



Hudson Cable Television Advisory Committee

Meeting Minutes

Meeting Date: March 15, 2012.

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Abby Boysel, Pat Simons, Reed Stith, and Nick Zaklanovich.
Ex Officio: Kerry Paluscsak, Mr. Alex Kelemen – Council Liaison

Not in attendance: A.J. Stokes and Brian Suntken. Ex Officio: Barbara VanBlarcum.

Meeting called to order by Chair Nick Zaklanovich at 6:37 P.M. Notes taken by Nick Zaklanovich.

I. Greeting of members and guests

Nick Zaklanovich greeted all in attendance. No guests were present.

II. Approval of Minutes

The committee approved, as written, the minutes from the regular meeting of January 19, 2012.

III. Station Manager's Report: Kerry Paluscsak

Kerry Paluscsak reported that the first of our four new HD studio cameras has arrived, with the remaining three cameras expected to arrive shortly. A lot of work will be coming up shortly for the staff, attempting to keep the old cameras in operation, integrating the new cameras, rewiring the control room for the new cameras and preparing for the wiring of the new Memorial Stadium.

Groundbreaking for the stadium will take place on Thursday, March 29, 2012 at 7:00 PM. HCTV will be there to record the groundbreaking event that will feature the Hudson High School Band and City of Hudson dignitaries. Kerry and the staff will also be working with the Boosters organization to plan for the installation of cabling and required equipment for HCTV's operations in the new Press Box.

The new camera's requirements for Triax cable will necessitate the rewiring for the Control Room to allow for their use. Any events held in the Auditorium, Gymnasium or Media Center will still be covered using the old cameras, until such time that the Triax cabling can be installed to those areas in 2013. Reed Stith asked about the cost of the Triax cable. Kerry replied that a one thousand foot spool of the required Triax cable would cost about \$1,200. Kerry is hopeful to partner with a commercial teleproduction company to get an attractive price on the Triax cable that is needed by HCTV.

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

Kerry reported that there are numerous changes and improvements planned at Town Hall this year. The encoder at Town Hall will be replaced with a new encoder that will allow for greater information transfer about the meetings that take place there. The Granicus system that is in use for the government meetings will allow for the city to go to a virtually paperless legislative process. The new equipment will also allow for the streaming of the HCTV video signals to mobile devices (Smart Phones, iPads, etc.). The School Board already has their new server in operation and the new capabilities from that new system will be active by the end of June. The HCTV upgrade that will allow the station to stream to mobile devices will follow shortly thereafter, probably in July or August.

Equipment upgrades and changes within the Council Chambers are also planned for the near future. New microphones will be installed along with new speakers for inside of chambers. The dais itself will be reconfigured and a 70" monitor will be added in place of the existing pull-down screen for graphic presentations. The new monitor will be mounted on the South wall of the chambers, so that council members will be facing the monitor screen, rather than having to look behind them as they do now. Smaller monitors are planned for the sides of the chambers, so that the public can also easily see the graphic presentation content. Plans are also being developed to replace the cameras that are currently in use in the Town Hall chambers. The current cameras are basically robotic security cameras. The planned new camera equipment will provide a greatly improved video picture under the conditions that exist in the chambers.

Kerry thanked everyone that was involved with the Pancake Breakfast event. He estimated that perhaps 80 – 100 people visited the studio during the Open House.

IV. CAP ACT Update – Kerry Paluscsak

Kerry said that he knows of no further action getting the CAP Act moving forward in Congress. The fact that it is an election year may have a lot to do with the quiet dormancy in regards to the Act. Kerry mentioned that there is a new chairman of the Federal Communications Commission (Julius Genachowski), who is reportedly very much in favor of community access facilities. However, there still are lots of states that have video service agreements, like Ohio, that are now realizing that the promises made by the cable industry have not come to pass. Competition has not developed and rates have skyrocketed, in contrast to what was promised when the VSA was enacted. On a local level, support for the CAP Act is growing, but it will take a Federal act to repeal the wrongs that occurred in the state legislation related to Public Access.

