



## Hudson Community Television Advisory Committee

### *Committee Meeting Minutes*

Meeting Date: November 14, 2017

Meeting Location: HCTV Studios, Hudson High School.

**Members in attendance:** Michael Beam, Michael Coburn, Jeff Russell and Nick Zaklanovich.

**Ex Officio:** Dan Gerbracht and Barbara VanBlarcum.

**Not in attendance:** Don Drenski, Ginny Frazer and Thor Wasbotten. **Ex Officio:** Dr. Dan Williams – Council Liaison.

Committee Chair Nick Zaklanovich called the meeting to order at 6:27 P.M. Nick also took notes.

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

Nick greeted all in attendance. New committee member Michael Beam, who was appointed to the committee in October, was introduced to all of those in attendance. Aimee Dunphy, who will start her full term on the committee in January 2018, also attended the meeting as a non-voting guest.

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

The draft notes from the October 19, 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 the Spectrum HCTV signal upgrade project is complete. The HCTV channels have moved to new channel assignments on the Spectrum cable service because of the Spectrum switch to all-digital service. As a result, the station needs to install digital converter boxes to see the Spectrum signals. There is confusion at Spectrum over whether or not there will be a charge for the required converter boxes. That confusion should be resolved on Friday, when the converters are scheduled to be installed.

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

Dan updated the committee on the costs for the live program streaming and on-demand storage charges that HCTV pays to Leightronix. The annual amount paid to Leightronix was \$4,176 per year for both services. Alternative options are being looked at but the logistics of moving the existing programming over may be a problem. Michael Beam suggested Vimeo could be an alternative service to look at for on-demand program storage. Michael Coburn asked about interfacing with other PEG station in the area. Dan responded that HCTV is a member of the Alliance for Community Media and said that he would note sharing that organization's newsletter with the committee members.

Dan provided copies of the updated budget report for the station. Funds remain from the grant that was received from the Burton D. Morgan Foundation for entrepreneurial programming and activities that would include equipment for that programming.

Barb VanBlarcum reported that the station has been airing sessions of the Veterans of World War II memories that had been recorded at The Gables of Hudson over the past few months. Hudson Community First has a Career Panel for the Day program. Staff member Phil Leiter recorded a historic look back at Saywell's Drug Store, featuring the last owners of the store, the Hanna brothers. The event was held at the Hudson Library and Historical Society. The recent "Take a Second – Make a Difference" event of Hudson Community First was also recorded and is currently airing on the station.

A Home Heritage Program related to restoration help for Hudson homes older than the 1950's was recorded. The program is co-sponsored by the Cleveland Restoration Society and the City of Hudson. Another addition of the Jump Start panel, recently held by the Burton D. Morgan Foundation, was also recorded and is appearing now on HCTV. An oral history with Joyce Lee will be recorded on Friday. Ms. Lee has been a volunteer in Hudson for over 40 years.

As part of the celebration of "Entrepreneurship Week", a program was recorded with Burton D. Morgan Foundation President Deborah Hoover and City Economic Development Director Jim Stifler about the work that the Foundation makes on encouraging entrepreneurship. The Genealogy Group from the Hudson Library recorded their recent workshop session has a new program that is on the schedule. A new Phun Phacts from the Pharmacy, a new monthly program with Dr. Chris Grider, are also airing currently.

The Hudson Cooks program for November features Thanksgiving cooking from the chefs at Hudson's Restaurant. The December edition of Hudson Cooks focuses on Cannolis and is hosted by chefs from 3 Palms Restaurant. Retirepranuer has produced a new monthly program regarding employment opportunities after retirement.

The recent Hudson Heritage Association program about the creation of Virginia Kendall Park and Mr. Tom Vince's talk on the Kennedy Assassination have both been airing on the station.

Dan is working on an extended program concerning the City's snow plowing program, including interviews with the plow operators and dispatchers. The program will air before the snow flies. Dan also said that he worked on a video program about the installation of the holiday lights on the Village Greens. A Face Book Live production will be presented during the actual lighting ceremony, which will take place the day before Thanksgiving. A Happening in Hudson program will start airing today, hosted by Liz Murphy from Destination Hudson, which will highlight all of the upcoming holiday events in town.

