



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: November 12, 2020, 5:30 PM

Meeting Location: A virtual meeting that was held via Zoom and hosted by the City of Hudson

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

Members not in attendance: Kabir Bhatia and Jeff Russell.

Ex Officio: Dan Gerbracht, Thomas Sheridan – Assistant City Manager, Professional Services.

I. Call to Order

Committee Chair Nick Zaklanovich called the meeting to order at 5:34 P.M. Michael Beam volunteered to take notes in place of Kabir Bhatia. Thanks, Michael.

II. Greeting of members and guests

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

III. Approval of Previous Meeting Minutes

The draft minutes for the September 21, 2020 committee meeting were approved with a minor adjustment. The draft minutes were supplied by Patrick Miller. The approved minutes will be posted to the City web site.

IV. Station Management Report –Dan Gerbracht

First, Dan shared some updates from Program Manager Barb VanBlarcum:

Barb talked with the director of the Buss-Baldwin group who was interested in recording something about the history of the house.

Based on a discussion last month, explored eligibility requirements for volunteers for the HCTV advisory board. After talking with the city, it turns out our board does not have a 2-year residency requirement for eligibility.

Notes from Dan Gerbracht, Operations Manager:

Robotic cameras were purchased with \$22k of CARES funding. Installed in the high school media center, media center, and high school gym. Also held discussions about this project with school district. \$9k of funding for the equipment came from schools. In sum, 9 cameras split between the spaces. Cameras will keep volunteers safe (during the pandemic) allowing operations to run with less staffing. Uses CAT6 cabling for all data and power.

In discussions for enhanced regional community relationship with Cable 9—now “Community Focus” in Macedonia. We’ve been engaged with cross-training as well as video sharing. For example, recent high school football game production.

HCTV oversaw audio renovation in town hall for council & board meetings. This was funded from CARES act funding as it will allow for hybrid meetings moving forward.

Dan & Barb attended (virtual) Adobe MAX conference. Learned about many cutting-edge production features.

HCTV recorded 3 high school soccer matches, covered all 9 football games and field hockey games. Friends of HCTV helped sponsor recordings. George Voinovich volunteered his company to help record one game with drone footage. They also recorded HHS choir concert and Hudson Parade of bands. 3 Hudson Headlines episodes recorded covering leaf collection, Ellsworth Meadows, HCTV.

High school drama (Brian Suntken) has reached out to explore working together for their fall show. They’re using some pre-produced material for their virtual recording and HCTV will air the performance.

Also aired: Hudson Heritage monthly meetings recordings, League of Women Voters Charter Review Forum, State of Mind Hudson events, Hudson Community Foundation identity theft panel, 2 episodes Good Day Hudson, Hudson DEI alliance.

First time airing Hudson High School games live. Huge viewership—13,000 viewers online for the final game. Moved to Facebook Live platform for extra bandwidth after the third game.

V. Friends of HCTV Update – Ginny Frazer

Ginny: Had a virtual meeting earlier this week (Tuesday). Discussed scholarship changes since students aren’t in the studio this year. Still planning on offering the scholarship. Revised language will be up on the site.

Sponsorships coming in due to heavy viewership on HCTV videos. Pursuing sponsorships for basketball games. Will be looking at how other stations setup guidelines for underwriting and hosting public access shows.

Friends wrote a grant in 2019 to the League for Service. The priority at that time was to purchase public access cameras. People are not purchasing cameras right now, so moving money towards public access to cell phone tripods for checkout.

Friends continue to be interested in creating a phone app for HCTV.

Dan: Also looking into other equipment / accessories for smart phones like an audio mixer.

Sponsors are lined up for future events. Also having sponsors underwrite unattended games.

On the mobile app idea: we talked about this about a year ago but didn't come to a conclusion before COVID hit. Michael suggests we could potentially work with the College of Communication & Information to develop an application. But, even if we worked with students on development, we'd need to maintain it.

VI. FCC docket order # 05-311 – Nick Zaklanovich

Nick attended the October & November ACM meetings. Court challenges to Cable Franchise Fee rules ongoing. Trial is coming in the next month or two. No action expected on the legislation.

FCC has nominated a new FCC Commissioner who has proceeded to confirmation hearings (Nathan Simington).

If Biden wins the election, the FCC chair will change (Jessica Rosenworcel expected to be nominated).

VII. Viewer survey discussion and planning – All

Dan: Spoke with the city communications department about survey. Some hesitation about putting out the survey right now. Survey will need to go through city council. Dan suggested we table the survey.

A benefit from working with the city (as opposed to running the survey independently or through Friends of HCTV) is that they have Constant Contact and the city e-mail addresses. HCTV has their own list, but it is smaller (50). However, if we don't run the survey through the city, it could be shared widely with community group virtual pages (other local non-profits, Facebook groups).

VIII. Nomination and election of committee chair and vice-chair – All

Ginny nominated Nick Zaklanovich to be chair, Michael seconded. Nick nominated Aimee to be vice chair. Vote was unanimous to approve these nominations.

IX. New Access program ideas, previous meeting follow-up & once around – All.

Dan: We talked about using the studio and equipment as a fundraising opportunity for rental to get another revenue stream.

Presented a spreadsheet of what other private companies charge for equipment rental. We have not yet talked to the city attorney yet, but would need to do that if we moved ahead. Wanted advisory committee input.

Ginny: We would need to talk to the school district also before moving ahead.

The group discussed this briefly and the general feeling was pursuing a studio rental makes more sense than equipment, but not sure it's a viable plan.

Ginny: what ever happened to the library studio?

Dan: The second-floor studio in the Hudson Library remains closed due to COVID. We have not reached out in some time. We did reach out to new podcast studio on Main St. but have not heard back.

Patrick: Hudson Job Search is complete. Discussed editing together a highlight video with Nick.

Nick: City ruled that the 2-year residence does not apply to HCTV advisory committee. We may need to change some of our language / forms about this. There is a residency requirement.

Working with Tom Vince on local railroad history. Shot video recently. Halloween windows video aired. Friends of Hudson Parks video was shot and will run soon.

Tentative next month is 6:30pm, Dec. 10. Concert immediately following so we'll need to be efficient with our time.

Ginny: Suggested a Friends of HCTV video in the future.

X. Adjournment

With no further business indicated, the meeting adjourned at 6:48 PM.