



Hudson Community Television Advisory Committee

*Committee Meeting Minutes*

Meeting Date: January 18, 2018

Meeting Location: HCTV Studios, Hudson High School

**Members in attendance:** Michael Beam, Michael Coburn, Ginny Frazer, Jeff Russell, Thor Wasbotten and Nick Zaklanovich

**Ex Officio:** Dan Gerbracht, Barbara Van Blarcum, Dr. Dan Williams – Council Liaison

**Not in attendance:** Don Drenski

Committee Chair Nick Zaklanovich called the meeting to order at 6:34 pm. Jeff Russell took notes.

**II. Greeting of members and guests**

Nick greeted all in attendance and welcomed Aimee Dunphy as a guest.

**III. Approval of Previous Meeting Minutes**

The draft minutes from the December 21, 2017 committee meeting were approved with minor revisions. The approved minutes will be posted to the City web site.

**IV. Station Management Report – Dan Gerbracht, Barbara Van Blarcum**

Dan reported that HCTV received a grant from Hudson Community Foundation for approximately \$4,400. They used the grant to buy a new camera and tripods, to match cameras we bought last year. We used the new camera for the State of the City address luncheon, and streamed it live on Facebook.

At the end of 2017 we also purchased 6 new LED light for the studio.

We have received a light kit on a demo, and are considering purchase. As part of the demo agreement we are allowing other organizations to try it out, as well.

Barb reported that Meg Andrus is becoming a full-time city employee, splitting ½ time with HCTV and Velocity broadband. We will be posting a part-time production assistant job.

We produced the HHS Girls Basketball game. We have upcoming games and are looking for HCTV-AC members to volunteer to help with the productions.

Dan provided an updated budget for the year.

The Digital Media Production II classes for HHS students have begun under Mike Ondash. Currently they have 4 students. They will produce a show with Phil Herman with him interviewing students. We also have permissions to take the students off-site for location production.

We are looking to apply for another grant from the Burton. D. Morgan Foundation to upgrade our Community Bulletin Board. The equipment, the Carousel from Tightrope Media, could be used by different organizations in town including the Hudson Visitor Center, Hudson Library, Hudson City Schools. Cost of the system is estimated at \$15,000 to \$20,000. Discussion followed on various aspects of the system, the grant proposal and use of the system by other organizations. Deadline for the grant application is February 15<sup>th</sup>.

In Programming News: the Hudson Cooks program will continue in February and March. Appreciology with Tom Speaks is continuing with 15-20-minute segments. Other programs include Forum 360, Retirepreneur and programming by Gloria Dei Lutheran Church.

Mike Ondash has agreed to have his students work on the Friends of HCTV logo.

Dan presented his revised Rules for Public Access Programming. Committee members offered minor revisions. Michael Beam suggested including a “don’t” section to explain to producers rules regarding calls-to-action in their sponsorship messages. Ginny suggested adding a training requirement. Additional discussion and suggestions followed.

Dan discussed our on-demand service. We currently pay \$4,176 to Viebit for our live stream and video-on-demand service. Dan has researched Vimeo and YouTube as alternative service providers. Vimeo Business is about \$600 per year. YouTube’s service carries advertising. Dan prefers the Vimeo offering for their quality, user interface and other features. Avon Lake Community Television is currently on Vimeo. Michael Beam likes Vimeo because it integrates with a lot of devices and web services. Additional discussion generally favored switching our on-demand service to Vimeo. Our Viebit account renews in July, but Dan would like to start loading content onto Vimeo to begin populating it, so we’re ready to make the switch.

Ginny suggested approaching Hudson Life magazine about doing an article on HCTV.

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

Next meeting is on February 15<sup>th</sup>, immediately following the HCTV-AC meeting. Our next meeting will be attended by Rhonda Kadish, president of Friends of Hudson Parks, to provide insight about how they do things.

Ginny and Kristin Andrus met to begin putting together a list of possible grantmaking organizations to contact.

Nick established a bank account at Huntington Bank. Nick is also working on the website, but will not go live until we have a logo. Nick attended a non-profit class at the Hudson Library and will share that information.

## **VI. New Station Promotional Brochure**

Jeff provided revised copy based on suggestions from the last meeting. Barbara will forward the copy to Brian Diehl to put it into a layout design.

Jeff will also work on a second brochure that is focused on programming on HCTV. Working title is "What's on HCTV Tonight" with short descriptions of some of the regular programming including High School Sports and Concerts, Good Day in Hudson, Half-Hour Show, Ultimate Game Challenge, Hudson Cooks and others.

## **VII. New Access Program Ideas**

Tom Vince is planning a major production about Ty Cobb. Tom is also doing a new talk on Benjamin Franklin, that Nick and Allyn will produce.

Hudson Library has restated its "In the Eyes of an Artist" series, starting with Victor Schrekengost, that Nick is working on. Also, Nick noted that a museum in Paris saw one of the series programs and asked the lady who produces it to come and produce a documentary. So, our video created an opportunity. We will record a premier event at the library.

The Slime Video by Aimee's daughter is still in negotiations, waiting to green light.

## **VIII. Previous Meeting Follow-Up**

Dan provided follow-up on having the new HCTV logo used on the Spectrum program guide. He's also calling Spectrum to provide better program information for HCTV on the guide.

Dan also reported that adjustments have been made in the audio processing on the government channel. Dan also provided some follow-up on the move to the Pasco building. Also, HCTV may be moved out of Public Works and under IT. Dan Williams will check into it and hopefully provide more information to the committee. Stay tuned.

Ginny asked if Mike Ondash could write a grant to the PTO, since HCTV is now doing the class. Aimee said that he would be able to apply in the fall.

Nick will write a thank-you note to the Hudson Community Foundation for the grant.

Nick announced that he is re-starting the rotation for the responsibility of writing the meeting minutes. Jeff agreed to go first.

### **IX. Adjournment**

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