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

Updating the committee on the new Municipal Service Center move, Dan said that no space assignment has been made at this point. Plans are developing on the new office layout and several revisions have been circulated with the City staff.

Dan reported that one of the part time staff members is suffering medical problems currently and asked those in attendance to keep the staff member in their thoughts and prayers.

Barb said that the station is looking for volunteers to help with recording of the three upcoming holiday concerts. The Orchestra Concert is December 5, the Choir concert is December 13 and the Band Concert is on the 14th. Aimee Dunphy, Jeff Russell & Nick said that they were available to help with the productions.

Jeff asked if the press release that he had submitted for publication had been submitted to the Hub Times. Barb said that the Communications Department had the release and would submit it shortly. There is normally a two-week cycle on press release submittals.

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

Nick reported that the web address, FriendsofHCTV.com and FriendsofHCTV.org were established for the Friends of Hudson Community Television organization, but currently has no information posted. Nick said that he is working on adding some content to the web site shortly. Nick asked if Mr. Ondash had been contacted about creating a logo and helping with the web site for the Friends of organization. Dan said that he had Mr. Ondash's group working on other projects for HCTV and he did not want to overwhelm them with more at this time. A meeting for the Friends of Hudson Community Television 501(c) 3 non-profit group was scheduled for Thursday, November 30, 2017.

Nick also said that the annual reports required by the IRS and the State of Ohio for non-profit organizations were submitted and accepted by both government agencies. The next report will be due in September 2018.

### **V. New Station Promotional Pamphlet**

Due to his vast professional experience in the marketing area, the committee asked Jeff to look at the pamphlet and suggest changes and updates to the updated form. Jeff graciously agreed to look at the form and make his suggestions for changes. Dan said that the current rules for program access forms also requires an update, as it has not been updated in 15 years. The updated rules need to go through the City legal department before they can be provided for public use.

### **VI. New Access Programming**

Nick said that he is working on editing a program of the tour of the recently remodeled 1830 President's House on the campus of Western Reserve Academy. He also is editing a program of a tour of the 1806 David Hudson House with Tom Vince and Tim Hudson, who is a great-great-great-great grandson of David Hudson. Nick said that he also recorded an Indian Cooking Show for the KB Time series. That show is scheduled to start on the station next week.

Michael Coburn asked if he could edit video at the station of some video that he has of the Emerald Ash Borer epidemic of a few years ago. Dan said that he could do so at any time convenient, with some advance notice.

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

Barb mentioned that there is a new public access producer that has recently expressed an interest in producing programs. Tom Speaks of the Impact Group has an idea for a program that will focus on entrepreneurship.

Michael Coburn suggested a “Behind the scenes at HCTV” program that would document the internal operations of the station. Barb added that Belinda Wing produced a program several years ago that showed how to edit and produce a Public Access program. Former committee chair Gary Dixon also made a program a few years after that that gave a video tour of the station operation. Dan thought that he could locate the two programs as a guide to making a new version of “Behind the Scenes”.

Aimee said that her daughter has many ideas for programs, including a baking show and an instruction program on “How to make Slime”. The committee encouraged Aimee to follow up on any new program ideas that she may have. Barb said that such programming would be a great draw for the younger audiences of Hudson. Aimee said that she would talk to her daughter further about producing programs.

Nick asked if there was anything further that can be done to make the public aware of the HCTV channel assignment changes by Spectrum. Michael Coburn suggested noting the changes at the beginning of the program listings that are included weekly in the Hub Times. Barb said that she would follow through on Michael’s idea.

Jeff suggested a different venue to “celebrate the holiday’s” for the December meeting. The committee will decide to do something special before the next meeting takes place.

Finally, Nick apologized to the attendees for not providing cookies at the November meeting.

## **VIII. Adjournment**

The next committee meeting date is scheduled for Thursday, December 21, 2017 at 6:30 PM in the HCTV studio at Hudson High School or at an alternate off-site location to be determined. With no further business indicated, the meeting adjourned at 7:16 PM.