



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: December 21, 2017

Meeting Location: HCTV Studios, Hudson High School.

Members in attendance: Michael Beam, Don Drenski, Ginny Frazer, Jeff Russell and Nick Zaklanovich.

Ex Officio: Barbara VanBlarcum.

Not in attendance: Michael Coburn and Thor Wasbotten. **Ex Officio:** Dan Gerbracht and Dr. Dan Williams – Council Liaison.

Committee Chair Nick Zaklanovich called the meeting to order at 6:33 P.M. Nick also took notes.

I. Greeting of members and guests

Nick greeted all in attendance. No guests were present at the meeting.

II. Approval of Previous Meeting Notes

The draft notes from the November 14, 2017 committee meeting were approved as written. The approved minutes will be posted to the City web site.

III. Station Management Report - Barbara VanBlarcum

Barbara VanBlarcum distributed the latest copy of Ohio Code # 1332.30 that pertains to PEG station such as HCTV. No major changes were noted in the regulations.

Barb said that she and Dan Gerbracht are working on revising the Public Access Producer Form that every producer is required to sign before their content is presented on HCTV. The form has not been updated in many years and needs a complete overhaul. Once the form is modified in draft form, it must be approved by the City Solicitor before it can be put into use.

Barb mentioned the recent loss of long standing, Part time Staff Member, Michael Bondra. We will miss his hard work and dedication. Barb said that the City said that they would post the staff opening created by the loss of Mr. Bondra to be filled as either a part time position or an expansion of one of the current part time positions to full time.

III. Station Management Report - Barbara VanBlarcum, continued

Staff member Brian Suntken is producing several musical extravaganzas that will be shown on the station during the holiday time. Barb also reported that the station is planning to present a "Clocktower Countdown" program for the 11 o'clock hour on New Year's Eve. Since the Clocktower does not have a second hand, they plan to insert into the program a digital display of the exact time as it counts down to the start of the New Year.

Nick asked if the schedule for the upcoming basketball season has been set. Barb answered that she believed the coverage schedule has been presented to the respective coaches, but that final approval from the coaches has not been received.

IV. Friends of Hudson Community Television

Nick said that he and Friends of HCTV president Gary Dixon had a phone interview with Mr. Steve Wiandt, a reporter for the Hudson Hub-Times concerning an upcoming article about the Friends organization. Nick said that he thought that the article would be appearing in the paper in the next week or so. Don Drenski mentioned that the Hub Times has recently devoted a lot of good coverage to HCTV. Nick said that he would like to get some information posted to the Friends web site (www.friendsofHCTV.com) in the next few weeks. Right now, the web site contains no useful information related to the organization.

V. New Station Promotional Pamphlet

Jeff Russell reviewed the recommendations that he had shared previously concerning the HCTV brochure. Jeff feels that the new pamphlet should be better compartmentalized to focus on station promotion and program production. He also suggested a second tri-fold pamphlet that will focus on what programming is available on HCTV and how to access the station's programming. Jeff asked if there is an established relationship with the printing class at Hudson High School, so that they may help with producing the pamphlets. Barb responded that there was a relationship with both the High School and Western Reserve Academy graphics classes, either one of which could be a production resource.

Jeff said that the amount of information contained in the pamphlet might necessitate a larger paper size, perhaps an 11" x 14" trifold. He suggested that the question be posed to the pamphlet designer to see if the paper size change was advisable.

Michael Beam asked if the pamphlet could emphasize to the reader that the program that they produce for HCTV can also be used in other venues as a promotional tool for the program producer. He also suggested that the pamphlet include a mention that the video produced would be digital video that would include access and training in the digital editing applications.

VI. New Access Programming

Barb mentioned that Christ Church Episcopal has recently checked out the equipment, after a long lapse of time, to record their Children's Pageant program. The station included references on the program about the help provided in the production by HCTV.

Jeff brought up a previous suggestion from the committee for a behind-the-scenes program pertaining to the HCTV operation that would also contain information on how to make a public access program. Barb said that a short PSA about the station, perhaps two minutes in length would be a good idea for an insert into HCTV's programming schedule.

VI. New Access Programming, continued

Michael suggested an idea for a compilation of submitted Smart Phone videos about events and scenes around town that could be assembled into a citizen generated video program. He suggested that the videos could be submitted via a file share application that would then be edited by HCTV into a program that the station would have control over the content. Michael also said that if the compilation idea would take off, a monthly compilation could be started between the citizens about the video that is submitted.

Barb added that she was aware that one of Dan's friends had recently recorded his Chinese wife experiencing American Chinese food and her reaction to that cuisine. Barb said that she had seen the Chinese food video and found it quite humorous. Just that kind of video may be just the kind of material that could be included in a compilation program. Michael said there might be a video sharing program currently in place at the High School that could provide content. Barb added that the station will be involved in a video production class for high school students starting after the first of the year and that class could be a source for good, creative video content for a compilation program.

VII. Previous Meeting Follow Up & Once Around

Don bid farewell to the members after serving since November 2012 on the committee. We thanked Mr. Drenski for his service and we will miss his input and his sense of humor.

Nick said that the previous discussion of having an off-site celebration following the December meeting is being reconsidered due to lack of availability to everyone involved. The suggestion was put forward to move the celebration to following the January meeting. Everyone in attendance felt that moving off site following the January meeting was a good idea. Nick reminded Don that he was still a member of the committee until after the January meeting, so he is welcome to attend the next meeting.

Nick asked about changing the logo at the top of the station schedule, which still reads Hudson Cable TV. Barb said that the logo was controlled by Spectrum and that Dan had been in contact with them for several months about changing the logo, but to no avail. Nick said that he would inquire with Spectrum about changing the logo, as a different avenue to get them to make the change.

Nick also asked about the audio volume level on the government-meeting channel # 1022. He said that the meetings are often very difficult to hear, even with the receiver volume at full level. Barb said that she would check with Dan about the channel volume level.

Michael asked about the recent budget review before City Council. Barb answered that the budget was, and usually is approved as submitted. However, there has been some discussion about placing the HCTV operation under the control of the Hudson IT Department, with the HCTV budget and funding being absorbed into the IT department budget. Nick expressed concern over the discussions, as he was not sure how the change would affect the HCTV operation. Nick said that more thought and discussion will be needed on the pros and cons of such a change.

Barb added that plans are in place to add a small control room inside the Pasco Building, when the City moves operations there in 2018. The control room will be used to cover the city meetings that will be held at the new City headquarters building. Barb said that a few workstations will be set aside in the new building for use by HCTV, but most of the station operations will remain at the High School location.

VII. Previous Meeting Follow Up & Once Around, continued

Barb said that the station had applied for a grant from the Hudson Community Foundation for the purchase of an additional new remote video camera and tripod, to complement the two new cameras that are already in use by the station staff. The grant was submitted in response to the upcoming High School video production class. The results of the grant application will be announced shortly.

Michael asked if the committee would be involved with and would have input into the discussions about merging the HCTV operations and budget into the IT department. As an Advisory Committee to City Council, it is hoped that the committee is involved and consulted about any such change, before it takes place.

VIII. Adjournment

The next committee meeting date is scheduled for Thursday, January 18, 2018 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:15 PM.