocation.

IV. Station Office Relocation Discussion, continued

Dan said that the new location would provide a garage for storage of the station van as well as three 10' x 10' offices and two workstations, and a small studio and control room. The tentative plan is to move the meeting location for all of the city boards and commissions to the new location, but City Council would continue to meet at Town Hall.

Dan said that current existing studio and control room in the high school would remain, regardless of the decision to keep the offices or move them. The existing wiring to the school facilities (stadium, auditorium) would require that the existing control room stay, in order that school events are covered.

The discussions were comprehensive and detailed. These October meeting notes will not document the details of those discussions. The summary of the opinion of the committee members was that a move could be an advantage to the station staff for more exposure and closer proximity to the city administration. However, also maintaining offices at the current location could also be an advantage, so the summary opinion of the committee was to try to get the best of both worlds – maintain offices in the high school, while also establishing offices at the new MSC location.

Thor volunteered to meet with School Superintendent Phil Herman to discuss his feelings on the potential HCTV office change. Michael Coburn also suggested that HCTV should attempt to build a better relationship with High School Principal Brian Wilch as a way to increase his awareness of the station operation.

One final note from Barb was that we should suggest that a monitor is installed in the lobby of the new MSC to display HCTV programming for the people who visit and work at the MSC. This would be one more opportunity to get exposure of the station to the City and the residents.

V. Community Organization Liaison

Nick reported that no further response has been received from the e-mail blast that was sent out in August to city organizations. Dan suggested that the Community Liaison section of the agenda is removed until there is news to report in that area.

VI. Friends of Hudson Community Television

A restart meeting for the Friends of Hudson Community Television 501(c) 3 non-profit group was held on Thursday, September 28, 2017. Nick said that officers are in place for the organization. Thor is the President of the group, former committee chair Gary Dixon is vice-president, Barb is secretary and Nick is treasurer. Nick mentioned that Gary Dixon was able to reserve two website addresses for the Friends of group. Nick also asked if the Hudson High School Graphics Class could help with the design of a logo and a website. Dan said that he thought those items were things that the Graphics Class could do and said that he would contact instructor Mike Ondash about soliciting the classes help.

VII. New Access Programming

Nick said that he plans to record another presentation by Western Reserve Academy historian Thomas L. Vince in the first week on November. The subject of the presentation will be the Kennedy assassination.

Nick also reported that the popular “Through the Eyes of the Artist” series is returning to the Hudson Library & Historical Society. The previous program series was recorded and he would like to capture the restarted series for airing on HCTV.

VII. New Access Programming, continued

Barb mentioned that the Library would be having an author in to talk about his new book on ballet. Barb said that she would check with the Library to see if that talk can be recorded. Dan said that he would attempt to record the upcoming “Spooky Hudson” walk with Library archivist Gwen Mayer.

Barb added that a citizen has taken out equipment to record his team’s Lacrosse game at Malson Field and would like to air that coverage on the station.

VIII. Previous Meeting Follow Up & Once Around

Ginny asked a follow-up question on a previous suggestion that she had for adding an HCTV “button” to the bottom of the main page of the City’s web page. Dan replied that he has talked to the communications department about the suggestion and the idea is being considered.

Ginny asked about the article that was proposed for publication by the Hub-Times concerning the numerous recent changes at the station. Barb said that the draft article (that was written by Nick) is in the hands of City Communications Manager Jody Roberts. Prior to submitting the article, Jody would like to provide some updated pictures of Dan and Barb. Barb said that the completed article should be in the paper in the next week or two.

Dan mentioned that he is looking for production help for the coming winter concert series. Ginny and Michael said that they would be willing to help with the concert productions.

Nick asked about the completion of the Spectrum signal upgrade project. Dan responded that all work is complete, except for the station name change on the Spectrum system. The invoice for the equipment upgrade for Spectrum has been paid. The invoice amount included reductions due to Dan completing the broadcast rack mounting work and a further discount due to the reuse of the existing fiber cabling.

Nick said that he was confused about the costs for program streaming and file storage charged by Leightronix. The costs were discussed during a brief meeting at the Columbus conference. Dan said that he would gather information on those costs and present them at the November committee meeting.

Thor asked about the Facebook Live capabilities, particularly looking forward, as more events are being presented via that medium. Dan said that he uses his own phone when he produces Facebook Live events for the City. Thor said that perhaps the Facebook Live coverage expansion should be included in the upcoming five-year budget proposal. Thor mentioned that Boxcast, which he was worked with in the past, could be a support source for future Facebook Live operations.

IX. Adjournment

The next committee meeting date is a rescheduled date of Tuesday, November 14, 2017 at 6:15 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 8:27 PM.