V. Public Access Update - All

Abby Boysel reported that she has contacts with two high school students that attended the recent Open House that may be interested in hosting a program on HCTV.

Reed asked about the Spring Concerts from the High School. Kerry reported that Brian Suntken had produced a program for the both the string and vocal concerts and DVD orders for those programs have been strong.

Nick reported that he is almost finished with editing on a Tree Canopy presentation that Tom Munn did at the Hudson Garden Club meeting in February. Nick is also taping the Hudson Heritage meetings and the most recent meeting featured Bill Greer, who was a past president of HHA, speaking about 1980's extension of the Hudson Green. Nick also is working on the video from the Pancake Breakfast, but has just started on the editing of that program.

VI. Previous Meeting Follow-Up - All

The committee is currently one seat short of the full complement of members. Nick suggested that it would be a good thing if the current members could bring forth ideas for candidates to fill the opening and asked the members to come up with ideas. Pat Simons asked if there was any particular organization that we would like to recruit from. Pat asked if someone from the school system would be a good choice. Kerry added that we already have liaisons with both the City school system and the Western Reserve Academy. He also added that both liaisons are very busy with their own operations and would probably not welcome having to attend another meeting on top of what they no attend.

Nick said that he would send a message to both school liaisons, just as a reminder that the committee still exists, and perhaps include a copy of our minutes, in an attempt to draw their interest back to HCTV. Kerry suggested that Brian Welch, the principal of the High School could fill the dual roll of school system liaison, but he could also be a potential new committee member, as he is a Hudson resident. Reed suggested that getting one of the merchants involved, via the Chamber of Commerce might be a good way to recruit a new committee member.

Nick asked about the Time-Warner arrangement and Kerry responded that all is well in that regard.

Nick mentioned the goal of trying to build a stronger relationship with the Hudson Library and Historical Society. Pat mentioned that the library is now webcasting some of their programs. Kerry added that HCTV does occasionally record programs at the library, and Nick added that there were some interesting presentations coming up shortly at the library that should be recorded for HCTV.

Mr. Kelemen mentioned that the grant that the library received from the Morgan Foundation to purchase the video equipment that they do have was targeted specifically for entrepreneurial presentations. Pat asked if the library can edit their own programs. Kerry said that he believes that they do have their own computer editing capability, but he did not know how much the capability is used. Kerry added that much of the HCTV programming is archived and provided to the library.

Nick mentioned that he had created a questionnaire that could be used for the proposed Business Link program revival and sent that proposed questionnaire to Carolyn Konefal from the Chamber of Commerce and Chuck Wiedie of the Hudson Community Development office. No response was received from either party on that questionnaire, so perhaps a follow-up contact is needed to get the ball rolling on Business Link.

We had talked at the last meeting about asking for comments at the end of each production and using the hctv@hudson.oh.us e-mail address for those comments. Kerry said that several staff members have access to that e-mail address, so that would be a good choice to use for general program comments.

VII. Strategic Plan Subcommittee Update – Pat Simons & Reed Stith

Reed asked if the results from previous HCTV surveys were available from the files. Kerry was quite sure that the old survey results could be located and distributed.

Reed said that the original plan was to have the key city official interviews completed by the time of this meeting, but that did not happen. Reed said that he & Pat plan to do their interviews on the week following the meeting. Abbey said that their pre-interview letters have been sent out, but they still need to schedule the meetings with the officials.

VII. Strategic Plan Subcommittee Update – Pat Simons & Reed Stith, continued

Pat asked if each interview would have a follow-up report to describe the results and details. Reed answered that the intention was to have a follow-up report for each interview. Reed mentioned that it would be best to capture the interviewee's exact words, rather than paraphrasing their comments.

Pat asked about the community-wide survey that was previously discussed. We all agreed that the city official surveys should be completed first, and then the results from those surveys could be used to develop a citywide survey scheme.

