



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: February 19, 2019

Meeting Location: HCTV Studios, Hudson High School

Members in attendance: Michael Beam, Ginny Frazer, Patrick Miller, 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.

Committee Chair Nick Zaklanovich called the meeting to order at 6:35 P.M. Nick also took notes.

I. Greeting of members and guests

Nick greeted all in attendance. We welcomed new member Patrick Miller, who replaces retiring member Michael Coburn.

II. Approval of Previous Meeting Minutes

The draft minutes from the January 20, 2019 committee meeting were approved as written, with one minor addition. The draft minutes were submitted by Michael Beam. Thanks, Michael. The approved minutes will be posted to the City web site.

III. Station Management Report – Dan Gerbracht & Barbara VanBlarcum

Barbara VanBlarcum reported the following programming items:

- New Access programs have aired in the past month. Local resident Boston Meeker created and recorded a new event called The Dream Event, held in the Auditorium at Hudson High School. The Dream Event is 3.5 hours in length and is made up of motivational talks by several noted business people in the area. The event is intended to promote empowerment and a drive to succeed in the students that attended.
- The staff produced a promotional video for Hudson Community First to promote their Upcoming Toast of Hudson event. Tom Speaks recorded a new edition of About Hudson with Amy Jordan as his guest to talk about Hudson Community Foundation.

III. Station Management Report – Dan Gerbracht & Barbara VanBlarcum, continued

- Retirepreneur recorded a new program with Rich Warfield as the guest to talk about tax law changes. The BXO (Ballet Excel Ohio) group was in to edit footage that will be used to create a PSA announcement for their upcoming production of Peter Pan. Former state representative Kevin Coughlin, who has been involved with the station a few years ago, was the parent that was involved with the BXO project.
- The Video Production Class helped with the recording of the recent Fashion Show program and will be recording a new edition of The Herman Show with Superintendent Phil Herman later in the week. The Kiwanis basketball championships were recorded by two members of the video class and the results of their efforts will be appearing on the station in the next week.
- Video shown on HCTV from the Hudson Library & Historical Society included presentations by Dr. Michael Roizen from the Cleveland Clinic and Author Steven Pinker. The Library also recorded the visit by former Arizona Senator Jeff Flake, but legal restrictions may prevent the program from being presented on HCTV. In addition, two Through the Eyes of the Artist presentations from the Hudson Library aired on HCTV, including artists Leonardo DaVinci and Michelangelo. The two programs were produced by Nick and his wife, Allyn Marzulla.

Dan Gerbracht reported the following operations items:

- A video production about the Metro S.W.A.T. team's visit to Hudson was completed and shared with the associated communities. The video included practice operations by the team, consisting of 39 members from area police departments. The practice operation took place in one of the former Windstream buildings downtown that will be torn down soon.
- The Jump Start Forum related to a discussion on block chain technology, sponsored by the Burton D. Morgan Foundation was recorded and will air next week.
- Dan distributed Granicus information concerning data on the public meetings that are recorded by HCTV. The data shows over 210 hours of meeting time was recorded last year. Dan noted that the Granicus recordings of the meetings are the official city record for those meetings. The data showed that viewers watched 184,000 minutes of video of public meetings last year. Dan also distributed data on what meetings were most watched and where the viewers were located. Dan said that he would share the Granicus information with the City staff when he and Barb meet with them next week.
- Dan provided information on the type and cost of new Public Access cameras that we hope will be provided by a 2019 fund raising effort being undertaken by the Friends of Hudson Community Television organization. Each of the two cameras that are proposed for replacement cost \$2,500, including the appropriate accessories.
- Dan said that some minor new equipment has been purchased in the past month. The equipment includes two new microphone stands, new batteries, new SD memory cards and a pair of new set trusses. One major equipment purchase that will be coming up in the next few months is a replacement HCTV video server. This new server will replace the current ten-terabyte unit, which is approaching capacity, with a new server that has a forty-terabyte capacity. The new server will cost about \$3,000.

