



## Hudson Cable Television Advisory Committee

### *Meeting Minutes*

Meeting Date: November 17, 2011.

Meeting Location: HCTV Studios, Hudson High School.

**In attendance:** Abby Boysel, Pat Simons, Reed Stith, Brian Sunken and Nick Zaklanovich.  
Ex Officio: Kerry Paluscsak, Dr. Dan Williams.

**Not in attendance:** A.J. Stokes, Susan Terkel. Ex Officio: Barbara VanBlarcum.

Meeting called to order by Chair Nick Zaklanovich at 6:35 P.M. Notes taken by Nick Zaklanovich.

### **I. Greeting of members and guests**

Nick Zaklanovich greeted all of the members in attendance. No guests were present.

### **II. Approval of Minutes**

The committee approved as written the minutes from the regular meeting of September 15, 2011 and the supplemental meeting of October 11, 2011. The minutes were approved by acclamation.

### **III. Station Manager's Report: Kerry Paluscsak**

Kerry Paluscsak commented that the City has a new focus on individual department's mission statements. The new focus is that all City departments are City entities and are in place to provide the citizens of Hudson with the best possible services that they can. That simple credo translates easily to all City operations and should form their Mission Statement.

As a result, Kerry recommended that the committee not spend time on developing a mission statement, but should instead, work on items that would be of value to him and the operation, and to look at directions and goals that City Council would like to see.

Kerry reported that he thought that his presentation to City Council at the Five-Year Budget Review meeting went well. As a result of the discussions with Council, the amount of funds in the HCTV carry-over account can be reduced to a lower level, to match the carry-over that other City departments maintain. Allocating the carry-over funds gets the station to about half way towards the amount needed to obtain four new studio cameras.

### **III. Station Manager's Report: Kerry Paluscsak, continued**

Other options are being examined to make up the difference, including a possible lease arrangement tied to a City bond that could be paid off over a five year period at an attractive interest rate. If a lease arrangement is the route that Council decides to take, the leased camera equipment would be owned by the station at the end of the lease period. The hope is to continue to build the carry-over fund beyond the acquisition of new cameras, to provide funds for the next big-ticket item that might be needed, whatever that may be.

Dr. Williams added that he does not see much funding coming out of the City general fund, so a lease or bond option may be the most promising method to move forward on the studio cameras. As the process unfolds, Kerry said that he would keep the committee posted on developments.

Pat Simons inquired about the schedule that is published weekly in the Hudson Hub-Times. Kerry said that the newspaper provides the schedule information as a public service.

### **IV. Public Access Coordinator's Report**

Barbara VanBlarcum supplied the following news on Public Access:

Many of the 2011 political candidates used HCTV's public access availability to reach out to the Hudson community. Mayor Bill Currin did an interview program and Mayoral candidate David Hack did two interview programs. Council-At-Large candidate Dr. Dan Williams did an interview as did new first ward Councilman Dennis Hanink. The Hudson Economic Development Corporation covered their Candidate's Forum, including the Hudson Board of Education candidates. The Hudson Rotary also provided video of their Candidate's Forum. The Hudson PTA produced a show that interviewed all of the Board of Education candidates. The PTA also recorded their final Board of Education Candidate's forum at the Hudson Library. That program will play on Channel 16 for the final five days of the campaign.

Mary McDonald produced another Book Chat program with Hudson artist Sallie Swindell. Mary also recorded an author interview at the Stow-Monroe Falls Library, where she now works. The new show is titled "On the Page" and featured an interview with Cinda Chima.

A new access producer is making a program about "green" roofs. Western Reserve Academy provided two lectures: General Daniel Christman and WRA alumni Rob Tercek, a digital media wizard. A public access program about the Art on The Green event featured interviews with many of the artists and attendees of the event. Coverage of the Halloween Window Painting event was also shown on the station.

Brian Suntken produced a show on the O.S.U. Band and has also put together two holiday musical extravaganzas. The holiday shows feature a buffet of music for Thanksgiving week – two 2-1/2 hour programs, for a total of five hours of music for our pleasure.

Kabir Bhatia is back in the studio producing new "Up Late" programs; one will be produced live this Friday at 8:00 PM for anyone that would like to attend. His most recent Up Late show featured Kent State University President Lester A. Lefton.

