



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: November 18, 2019

Meeting Location: HCTV Studios, Hudson High School.

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

Ex Officio: Barbara VanBlarcum and Dan Gerbracht.

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

I. Call to Order

Committee Chair Nick Zaklanovich called the meeting to order at 6:35 P.M. Patrick Miller 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 October 21, 2019 Committee meeting were approved as written, with one minor change. The approved minutes will be posted to the City web site.

IV. Station Management Reports – Barbara VanBlarcum & Dan Gerbracht

Dan Gerbracht:

- New equipment was received for the studio. A monitor was mounted in the HCTV hallway which provides information on what's going on the studio: channel info, News Network and etc. One of on-air signs was also installed in the hallway.
- New studio lights were received, these will be used for the green screen wall. The extra lights can now be incorporated on additional sets. A new automated slider for our GH5 video camera was also received.
- Staff member Philip Sieb and Dan are both now registered drone pilots after they passed the FAA exam last week. The next station budget will include the cost of a drone. Philip & Dan also have temporary airman certificates. They will be getting their licenses next month.

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

Dan Gerbracht, continued:

- In the budget (referring to handout), Dan stated that \$8,000 is budgeted to replace two editing machines. And we're also getting staff members MacBook Pro laptops.
- Dan stated the staff produced an internal video for city hall that documented the remodeling of the City Hall building. The staff also recorded a new episode of "What's Happening in Hudson with Liz Murphy", which detailed the many things happening in Hudson during the holidays.
- Two episodes of Hudson Headlines were produced. The first program was about the new school bus law. The second program was about the holiday decorations for downtown. Staff also recorded several episodes of "Manager's Minutes" with City Manager Jane Howington. The subjects covered were: Merchants Trick or Treat, the City Leaf App and the response to the recent multi-car Route 8 crash (how the city responded with the Fire Department and Police).
- Dan recorded ten episodes of "Sips and Bites" and will be recording seven more episodes this Wednesday, to bring the total to 17 of the 26 restaurants. The recordings will be shown on the City's social media channels, and airing on HCTV starting in mid-December.
- Some of the old station equipment is going to be listed on GovDeals.com. A few months ago, some of the other old station equipment was sold for a total of \$650.
- Research was carried out on options for an equipment checkout program. A demo was viewed of the Isaac Software package, which is specifically designed for community public access stations. Dan stated the software is very good, but is expensive. The station asked for assistance with the City IT department with the Isaac Software research and evaluation. They determined that the Isaac software is the best solution, and they couldn't find any other software programs that would be beneficial. The software has a \$750 setup fee, plus a \$1,000 annual subscription. The price includes a discount for the station being a member of the Alliance for Community Media. The software handles all of the check in and check outs of equipment, inventory and maintenance logs. Dan will email the committee more specific information on the Isaac software and we will continue the discussion next month.

Barbara VanBlarcum:

- Public Access productions in the last month: HHS vs Stow DRUM OFF, Yeji around Town: Gwendolyn Elizabeth, League of Women Voters "Climate Reality", North of 60 (2 episodes), Retirepreneur (1 episode), KBtime – new show, Alzheimers PSA, Forum 360 (4 episodes), Life of James Ellsworth: Vince, Mary Lincoln: Vince.
- HCTV productions in the last month: HCF Take a Second Make a Difference Awards, HCF Career Panel / Intern for a Day, Cuyahoga Valley National Park Visitor Center opening, HHS Orchestra, HHS Choir, Oral History with Doug Hasbrouck, Faure Requiem choirs at St. Mary's Church, four episodes of Manager's Moments, two episodes of Hudson Headlines, more work on the Richard Grell feature and more work on the Sips & Bites campaign.

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

Barbara VanBlarcum: continued

- The current HCTV rules and regulations do not mention that access users are required to be a resident or work in Hudson. Barb suggested the necessity to add this requirement to the rules and regulations. Ginny Frazer made a motion to add this to the rules. Nick Zaklanovich seconded the motion. All of the advisory committee members agreed to the vote. No one opposed.

V. Friends of HCTV Update – Ginny Frazer

The brochure for the underwriting of Basketball games is complete. Friends of HCTV President Gary Dixon will contact the athletic director of the High School about the program. Ginny sent Gary suggestions on who could potentially sponsor the games. The sponsorship cost \$1,000 per game for one sponsor and is tax deductible. Ginny asked if the Advisory Committee had any ideas for potential sponsorships. Ginny will provide Gary's contact information to the committee members.

