



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: April 15, 2019

Meeting Location: HCTV Studios, Hudson High School

Members in attendance: Michael Beam, Aimee Dunphy, Ginny Frazer, Patrick Miller, Thor Wasbotten and Nick Zaklanovich.

Ex Officio: Dan Gerbracht and Barbara VanBlarcum.

Not in attendance: Jeff Russell. **Ex Officio:** Dr. Dan Williams – Council Liaison.

Committee Chair Nick Zaklanovich called the meeting to order at 6:34 P.M. Patrick Miller took notes.

I. Greeting of members and guests

Nick greeted all in attendance. No guests attended.

II. Approval of Previous Meeting Minutes

The draft minutes from the March 18, 2019 committee meeting were approved as written. The approved minutes will be posted to the City web site.

III. Station Management Report – Dan Gerbracht & Barbara VanBlarcum

Dan Gerbracht reported the following operations items:

- Dan printed out and distributed copies of the current HCTV budget & expense reports. He also prepared a copy of the revenue report that shows the income through donations and grants, as well as franchise fees. The first franchise payment was at the beginning of March and it was about \$8,000 higher than the average from last year.
- The expense report shows that the station we started out with \$14,000 budget, which was incorrect. The actual budget number was \$11,000, with \$3,000 from the donations that were already received. All received donations must be added to the budget line. Donations were received from the Burton D. Morgan Foundation, the Margaret Clark Morgan Foundation and Laurel Lake for a total \$3,600. Other donation will be added at the next appropriations in June, including funds from The Learned Owl (\$400) and the Hudson Community Foundation.

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

- DVDs sales are included in the budget report. The largest DVD seller was the Jazz Fest that the Video Production class recorded at the Hudson Community Chapel. DVD sales from that event totaled \$460. Graduation DVDs are the biggest of the year. Last year we did \$800 in graduation DVDs. These programs are available on Vimeo, which could be why the DVD sales have gone down.
- Dan went to the government social media conference in Nashville. He spent a lot time with people who do video for social media and went to some video talks on using just your phone for video production or editing videos on your phone. The city's direction lately is going for more videos on social media. Dan also learned from the conference how other communities are doing social media. There were almost 1,000 attendees from all 50 states and a couple from Japan, including many people in management of their community access centers and also do videos for their city.
- The City of Hudson recently launched their Instagram channel. The first Instagram video was posted about the Hudson dispatchers. Since Facebook and Instagram are the same company, the videos will automatically link back and forth to Instagram back to Facebook.
- A video production about the Phase 2 project began airing last week. The video was produced in-house. Dan has heard some citizen concerns about the time & money that was spent on the production. Dan said that he took that as a complement because we did the video in-house.
- There is going to be another series of videos that will be going out over the next two weeks concerning the traffic and tax revenues. The station has also been gathering footage for the I.C.F. which is the Smart21 community effort. The city is hiring a video firm to produce a video on economic development (Smart21 is going to be tied to this) and the station is gathering assets to help in that production.
- Destination Hudson has their Carousel bulletin board system up and running. Dan has scheduled with them in two weeks to do an in-depth training on the Carousel system. The station will also be doing a couple of videos for the Police department, one of which will educate people on traffic violations (which will include use of police cruiser dash cam footage) showing sample violations, but will not include showing the people involved.
- Also, in a couple of weeks the station will be shooting an Autism Awareness video with the Police department. The department wants to educate police officers on how to interact with members of the public that have special needs or autism. A Hudson High School student will be the subject of the video, which will be recorded by the Video Production class in a hidden camera style. This project is an initiative from the new Police Chief, Perry Tabak. Chief Tabak is trying to get his department more involved with the community and to make sure his officers get as much training as possible. The video will be modeled in such a way that it can be shared with other communities.
- On Wednesday, a Facebook live video session will be aired about the tornado sirens. In addition, the station is working on the video systems requirements for the new City Hall building.
- Dan updated the committee on the station's audio and video licensing subscriptions The Hudson Schools are allowing access to the station for a subscription to Story Blocks, a resource where the station can pull stock footage for sound and video. The station also has obtained an access license to Digital Juice, which is also a source for stock footage, graphics and music. The station also purchased Vimeo stock, tied into the station's Vimeo account for stock footage downloads.