## **V. CAP ACT Update**

Kerry reported some positive movement on the national front in regards to the Community Access Preservation (CAP) Act. More co-sponsors are coming forward to support the bill on a bipartisan basis. Kerry is hopeful that the bill will come out of committee after the holidays and be acted upon by the full House of Representatives. Approval of the Federal act would supersede the restrictive State legislation. He was hopeful that enactment of the bill would revive the equipment grant fund.

Reed Stith asked if the fees that come from the franchise fees are earmarked for HCTV, or could Council do as they wish with the funds. Kerry responded that Council could do as they wish, but the past practice has been to pass through all of the franchise funds to the HCTV operation. Reed asked about the carry-over fund and how many years it has been building. Kerry answered that the fund has been building slowly over the past eleven years.

In regards to the carry-over fund, it is held as an emergency fund in the event that a major piece of equipment would need to be replaced. When just such an emergency fund need comes up, a request to Council is made to have the reserve funds placed into the operating fund account, before the funds can be spent.

Dr. Williams added that the overall City carry-over is forty percent of the following year's budget. The individual departments build their own funds, but they are expected to use the funds eventually.

## **VI. Previous Meeting Follow-Up**

Nick mentioned that he had e-mailed all of the members a copy of the Hudson Monthly article about HCTV. Pat had mentioned at the previous meeting that the article was very inspirational to her.

Nick also updated the group on the proposal to create a video editing class under the auspices of Hudson Community Education and Recreation (HCER). Nick said that he had received a positive response to the idea of a class from the HCER Director, Mr. Grant Aungst. Mr. Aungst will meet with some members of the committee to discuss the idea further in about a month. Kerry added that HCTV will be hosting a class in January, through HCER, for third or fourth grade students where they can visit the studio and then produce their own five-minute news program.

Nick said plans for the revival of the Business-Link program are moving forward. A meeting will take place in the next few weeks with Carolyn Konefal of the Hudson Chamber of Commerce and Mr. Charles Wiedie, Economic Development Director for the City to talk about the Business Link program.

Nick reported doing some research into the offerings of other PEG stations across the nation. After looking at other community's Public Access offerings, it is his opinion that HCTV is doing quite well in comparison with some of the equivalent-sized operations. He added that there was one Maryland-based operation that he researched that has an excellent web site and appears to have some very interesting Public Access program offerings. Nick said that he would e-mail the internet addresses of some of the notable operations that he researched, so that the members of the committee can see some of what he found. He also mentioned that some of the stations that he found do live streaming of their Public Access programming.

## **VI. Previous Meeting Follow-Up, continued**

Kerry said that starting in January, 2012 HCTV programming that is currently on Channel 15 will be available at the same time via the Internet. Abby Boysel added that most of the members of the church service that she records at Holy Trinity Anglican Church cannot watch her programs because they do not live in Hudson and streaming from the Internet will help broaden the viewer base. Kerry added that the Public Access contract may need to change because of the rights issue with music during performances. When Channel 15 is streamed as is, the producers will have to have webcast rights to the music that is presented. Kerry also added that the background music that currently plays between programs is not cleared for webcast, and will therefore no longer be heard when the web streaming begins.

Reed asked if the Channel 15 programming could be supplied via on-demand. Kerry replied that HCTV-produced programming is already available on-demand, but Public Access programming on the channel will not be presented that way. Kerry also said that the difference between broadcast, webcast and live performance music rights is significant, and the BMI license that the City is contemplating buying would only cover live music performances. The cost to add webcast rights to the license contract is prohibitive and is not being considered.

Dr Williams inquired about the licensing for music that is performed at the school concerts. Kerry said that the schools should obtain rights to perform the music in the auditorium, and part of that rights clearance should include the cable-casting of that music via Public Access.

Nick asked about Kerry's statement at the last meeting that there were active sixty-five Public Access producers that he had available when he was working in Cleveland Heights. Nick wanted to know how so many producers were available in that operation. Kerry responded that the difference was solely geographical, in that there were twenty-two communities available in his former operation, whereas Hudson is a single-community operation. Reed asked Kerry to estimate how many producers we have in Hudson. Kerry said that he would guess that about twenty producers submit programming annually, some only producing one program a year, while others regularly submit programs.

