



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: October 18, 2018

Meeting Location: HCTV Studios, Hudson High School.

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

Ex Officio: Dan Gerbracht and Barbara VanBlarcum.

Not in attendance: Aimee Dunphy. **Ex Officio:** Dr. Dan Williams – Council Liaison.

I. Call to Order

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

II. Greeting of members and guests

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

III. Approval of Previous Meeting Minutes

The draft minutes from the September 20, 2018 committee meeting were approved, with two minor suggested changes. The draft minutes were submitted by Jeff Russell. The approved minutes will be posted to the City web site.

IV. Station Management Reports – Dan Gerbracht & Barbara Van Blarcum

Dan discussed the budget cycle for the City and that he and Barbara will attend the City Council meeting on October 23 to discuss the proposed budget for HCTV. Dan distributed the current budget to the Committee and asked if there were any questions about expenses or anything else. There were no specific questions, just clarification on a couple of line items.

Dan and others will be attending the ACM conference. Barbara distributed the agenda for the conference.

Dan provided the following updates:

- The new studio lighting system was installed, including for the *Good Day Hudson* set. Old lights are still in use.

- Carousel digital signage system has received approval from Finance. Waiting on City Manager approval, which should happen soon.
- HCTV received new cinematography equipment, including a new camera, which is already in the field and being used. It is a documentary camera that produces both stills and video.
- HCTV recently shot a Suburban Sit video. To be released when it is finished. Barbara mentioned the City is trying to produce more videos of local business to introduce those business and owners to the community. For the Suburban Sit video, there is a possibility of HCTV being able to borrow furniture from the store for use on sets.
- This weekend, Dan will shoot a walking tour with Liz Murphy in downtown Hudson. There is hope that HCTV will be able to do the same with walking tours managed by the Hudson Library, but that has not yet happened beyond one recording in 2017.
- HCTV recorded a video for “Coffee with a Cop” day to introduce the new Hudson police chief, Perry Tabak.
- HCTV recorded a salt shed construction video that highlighted the new salt shed and bus garage. City wants to do more updates on construction projects. Distributed on social media.
- Working on a fire prevention video for grant work the City is putting together. Do not know a lot of details, but the script should be available soon.
- There is a list of basketball games HCTV will need help producing. Could be more games scheduled based on number of people who can volunteer to help. Football season has been wonderful – typically more volunteers than staff. Some of the football coverage will be submitted to community access awards through the Alliance for Community Media.
- Many City offices are scheduled to make the move to the new Hudson City Hall in March or April. City had a party for City employees at the new facility. The City would like all meetings to be held at the new facility. Dan is putting together an equipment plan for the new facility to record meetings. There will be monitors in the lobby so that HCTV will be more prominent.
- All City employees completed customer service training based on a priority of improving customer service in Hudson for both services and the public.
- City is getting a new phone system. HCTV’s phones will be changed in the next few weeks.
- City Council is working on a board and commission handbook, which will affect all committees, including HCTV. It will contain guidelines and other materials that are intended to help anyone who serves on committees in Hudson. All committee members are reminded that they should also read the City’s employee handbook, which provides additional guidelines and rules for anyone who serves on committees.
- At the November meeting, the staff of HCTV is requesting that the Committee include on the agenda an item that includes going into Executive Session at the end of the regular meeting to hear from Will Ersing, head of Velocity Broadband, to discuss funding of HCTV.

Ginny mentioned that she would like to request that the HCTV Advisory Committee meetings remain in the HCTV studio.

Barbara mentioned that October has been a slower month for public access but that the station had been busy. She provided the following updates:

- The producer of *Appreciology* has come in twice to update the show.
- HCTV produced the distinguished alumni awards at both the pregame of a football game and then the following morning.
- Social Media Safety event was recorded and aired.
- Parade of Bands was recorded and aired, and HCTV received video from Aurora about their own band event. This video included drone footage. Dan mentioned that HCTV is not allowed to use footage from drones. The Committee asked why can’t the station show drone footage in content produced by the

station if it is shot by someone not affiliated with the station. The Committee would like the station to consult further with the City for clarification.

- Recorded the Hudson Women's Club talk with Jane Howington.
- Recorded *Hudson Cooks* program.
- Recorded Hudson Community First program on school safety.
- Hudson Community First is bringing in an anti-bullying speaker to the middle school. HCTV will record it.
- David Kirkpatrick, former head of Paramount Pictures and graduate of Hudson High School, will speak at the high school and HCTV will record.
- Concerts are coming up in December. Volunteers will be needed.
- Other events were mentioned, some based on public input.

V. HCTV Event Coverage Credit Announcement Update

Nick introduced this update and asked if anyone had any thoughts about the announcement created by Jeff and modified by Dan that allows mention of HCTV at City, school and community events. Dan mentioned that we should send people to our website, not the Vimeo page since the url can be changed by Vimeo at any time. Some discussion regarding how this announcement will be distributed. The station will manage this process – for example, when HCTV is going to record an event, the station can ask the event organizers can read the announcement. Dan and Barbara will complete the rest of this initiative.

VI. New Access Program Ideas, Previous Meeting Follow Up & Once Around - All

Jeff asked if there is a registration fee for the ACM conference. Dan said the registration is online or in person and Jeff can get the discounted rate but not be reimbursed by the City. Nick said he plans on attending again.

Barbara asked Ginny about business cards that Ginny has designed to increase recognition of HCTV. Ginny mentioned that she wasn't sure whether the business card initiative should be part of Friends of HCTV or the Committee meetings. Ginny and Barbara will continue to work on the wording on the cards.

Michael Coburn expressed his appreciation for serving on the Committee and announced that he will step down at the end of his current term on the Committee.

Ginny recommended that there be a regular agenda item on each of the agendas of Friends and the Committee to update the other group. The Committee supported this idea.

Ginny mentioned that there is a new scholarship at the high school sponsored by Friends of HCTV. Students will have to volunteer 10 hours of service to HCTV, among other requirements, to be eligible for the scholarship. More information is on the Friends of HCTV website. Potential for a PSA produced by Friends and HCTV to get the word out.

Dan responded to a question about having a calendar for volunteer opportunities. Dan said that is not possible at this time with the two calendars they manage now. Instead, he offered a solution that would use Constant Contact via email. There was some discussion about using a spreadsheet instead of a calendar to help with understand what is needed.

Michael Beam mentioned that he will be teaching on Thursday nights in the spring. Other Committee members expressed concerns about Thursday evenings as well. The Committee voted on changing meetings to the fourth Monday of each month, beginning in 2019. Motion passed unanimously. First meeting in 2019 will be Monday, January 24.

VII. Adjournment

The next committee meeting date is scheduled for Thursday, November 15, 2018 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:41 PM.