



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: October 21, 2019

Meeting Location: HCTV Studios, Hudson High School.

Members in attendance: Michael Beam, Ginny Frazer, Patrick Miller, Jeff Russell and Nick Zaklanovich.

Ex Officio: Barbara VanBlarcum, Dan Gerbracht and Dr. Dan Williams – Council Liaison.

Not in attendance: Aimee Dunphy.

I. Call to Order

Committee Chair Nick Zaklanovich called the meeting to order at 6:35 P.M. Ginny Frazer 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 for the September 16, 2019 Committee meeting were approved as written. The approved minutes will be posted to the City web site.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht

Dan Gerbracht:

Six Hudson High School varsity football games were recorded for HCTV. Dan contacted the Boosters and the Athletic Department concerning which games they would like recorded, but there has been no response. HCTV is planning to record 3 girls and 3 boys varsity basketball games at this time.

Hudson Headlines is recorded every other Monday. The drone program and the new Hines Hill railroad crossing were recorded this month. The next one will be about the Christmas decorations.

City Manager's Minute is recorded every Friday. The next recording will be about the new Hudson school bus law and overweight trucks on our roads and highways.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht, continued

Dan Gerbracht: continued

There will be a restaurant passport (26 restaurants are participating) next year sponsored by Hudson Chamber of Commerce, City of Hudson, and Destination Hudson.

HCTV is selling DVD's of the Parade of Bands. Barb suggested that next year the HCTV Advisory Committee or the Friends of HCTV could go to the Parade of Bands and sell orders for the DVD's during the Parade of Bands.

Laurel Lake may partner in the Carousel System. We will know within the next six months.

Two weeks ago, Tom Vince recorded in the Loomis Observatory at Western Reserve Academy with Channel 5. HCTV was also there. This will not be produced for a while.

Dan distributed the viewing statistics of HCTV productions on Vimeo for the last month. Also, Dan presented a five-year budget the Hudson City Council. HCTV is trying to be proactive with the franchise fees.

Dr. Williams said the budget would be approved in December, 2019. Hudson City Council will be supporting HCTV financially if needed. The council also wants to preserve public access. There are not a lot of capital expenses at this time. Some equipment will need to be replaced in the next three to five years.

Barbara VanBlarcum:

Public Access productions in the last month:

- Nick Zaklanovich: History of War of 1812 with Tom Vince.
- 2019 Trike & Bike event with Michael Coburn.
- Yeji Around Town (a new series).
- North of 60 (2 episodes).
- Retirepreneur (2 episodes).
- KBtime.
- Rebecca Leiter: Hudson City Council Ward One Candidate.
- Alzheimer's PSA.
- Forum 360 (4 episodes).

Hudson School Productions:

- Ohio Dreamers event in the HHS auditorium recorded by Hudson High School students.
- The Herman Show.
- HHS Explorer Football games.
- HHS Fall Choir Concert.
- HHS Fall Orchestra Concert.
- HHS Parade of Bands.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht, continued

Barbara VanBlarcum: continued

HCTV productions:

- 2019 League of Women Voters Candidates Forum.
- Hudson Woman's Club.
- Hudson Heritage Association: John Brown presentation.
- 2019 Hudson High School Distinguished Alumni induction.
- Heritage Home Program: Energy Efficiency in Older Homes.
- Good Day in Hudson: October.
- This Place Matters rally.
- HLHS: Sister Helen Prejean.
- HLHS: Christopher Leonard.
- Hudson Fire Safety.
- Manager's Moments.
- Hudson Headlines.

Thanks to both Dan & Barb for providing the summary information to the committee.

V. Friends of HCTV Update

The Friends of HCTV will also be advertising for business sponsors for six Hudson High School Varsity Basketball Games (3 girls and 3 boys). Ginny showed a brochure concerning the “perks” for sponsoring a game.

Friends of HCTV President Gary Dixon met with Dan and Barb concerning this project. The goal is to obtain funding for two public cameras. Friends of HCTV President Gary Dixon has a meeting with a HCTV staff member next week concerning the PSA announcement for HCTV.

VI. FCC Docket Order # 05-311 - Barbara VanBlarcum

There are no new updates, but sometimes it takes a while for the news to trickle down to us.

Some community stations receive program guides from Spectrum, but HCTV does not receive the program guides. There was a concern from Barb about Spectrum Legal Staff stating that television programs may not be played on other platforms. According to Dan, we do not receive capital from Spectrum, so that should not affect HCTV. The HCTV Spectrum fees have increased a little this quarter.

VII. Alliance of Community Media update - Barbara VanBlarcum

Last week was the regional ACM Meeting in Wyoming, Michigan. Staff member Phillip Sieb attended and viewed an outstanding local television station. There was a question about how it is funded. It was more of a regional station that partnered with a neighboring city. Phillip said most of the sessions were on fundraising.

There was a discussion about the distance that the HCTV signal travels outside the city and where the franchise fees from neighboring cities are sent. There was also a discussion about Cable 9 and how fees were distributed in the past.

VII. FCC Docket Order # 05-311 & ACM Conference Update – All, continued

Now Spectrum sends the franchise fees to each community, and the community government decides how they are used. Ohio no longer has the arrangement where the communities receive equipment money when a contract with the cable company is renegotiated.

VIII. Discussion on focus of committee going forward - All

Nick opened a discussion about the purpose of HCTV Advisory Committee. Dan Gerbracht said there would be openings for two new members next month. Ginny Frazer's and Jeff Russell's terms would be up. They will need to reapply.

Patrick asked how as we as a committee can better support the station and the city. Dan Gerbracht stated that this is the only or one of few city committees that is an advisory (guidance) committee not a governing committee. Friends of HCTV now has the purpose of raising funds which used to be part of HCTV Advisory Committee. Barb stated that the HCTV Advisory Committee existed even before the station and updated on the history of HCTV Advisory Committee.

People are watching the videos on the TV and on portable devices. It was suggested that more citizens at the present time may be watching on portable devices via the internet.

Dan Williams said that Section IIE 280.01 of the city charter states the purpose of the HCTV Advisory Committee. This charter will be reviewed in 2020. Ginny suggested that we could look at this section of the charter in our next meeting. The internet link was sent to all members. Suggested changes would be referred to the Charter Review Committee and then to Hudson City Council.

There was a discussion about HCTV Advisory Committee membership...who should be included...Hudson Schools, Western Reserve Academy, Hudson Library, etc.

There was a discussion about connecting with Hudson Library and Historical Society, especially with the addition of the video studio at the library. Patrick said that the mission of the library and the mission of HCTV are similar...we are a natural partner with the library. Dan Williams said he would talk with Jane Howington, Hudson City Manager and see how far she had progressed with partnership with the library. Patrick suggested HCTV could do the video training at the library and could possibly include Friends of HCTV. There was also a discussion about using the video room there for commercial purposes.

IX. New Access Program Ideas, Previous Meeting Follow Up & Once Around – All

The Raptor Security System for Hudson City Schools was discussed and the responsibility and concerns about access for HCTV.

Six District Compact will not be using HCTV for a new program in 2020-2021. If it does occur in the future, the Six District Compact would need funding. The first year would be at Cuyahoga Falls High School in radio, and the second year would be at Hudson High School in video production.

The HCTV offices will remain at Hudson High School and are not moving to Hudson City Hall. There is no funding at this time for Carousel at City Hall.

Nick thanked the volunteers for all the help with HHS varsity football games.

X. Adjournment

The next committee meeting date is scheduled for Monday, November 18, 2019 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 8:02 PM.