Ginny discussed the mobile phone app from the community station WCTV (community access TV station from Wilmington, MA). She asked if Friends of HCTV could raise funds for the development of a similar app for HCTV. Dan stated that member Michael Beam is in discussions to have a design class from Kent State University develop a mobile app for HCTV.

Ginny suggested Friends get involved with the selling HCTV DVDs on location (graduations, concerts and sporting events). Ginny asked if credit card purchases could be utilized. Dan said he will discuss the question with the City Finance department and will brainstorm other ideas. Jeff suggested that Friends could purchase the DVDs directly from HCTV, and consequently, the Friends could sell the DVDs and setup their own credit card and/or PayPal transactions.

Dan stated that HCTV DVD sales are at \$2,160 so far this year. He proposed to the City Finance department to move that money into the station's operating line immediately, towards the purchase a new DVD duplicator. The request was rejected. It was stated that the purchase will have to wait until quarter one of 2020. The current DVD duplicator is over 10 years old, and it malfunctions. A new DVD duplicator costs around \$2000 and it also creates Blu-Rays as well.

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

Barb stated there are no new updates and no information has been received from the State of Ohio concerning any information on the FCC docket order. The City Solicitor of Hudson, Matt Vazzana stated that the City is in a wait and see pattern on the issue.

VII. Discussion on focus of committee going forward - All

Nick asked if anybody had any suggestions on the HCTV advisory committee survey. Dan had a few ideas on how to condense the survey. Dan re-wrote and provided a sample survey. Jeff suggested using an electronic version using a Constant Contact template and potentially having access to the City's email contact list. Dan suggested having an electronic survey on an iPad and asking people to complete the survey at events (band concerts, choirs, and etc.). A paper survey could still be of use to the older audience. Ginny suggested having a paper survey for Laurel Lake residents. Jeff volunteered to refine the survey based on all the suggestions. The committee will continue to discuss the survey at the next meeting.

VII. Discussion on focus of committee going forward – All, continued

Overview of the survey suggestions:

- Which public access programs do you watch? Name them or describe them if you do not know the name of the program?
- More check boxes instead of fill-in blank.
- Include a signup link for HCTV schedule
- Do you know what HCTV is (possible first question on survey)?
- Are you aware that HCTV programs are available on the internet?
- How do you prefer to watch HCTV?
- Does not having HCTV programs appear on the spectrum viewing schedule/guide prevent you from watching HCTV? Or recording on your DVR?

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

Jeff contacted WCTV regarding the mobile app development for community access TV stations. He said that WCTV purchased a template design and developed the mobile app in-house.

Dan stated that and he and Barb have explored alternatives to the current Leightronix on-air system. An alternative company provides a custom mobile app with their on-air system, and it is half the cost of the current Leightronix system. When the Leightronix on-air system becomes outdated, we should consider switching.

Barb suggested getting the exact cost for the development of the WCTV mobile app. Jeff said he would contact them.

Patrick mentioned an upcoming meeting with Hudson Job Search, in regards to a potential HCTV program. Nick stated he's working on a Halloween window HCTV program.

Ginny discussed the lack of school representation on with HCTV advisory committee meetings. It was agreed that we should send the minutes and a meeting invite to representatives from the school, Western Reserve Academy and the Hudson Library.

It came to Dan's attention that the Hudson Library is reaching out to all of the local Hudson community organizations regarding producing video content at the Library's new TV studio. Dan stated we should resolve this issue.

Dan stated that he knows a potential candidate for the open HCTV advisory committee seat. His name is Kevin Dille, who is the Kent State director of student media, where he oversees the TV2 television station, daily Kent State newspaper, kentwired.com, and all of the magazines that Kent State produces. Jeff reached out to a friend who is interested in the open advisory committee seat as well. His name is Michael Hudock, who is a very experienced advertising professional. He has already submitted his application for the opening and is scheduled for an interview with City Council in January, 2020.

IX. Adjournment

The next committee meeting date is scheduled for Monday, December 16, 2019 at 6:30 PM in the HCTV studio at Hudson High School. With no further business indicated, the meeting adjourned at 8:00 PM.