Reed asked about the availability of the HCTV program guide on the cable system. Kerry responded that the cable provider serves so many different communities on the same access channels, that logistically, for the cable provider to maintain a schedule for each community would be impossible.

Pat asked about the new City web site. She was not aware that the new site had been launched. Dr. Williams said that the new web site had been up and running for over a week and that the new site has extensive advantages over the old site. Kerry added that one of the new web site capabilities that could be a plus for HCTV would be the ability for citizens to order DVD copies of programs via the City web site.

Abby updated us on the wrestling coverage program idea that she had spoke about at the last meeting. Her plan is to record the finals competitions that will take place the weekend of November 19. She also mentioned that a High School match will also be covered, including interviews with the participants following their matches. Abby also said that the Krados wrestling teams will be starting competition shortly and some coverage will be generated from those matches.

## **VI. Previous Meeting Follow-Up, continued**

Abby also updated us on a youth access programming idea that she had. She said that she came up with the idea of having a competition for the host of the new youth program. The name that she came up with for the new show is “What’s Happening in Hudson” and it would consist of random recordings of anything that may be going on during any weekend that may be of interest to the younger citizens.

## **VII. Mission Statement/Strategic Plan Subcommittee Update – Pat Simons & Reed Stith**

Reed circulated copies of the preliminary discussions that he and Pat developed concerning a Strategic Plan at their recent subcommittee meeting. Reed said that the result of their discussions was a plan that could inspire employees and volunteers for the station, as well as possible contributors to the cause. He also added that the plan could be used as a measurement of progress and a justification that the goals of the committee have been addressed, and hopefully, met.

Reed reviewed the sheet of details that he and Pat developed pertaining to surveys, developed goals, stretch goals, people development (employees & producers), process and procedural changes. Once the goals are set, a plan will then be developed to accomplish the action items that lead to the goals, including target dates for completion. Reed brought forward the idea that with a plan in place, it takes away the doubt from anyone that would question why a certain task is being undertaken by the group.

Pat added that her main concern is the continued funding for the station and feels very strongly that having a contingency plan in place would be a large help in the effort to solicit and obtain grants. Abby added that having a defined plan would give us all “one voice” that would reinforce the ideas and goals of the committee.

Pat asked Dr. Williams for his opinion of the efforts to develop a committee plan. Dr. Williams responded that Nick has joined Kerry at the Budget meetings, as a representative of the committee, and Council likes to see support like that. Kerry said that with uncertainties that the station and the City are looking at in regards to budget, it is definitely helpful to have the support of the committee members behind any station action that comes before Council and the community.

Reed said that the process of developing a plan would take several more meetings to complete. Abby asked if the plan development should be a full committee task, or just a subcommittee assignment? Reed said that he thought that the subcommittee route would be the best angle to take on the plan development, with feedback of all of the committee members as the plan development progresses, with the discussions of the subcommittee work brought back to the full committee for review and discussion.

Kerry added that the partnership with the Hudson City Schools could be a method to use to expand the boundaries of HCTV into areas (adjoining cities) not presently served by the station. Expanding the HCTV service into areas within the school district, but not within the City of Hudson borders, could be a way to better serve the school district, expand the coverage of the station and could also be a source of additional franchise payment revenue. Pat asked if HCTV would be able to record the government meetings of the adjoining cities. Kerry responded that such a move would be considered, if the communities wanting that service would be willing to pay for the resultant coverage.

## **VII. Mission Statement/Strategic Plan Subcommittee Update, continued**

Dr. Williams added that he thought that it was possible to create a joint effort along the lines of serving adjoining communities and sharing franchise revenues, but he was not sure of the exact procedure to do such an arrangement. Dr. Williams said that it would make it easier to obtain grants if there were several communities working towards a common goal. Reed said that the future action plan would be ideal for just such an effort of sharing our resources with and gaining revenue from adjoining communities.

Reed asked if the subcommittee should solicit ideas and input about the future goals / plans from the other committee members. Kerry warned that if a subcommittee consists of a quorum of members of the committee, public notification of meetings must take place under the Sunshine Laws of the State of Ohio. Upon hearing that input from Kerry, it was decided that the future goal / plan subcommittee should remain at three members.