III. Station Management Report – Dan Gerbracht & Barbara VanBlarcum, continued

- Dan also said that a replacement DVD duplicator is needed. The current duplicator only burns DVDs, where as a new machine would burn both DVDs and Blu-ray disks. The new disk burner would cost \$2,000 to \$3,000. In addition, Dan said that there is \$8,000 in the budget for this year to replace editing computers.
- Jeff Russell added that he had read that Samsung was getting out of the Blu-ray disk player business, possible signaling the end of that format.
- Michael Beam asked if there was any plan being discussed about the City creating a central file storage area, particularly considering the large need increase in data storage capacity due to the increase in the resolution of video currently being recorded. Dan replied that the City does have a central data storage area, which HCTV did initially use. However, when it was discovered early on that HCTV was occupying more than 50% of that storage, HCTV built its own storage server, to relieve the load on the City system. Dan said that the City is making an effort to digitize everything and moving that information into third-party software. Michael thought that a cloud-based storage system might be a good alternative to server-based storage, due to the seemingly continuing increase in video resolution and the associated increase in file size requirements.
- Dan said that the existing server would remain usable, and the new server would be added to the existing. The new server would also contain additional space for further hard disk drive expansion, without replacing the entire server unit, when it becomes necessary to add additional hard disk storage units. Patrick Miller asked if the sever is simply for storage or is it used in editing. Dan responded that the server is used for storage and editing and that each user can access the system for file sharing purposes.
- Dan reported that the Hudson Visitor’s Center has just started up their own Carousel Bulletin Board application, using the system that is housed at HCTV. The monitor for the system is installed in the Town Hall, at the bottom of the steps. The City, because of this new installation is looking at other options to expand utilization of the Carousel system.
- HCTV will have a display at the upcoming Hudson Expo, to be held at the High School on March 16. HCTV will set up a Chroma key “green screen” system that will allow visitors to see themselves on television, with varying backgrounds inserted behind them.
- Last month, a question was raised about the committee sharing space in the City booth at the Expo to promote the station. Dan said that he had checked with Rhonda Kadish, Special Events Coordinator for the City who told him that committees are not generally permitted to share the City space at events. Dan said that he would e-mail the committee if a change in status that would allow the members to appear to provide station promotion.
- At the request of the City Manager, HCTV will soon launch a weekly to bi-weekly news program that will focus on news about Hudson. The City is conducting a contest to name the program. The program will be a 90-second update of the goings on in the City, which will possibly launch in April. Dan said that the program would be developed using the pattern of the City of Dublin’s current program, which is called “Dublin in 90”. Ginny Frazer suggested that the Hudson High School Graphics Class come up with a logo for the news program.

III. Station Management Report – Dan Gerbracht & Barbara VanBlarcum, continued

- Last month, there was a discussion on concerns over the small cell (5G) wireless upgrade that will soon be undertaken by the wireless industry. Concerns expressed were regarding how 5G would affect Hudson. Dan said that he had contacted the City Solicitor and found out that the City of Hudson has joined in litigation, along with a group of other communities, to review and monitor the 5G upgrade.
- Barb added that Frank Youngwerth, the host of Good Day in Hudson, has been reviewing all of his archived programs over the winter, to gather information on the names of the guests and the subjects of each archived GDH program. All of the GDH programs will be available on Vimeo, when the identification process is completed.

IV. Friends of HCTV Update – Ginny Frazer

Ginny reported that the \$1,000 scholarship offer from the Friends of HCTV (FOHCTV) group is currently available for application. FOHCTV President Gary Dixon met with the video production class at Hudson High school to promote the scholarship to the class members. Barb added that another visit to the class would soon be scheduled to promote the scholarship further.

Ginny reported that she would soon be writing a grant to the Hudson League for Service to provide funds for the replacement Public Access cameras. Part of that grant submittal will be justification for obtaining funding from the League for service organization. Barb will contribute her thoughts to the justification effort.

Ginny said another possible grant source could be to the Ohio Humanities Grant providing funds for a production about the history of the Hudson Heritage Association. That grant would start with a planning grant, which could then be followed by an additional grant that would provide funds for equipment needs.

V. Previous Meeting Follow Up & Once Around

Patrick asked about something that he saw on Facebook about a cell phone video production class. He wondered if HCTV was involved with that class. Dan said that there was no involvement.

Dan said that the City Attorney would meet with the committee in the next few months to discuss the Boards and Commissions handbook.

Ginny asked if there would be any informational programming coming concerning the Phase II Downtown development. Dan replied that that Phase II could possibly be a subject of discussion in one of the first issues of the 90-second Hudson news update productions that is under development by HCTV and the City.

VI. Adjournment

The next committee meeting date is scheduled for Monday, March 18, 2019 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:30 PM.