



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: April 19, 2018

Meeting Location: HCTV Studios, Hudson High School.

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

Ex Officio: Dan Gerbracht.

Not in attendance: Aimee Dunphy, Michael Beam. **Ex Officio:** Barbara VanBlarcum and Dr. Dan Williams – Council Liaison.

Committee Chair Nick Zaklanovich called the meeting to order at 6:34 P.M. Thor Wasbotten will provide the minutes.

I. Greeting of members and guests

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

II. Approval of Previous Meeting Minutes

The draft minutes from the March 15, 2018 committee meeting were approved as written. The draft minutes were submitted by Nick. The approved minutes will be posted to the City web site.

III. Station Management Report – Dan Gerbracht

Dan apologized that Barb VanBlarcum could not attend, but that she was accepting an award for her son. Among the items mentioned:

- Public Access Rules: City Council tabled the proposal to adjust language to place administrative decisions regarding community consent rules for community access to the HCTV Advisory Committee to a future meeting. The station will prepare additional information for the Council, which will include the support of the City Solicitor. Some Committee members decided they would contact their representative to explain the intent of the proposal.
- The HCTV grant application to the Burton D. Morgan Foundation for the new community information system was rejected by the Foundation. A letter from the Foundation indicated that they are currently funding programming initiatives instead. HCTV is preparing a response to explain the community information system is used to provide approximately a third of the programming on the station.
- The HCTV brochure project is on hold because of other priorities but will resume as soon as possible.

- Dan traveled to the National Association of Broadcasters convention in Las Vegas on behalf of HCTV.
 - He met with equipment vendors that work with HCTV and multiple industry professionals.
 - The station's teleprompters need to be replaced at some point because of age so this is a good opportunity to identify equipment and to negotiate lower costs. Ginny Frazier asked if the students of Hudson High School use teleprompters (the answer was "yes"), and whether Mike Ondash, the Hudson High School Graphics Arts teacher, could write a PTO Grant in the fall to help with the cost.
 - Dan spoke with representatives from Sony about the issues HCTV has been having with the Sony video switcher. Sony agreed to replace the switcher at no cost to HCTV.
 - Dan met with representatives from Leightronix, which services the HCTV live stream equipment. There are multiple issues with the quality and consistency of the live stream that disrupts the experience of the end user. Leightronix is working to resolve the issues. Dan said HCTV already has changed the on-demand vendor to Vimeo (from Leightronix), and he will find an alternative to Leightronix for the live stream if these quality and consistency issues cannot be resolved.
- The May edition of "Good Day" was recorded.
- The first installment of "The Herman Show" was produced by students in the Hudson High School video production class. Hosted by Hudson School District Superintendent Phil Herman. They will soon record the second show. The students are managing the entire process of producing the show.
- The Hudson students are completing the video from the Pancake Breakfast.
- There are currently 14 students enrolled in the video production class for fall 2018, although the cap is supposed to be at 10. This shows the level of interest in the relationship between the station and the school. The station will work with the school to get it to 10.
- The Rotary Club of Hudson contacted the station to see if the station would submit a grant request for funds that the Rotary Club controls. That request will be submitted soon. This is for a grant that has been awarded annually to HCTV.
- Milward Beaudry, the executive director of Mpack (Monroe Public Access Cable Television in Monroe, Michigan), contacted the station to visit while he was in Hudson. He saw the HCTV operation, and there were discussions to air some of each station's content.
- The station is trying to produce one social media video each week for various City of Hudson operations. The most recent focused on emergency dispatchers and has become the most watched social media piece ever for HCTV (more than 11,000 views as of the meeting). Other videos include disposal of unused prescriptions, and Earth Day.
- The station is covering more meetings at Town Hall. A few of the meetings are able to be recorded automatically (without HCTV staff present). Starting in May, the station will add the Environmental Awareness Committee meetings to its auto-record schedule. The station is looking at expanding their broadcasting of meetings on channel 1022 – this is something that they are exploring with the City of Hudson.
- A family has contacted the station to express interest in launching their own public access show as a family. They are interested in producing a weekly show focused on Hudson. They have some news producing experience. Another community member mentioned he would like to produce a show about chiropractic medicine. Liz Murphy recorded a video about her new "Pictures of Hudson" book. The station produced a video for the "R U OK" program for EMS Outreach of Hudson and a video for the Rotary Club of Hudson that promoted their annual gala.
- The Hudson School District is about to begin renovations of the media center in the high school. This will move the School Board meetings to a different room (a main lecture hall), which is not wired for HCTV. Dan and Barb are working on a plan to have the new room wired, either temporarily or permanent. The cost for a permanent connection is approximately \$1,000 per camera.
- Some shows now have their own regular timeslot:

- “Hudson Cooks!”
- “Retirepreneur TV”
- “Appreciology”
- “Phun Phacts at the Pharmacy”
- May calendar is busy for HCTV so Barb and Dan requested to cancel the May Advisory Committee meeting. There was a motion and second (Ginny Frazer/Michael Coburn) with all in favor.
- Dan requested help for working different events in May.
- Discussion about when we use the HCTV logo/watermark on video, particularly when the station is producing City of Hudson content and the distribution of that content is via cable and the Internet.

IV. New Access Programming, Previous Meeting Follow Up & Once Around

Nick provided an update regarding new programming, including new programs at the Library. He is working on details for the Tom L. Vince proposed documentary on Cy Young.

Ginny said she spoke with Dan about being more proactive in connecting with Hudson High School alumni, potentially through a portal or somewhere that is easy to find. Dan said the current videos on Vimeo are tagged in ways that allow viewers to find content.

Dan would like to contact someone at Kent State University to schedule a visit for the high school video production students.

V. Adjournment

The next committee meeting date is scheduled for Thursday, June 21, 2018 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:28 PM.