



Hudson Community Television Advisory Committee

Committee Meeting Minutes

Meeting Date: October 14, 2021

Meeting Location: HCTV Studios, Hudson High School

Members in attendance: Michael Beam, Kabir Bhatia, Aimee Dunphy, Emily Lopick, Patrick Miller and Nick Zaklanovich.

Members not in attendance: Ginny Frazer.

Ex Officio: Dan Gerbracht.

I. Call to Order

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

II. Greeting of members and guests

Nick greeted all in attendance. Joining as a guest was Jennifer Reece, the Communications Manager for the Hudson City schools.

III. Approval of Previous Meeting Minutes

The draft minutes for the September 9, 2021, committee meeting were approved as written. Thanks to Michael Beam for providing the minutes. The approved minutes will be posted to the City web site.

IV. Station Management Report – Dan Gerbracht

Gerbracht noted many programs for the month: Rotary meetings, the League of Women Voters' candidate forum, political programming from Councilman Hal DeSaussure, Hudson High School football games, the Parade of Bands, the Special Olympics Challenger Football event, Good Day in Hudson, the City Club of Cleveland, Forum 360 with the superintendent of Akron Public Schools, and a program about an event/tribute to Master Craftsman Rich Grell.

The station has a great deal of new equipment, such as a virtual intercom, as well as a robotic camera and waterproof camera -- both funded by a Hudson Rotary grant.

The HCTV intern, Lily, has been sorting through the station's archive of old VHS tapes to remove duplicate programs and ensure shows are digitized.

Gerbracht moved on to the budget, saying there was concern with a deficit due to dropping franchise fees and rising operations costs, but the City assures him they are prepared to help if needed. In 2022, they are giving \$30,000 to help but it's projected that by 2026, there will only be about \$64,000 in what Gerbracht calls the station's "savings account."

HCTV's five-year plan includes a new on-air automation system which includes the Roku app, as well as new editing equipment. Finances may also change since Barbara VanBlarcum has announced her retirement at the end of this year. Currently, she and Gerbracht are full-time along with Meg Andrus, while Phil Leiter and Brian Suntken are part-time.

Board member Beam asked if Gerbracht needs to be involved in the Council budget meeting at the end of the month. Gerbracht said he will be out of town, but Tom Sheridan will be going to represent HCTV.

Boardmember Emily Lopick asked if franchise fees from Spectrum really will stay consistent. Gerbracht and Zaklanovich said they will send out an email showing where franchise fees have been trending over the past five years.

Gerbracht said a new show is starting next week with Hudson Schools Superintendent Phil Herman. It will be similar to the Monday messages Mr. Herman used to do. HCSD Communications Manager Jennifer Reece said it will contain positive news and be roughly 90 seconds, emailed and on social media. Gerbracht says Andrus will produce this, and it should take about 30 minutes to produce.

Boardmember Dunphy asked about "The Herman Show" continuing. Gerbracht said it was on hold due to changes in the status of the HHS media classes under the Six District Compact.

At this point, Gerbracht briefly excused himself to help start production of that evening's HHS Choir concert.

V. Discussion on proposed changes to the station operation rules – All

Dunphy asked if changes to the rules will take effect immediately. Zaklanovich said they would. Dunphy referred to the fee structure which is listed as "available on request," and said it should be ready for presentation to people once the rules take effect.

The discussion was paused so the board could further discuss changes once Gerbracht returned. The discussion resumed after the board addressed Items VI, VII, VIII.

Zaklanovich suggested adding language about paid users versus access users. Gerbracht asked if there needs to be a second rules document for paid users only. However, City Council only allows a single rules document.

Gerbracht said he would prefer that access agreements only stay valid for the year in which they were signed, as some contracts are getting quite old. Gerbracht said VanBlarcum has disagreed with this, but since she is retiring, he may start emailing a new fill-form contract to all users at the beginning of each year. Or HCTV could allow agreements to be in force until rules change. Several board members did not think that was advisable.