Nick said that he had compiled the results that were obtained from the paper survey that was conducted at the recent Pancake Survey. Nick thanked Pat for taking the initiative to move the survey takers out into the crowd, which proved much more successful than having the event attendees approach the table that HCTV had set up.

The team reviewed the analysis sheet that was generated from the results of the Pancake Breakfast surveys. 45 surveys were completed, and out of that group, 38 survey respondents have cable access to HCTV. Out of that group, 76% said that had watched HCTV in the previous month. Evening is the most popular time to watch and "Good Day in Hudson" and "Up Late" are HCTV's two most popular programs. Events, such as music concerts and city events, were found to be the most popular type of programming, with sports and City Council meetings as second & third. 21% of the people surveyed had used the streaming option to watch HCTV, but 92% of those surveyed said the preferred method to watch is via the regular cable signal. The Hub-Times program listing was voted the most popular method to get the HCTV program schedule.

Kerry estimated that 35% of the programming that is available on Public Access channel #15 is also available via the on-demand streaming via Peg Central. Reed asked if there had ever been a cost estimate made to stream on-demand all of the HCTV Public Access programming. Kerry added that HCTV would have to re-visit and strengthen the Internet stream rights clearances all of the Public Access producers, if the station would expand the on-demand streaming option to non-HCTV produced programming.

Pat asked about the rotation of the channel #15 programming. Kerry said that some of the programs have a fixed position and the block of programs runs for twelve hours, in order to cover the overnight time periods.

Pat then asked if there were any surprises in the Pancake survey results. Kerry said that the pattern has been that anything related to school concerts, school sports, Hudson history or how-to shows are usually the most popular. Pat asked if HCTV's government meeting coverage has impacted the physical attendance at the meetings. Kerry said that when the subject of the meeting is a hot topic, people still attend the meetings.

Nick said that he was pleased with the results of the Pancake survey. He said that the small Pancake survey has inspired him to press on with a full-access Internet survey that would be available to all citizens, hopefully linked through the City web site. Nick reported that the free Survey Monkey Internet survey engine offer only allows for 10 questions and a limited number of responses. The next step in their offering is an unlimited question package that allows for 1,000 responses. Nick said that he would like to contribute the cost of the upgraded package to the station, when we are ready to go down that road. Nick said that the most answered questions on the Pancake survey were the multiple-choice questions, and we should keep that in mind when developing the Internet survey.

VIII. Committee Fund Raising Development – All

There has been no activity in regards to soliciting grants for station programming or station needs. Nick suggested that the sub committee of Nick, Pat & Brian should plan to get together shortly to develop a plan for grant targets and grant writing. Pat mentioned the idea of using the Hudson Community Foundation as a source of non-profit liaisons.

IX. New Public Access Program Ideas

Nick said that the Hudson International Festival coming up in April could be a subject for future program recording. He also noted that the Hudson Clock Tower is 100 years old this year and he would like to develop a program centered on the history of the Clock Tower. Pat asked if Hudson Heritage Association could be involved in a clock tower production. She also mentioned that the Garden Club, who plants flowers around the clock tower, might be a source of help in creating a program. Kerry said that HCTV has several archive programs related to the Clock Tower from over the years.

X. Once Around.

Mr. Kelemen mentioned that May is Lemonade Month, and all of the elementary schools in town are participating in lemonade sales at different times through the month. He suggested that the Lemonade sales might make some interesting community programming.

Pat asked about covering the opening ceremonies for Veteran's Way Park, which is to take place sometime in May. Pat also asked Mr. Kelemen about the Safe Routes Hudson initiative that we discussed at the last meeting. Mr. Kelemen responded that he would like to see something produced for the Safe Routes program, but he was not sure when or how a production related to the subject would come about.

XI. Next Meeting Date

The next HCTV Advisory Committee meeting date is scheduled for Thursday, May 17, 2012 at 6:30 PM in the HCTV Studios in Hudson High School.

XII. Adjournment

With no further business indicated, the meeting was adjourned at 8:08 P.M.