Reed suggested that he, Nick & Pat should schedule a meeting to delve deeper into the future goal / plan development, with hopes of having the plan in place in early 2012. Kerry suggested that moving ahead with the future goal / plan initiative would be a good subject for Dr. Williams to bring up before the entire City Council, so that they are all aware of the future planning efforts. Dr. Williams said that he would be happy to present the information about the planning initiative to the Council.

## **VIII. Committee Fund Raising Development – All**

With the previous discussions about the restrictions on committee fund raising efforts, Nick asked for a clarification on if committee fund raising is possible, specifically by applying for and obtaining grants. Kerry answered that the committee charter, as it already stands, does include a reference in section D of the charter allowing committee fund raising efforts. Kerry said that perhaps the City Solicitor was being very cautious in his interpretation of the committee's ability for "solicitation" of funds, but that he will clarify with the lawyers that grant applications could be allowed by the current charter.

Reed asked if the HCTV studio and equipment could be leased out for commercial use, if the station ever does get into a tight financial situation. Kerry responded that the equipment and facilities were purchased with City funds, which could create problems if they were to be used for commercial uses. This brought forward another question, in that the City already has revenue producing operations, such as Hudson Public Power and Ellsworth Meadows Golf Club, which charge fees and generate revenue, while still being wholly owned by the City.

Dr. Williams added that if the committee is interested in raising funds, a change in the committee directive could be carried out to clear up any ambiguity. The discussion of a not-for-profit foundation came up and Dr. Williams suggested that such an organization is not needed, as tax-deductible contributions to the City and its entities, such as HCTV, are already possible. Dr. Williams added that the mechanics of raising funds is already in place and just a change of directive is all that is needed to move forward. Pat asked how such a change could move through Council. Dr. Williams said that the usual process of getting legislation approved would be followed, and the change could possibly be enacted on a single-reading basis, since it would be a minor amendment to existing legislation. Kerry said that he would contact either City Manager Tony Bales or the Assistant City Manager Scott Schroyer about starting the process for any required change in the committee directive.

## **VIII. Committee Fund Raising Development, continued**

Nick suggested that since applying for grants may become a viable possibility in the near future, the Grant subcommittee, composed of Nick, Pat and Brian should think about scheduling a meeting sometime in the near future.

## **IX. New Public Access Program Ideas**

Nick said that the Veteran's Way Park program that he has been shooting video for over the past year, is still in the works, and he would like to get it completed and on the station in the next few months.

Nick also added that he would like to create a program on how HCTV creates a sports program, a kind of "behind the scenes" look at a live-to-tape sports program production. Nick would also still like to re-make the old program that is still on the schedule about Public Access at HCTV. The program is old and outdated and needs to be brought up to date. Kerry suggested that Abby would be good to interview as a part of a Public Access incentive program and that a tour of the newly-configured control room may be an interesting angle to include.

Nick had one other idea for a new program that would focus on the volunteer committees that serve the City, their members and the areas that the committees are devoted to.

## **X. Once Around.**

Dr. Williams suggested that a program related to the inter-workings of City government would be appropriate. He said that educating the citizens about how Council operates and what happens if appeals of decisions need to be made would be an excellent way to educate the citizens about how their local government works.

Nick brought up the subject of attendance by the members of the committee. He asked what the guidelines were in regards to attendance by committee members. Kerry responded that as a committee of Council, the attendance rules that apply to Council members also apply to the committee members. As a result, missing three meetings in a row is grounds to be suspended from the committee. Brian added that members not attending meetings create a possible problem of a lack of quorum, making the committee member's attendance important. Pat added that the current schedule of meetings on a bi-monthly basis should make it easy for members to attend. To try to address any future problem, Nick suggested that he would start by sending a note or e-mail message to any member that misses two consecutive regular meetings, reminding them of their responsibilities. Nick added that when the meeting reminder notifications are sent out, he asks members that cannot attend meetings to please let him know ahead of time if they are unable to attend a regular meeting. All agreed that the two missed meeting notification plan is a fair and proper response.

## **XI. Next Meeting Date**

The next HCTV Advisory Committee meeting date is scheduled for Thursday, January 19, 2012 at 6:30 PM in the HCTV Studios in Hudson High School.

## **XII. Adjournment**

With no further business indicated, the meeting was adjourned by acclamation at 8:40 P.M.