Gerbracht still thinks a separate document for non-access users needs to be made. He will work on that between before the next meeting.

Beam mentioned Item J, Page 2 in the rules, stating "users must live AND work in Hudson." Last month, there was discussion of sub-users, such as people who work at a church. Some

discussion ensued about the best way to word this to indicate that the facility is open to Hudson residents as well as Hudson-based organizations.

Beam cited the costs for renting facilities in Canton and Akron for comparison, and Zaklanovich cited a similar cost facility in Colorado. Gerbracht said he has looked into camera rental costs, since that topic has come up many times. Beam asked if city staff would be provided when the HCTV facility is rented, and Gerbracht said that conversation needs to happen with city staff.

VI. “Friends of HCTV” update – Nick Zaklanovich

Zaklanovich said board member Frazier has written a grant to cover a Bolt video system for remote video/audio. The Friends also had a table at the Grell master craftsman event, but Zaklanovich had no feedback yet on how it was received.

VII. Alliance for Community Media update – Nick Zaklanovich

Zaklanovich said he missed the October 7 ACM meeting on Zoom. He is waiting for a recording of the meeting and will report back. He also noted that October 20 is Community Media Day.

As for the FCC, Zaklanovich has seen no nomination for retaining the interim chair -- Jessica Rosenworcel -- or nominating a new member. Rosenworcel’s term expires at the end of the year.

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

Dunphy relayed that Frazier has indicated a willingness to be secretary for whoever is elected chair, sending out the agendas and minutes. Zaklanovich said when he started as Chair 11 years ago, he was essentially also the secretary. At that time, he decided to rotate who takes notes and writes the minutes.

Beam and Dunphy said their terms are ending and they will not be able to chair the committee. There were no nominations for chair, so Zaklanovich said he will likely need to resign as Chair, so Vice Chair Dunphy will become Chair by default. Dunphy said she is not planning to run again for HCTV board, so in two months a decision will need to be made on who is Chair.

Beam said former board member Thor Wasbotten has returned to Hudson, and is planning to run for board again after some miscommunication about the residency requirement. However, Zaklanovich said he spoke with Wasbotten at the city's Labor Day Car Show, and Thor seemed to not have time for the board. At this point, the rules discussion resumed (see Item V).

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

Gerbracht and Beam lead discussion of the HCTV app, showing a mockup of the design. It is being programmed by Kent State University students. He said some of the buttons to be included will be for sports, Hudson Heritage, Concerts On the Green, and school programs. Lopick asked if the school district sends out the link to live streaming of each week’s football games. Gerbracht and Reece confirmed they do. Lopick suggested also sending out links to past broadcasts. Dunphy asked if parents might be annoyed if their child’s specific sport has not been recorded, so perhaps the links should only go to the athletic department’s email list at first.

Beam suggested that instead of a button for “Shows” in the app, they might instead label it “Archive” or “Categories.” Lopick suggested having the HCTV logo on the home screen. Beam asked if the meetings button includes Board of Education and Government meetings. Gerbracht said he would check. Lopick wondered if the calendar logo had a function, and Beam said he believes it brings up the program schedule. Miller suggested a link for donations, but Gerbracht said that’s not permitted. They can, however, put a link to the Friends of HCTV group.

Gerbracht said the city has asked for more live content, whether online or on TV. This is a metric which will be measured by the city. The new cablecast system allows for live programming, even from a phone.

Zaklanovich extended a thanks to the Kent State students who worked on the app. Beam said the students seemed to be enjoy the project. He will be meeting with them on Monday to provide the feedback from HCTV, after which the project will be close to finished.

Reece said she had no new business.

There was brief discussion of moving the November meeting since Gerbracht will be out of town. Zaklanovich suggested November 18, which was confirmed.

X. Adjournment

The next committee meeting date is tentatively scheduled for Thursday, November 18, 2021 at 6:30 PM at the HCTV studio. With no further business indicated, the meeting adjourned at 7:48 PM.