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

- Dan reported that there may be a problem coming up with the Adobe software suite. Currently, the station's Adobe suite is licensed through the school district, who has a building license for the High School. However, Adobe is switching over to a per student user license, which eliminates the station's access to the site license. Dan is working on a way for the station to get access to Adobe, but since the school's licenses will be specifically for educational purposes, this presents problems using adobe not only for the station's use, but also for the Public access users who come to the station to edit video. Dan was not sure when this Adobe switch was happening, but felt that it may be sometime in May. A commercial Adobe license, if needed, would cost \$55 per month for a two computer license.
- Dan unveiled a new video set that was recently constructed in the Southeast corner of the studio. The new set was constructed by Christopher Dolciato from Hudson Players. The new set will be used for many of the in-studio programs.
- Dan said that the recent heavy work load at that station should decrease in the next month or so, particularly when the school year ends. Dan said that while the work load has been a burden, he is hopeful that the City projects that are being addressed makes the station more valuable and relevant to the City administration, which is an important point to assure the longevity of the operation. He also said that there have been discussions concerning moving the station's funding into the City's general fund, but no definite action in that regard has moved forward.
- A question was raised from the committee regarding how many videos Dan and his team are currently producing for the City of Hudson. Dan responded with the Phase II video (with a few additional related projects), ICF video, Police department videos, and Facebook live siren videos. The committee was concerned about the balance between videos produced for the City and the other video that the station produces. Dan stated that in some, but not all cases, the City videos are aired on the community channel. Some members of the committee also pointed out that producing a video for political purposes that goes up for a vote is potentially a conflict with community programming.

Barbara VanBlarcum reported the following programming items:

- Barbara stated that a new public access program has started airing called "North of Sixty." The show, hosted by Heidi Schweighoefer who has been with the EMS outreach for many years. She has recorded three segments of "North of Sixty", each being between 20 to 30 minutes in length. Heidi is hosting for the senior issues...she's on the Mayor's senior committee.
- The publisher of the Hudson Neighbors magazine is planning to write a story regarding the "North of Sixty" program. The magazine has a senior focus column every month, and inclusion of news of the new senior-centered program would be most apropos. The guests for Heidi's first program is Mayor Basil and Chief Tabak, who will talk about senior scams. Future guests will be someone from County Prosecutor Sherri Bevan Walsh's office and a representative of the Alzheimer's Association.
- There are two public access programs currently airing about the Phase II development: "Getting informed about Phase II" and "Phase II, a different perspective".
- Barbara stated there's a new access producer, Becky Hinkle, who is recording all twelve of the Hudson High school varsity girl's lacrosse games this season. Five games have been recorded and aired so far.

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

- Tomorrow the High School video production class is recording the Hudson High school varsity baseball game. A portable switcher will be used with two cameras to cover the event.
- The League of Woman Voters were at HCTV to finish a program they produced. It was a Tom Vince presentation at one of their meetings about the founder of the Hudson League of Woman Voters, Helen Kitzmiller, who worked at Western Reserve Academy in the 1940s. Tom knows a lot about her history and will include some of her papers and photographs in the program that will air next week.
- Nick and Allyn recorded and edited the Community Expo event that was recently held at the High School. They also recorded and edited a WRA class by Tom Vince about the Underground Railroad.
- The Hudson Montessori School borrowed equipment to record the school's End of the Year presentation.
- One of the members of the High School video production class recorded the boy's lacrosse team against WRA.
- A new "Herman Show" was recorded with School Superintendent Phil Herman speaking with Roger Liu, a nationally ranked Ping Pong player. After their discussion, they played a game of ping pong (a table was brought into studio).
- The video production students also went to the art gallery at Peg's Foundation and recorded a show about the art there and some information about the Foundation.
- The Hudson Rotary came in today to record a PSA promoting their upcoming annual fundraising auction.
- Barbara and the video production students are getting ready for the upcoming Bloodhound rocket car event in May.
- The station aired a "1/2 Hour Show" marathon last Monday on April Fool's Day.
- Barbara stated that a Women's Club/Learned Owl segment was recorded on the top books of 2019.
- Dan recorded a program at Ellsworth Meadows about the new PGA golf rules that was also presented on Facebook Live.
- Barbara's team also recorded Elaine Weiss speaking about the 100 year anniversary of women getting to vote, as well as two HHA programs, one by Tom Vince about Lincoln Ellsworth and the other by Cuyahoga Valley National Park Naturalist Rebecca Jones Macko about the history of the Jaite Paper Company that had been in located the current National Park.
- The station recorded a presentation at the Elementary School by Bloodhound Project STEM Communicator Mike Ford about the Bloodhound rocket car project.

IV. Friends of HCTV Update – Ginny Frazer

Ginny stated there are three applicants for the Friends of HCTV scholarship offer. Meg, Andrus, Gary Dixon and Ginny will review the applications and select the scholarship winner. The winner's name will be announced at the upcoming Senior Night event.

Ginny also mentioned applying for a grant from the Hudson League for Service for new Public Access cameras. A decision on the grant award will be announced by the League by the end of April.

No date has been set as of yet for the next Friends of HCTV meeting.

V. Previous Meeting Follow Up & Once Around

Dan requested the cancellation of next Advisory Committee Meeting. He stated that May is going to be busy with Graduation, Blood Hound, Senior Awards night, etc. Ginny made a motion to cancel May's meeting. Aimee seconded the motion.

Patrick mentioned that Roku has a channel feed that features local Community Television stations. It might be worth researching these capabilities, especially for Cord Cutters.

Barbara mentioned the Spring High School Music Concert dates are May 7 - 9. The station may have enough volunteers with the High School students to cover the event.

VI. Adjournment

The next committee meeting date is scheduled for Monday, June 17, 2019 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 7:52 PM.