



Hudson Cable Television Advisory Committee

Meeting Minutes

Meeting Date: September 20, 2012.

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Abby Boysel, Pat Simons, Reed Stith, A.J. Stokes, Brian Suntken and Nick Zaklanovich.
Ex Officio: Kerry Paluscsak, Barbara VanBlarcum, Mr. Alex Kelemen – Council Liaison.
Guest: Mr. Frank Youngwerth.

Not in attendance: None.

Meeting called to order by Chair Nick Zaklanovich at 6:30 P.M. Notes taken by Nick Zaklanovich.

I. Greeting of members and guests

Nick Zaklanovich greeted all in attendance. Mr. Frank Youngwerth, a long time supporter and producer of HCTV programs joined in the meeting as a guest. It was nice to have Mr. Youngwerth as a visitor.

II. Comments of Guest – Mr. Frank Youngwerth

Mr. Youngwerth was a member of the committee for six years and was chairmen of the committee for 4-1/2 years. During his tenure, his committee had a discussion on the focus and function of his committee, just like the current committee is doing now.

During his time on the committee, Mr. Youngwerth said that he began efforts to raise funds for the station, and has successfully generated over \$50,000 in contributions since then. In his tenure on the committee, he said that he looked for people that have a passion for the station and for people that want to get involved in the station operation. He also was responsible for making the initial contact with the Hudson Rotary organization, that is still producing programs of their regular meetings that are carried on HCTV. Mr. Youngwerth said that the Advisory Committee members are the eyes and ears on the community and the committee should foster and grow the awareness of the station with the citizens of Hudson to the best of their abilities.

We thank Mr. Youngwerth for his passion for the station and his concern for the long term viability of the Advisory Committee.

III. Committee Direction & Future Course – All

Nick said that because Brian Suntken needed to leave shortly and Kerry Paluscsak needed to attend to some technical issues regarding the TRIAX wiring installation, he wanted to rearrange the agenda and discuss the Goals & Planning portion of the meeting while everyone was still in attendance.

Following the workshop meeting in August, the PowerPoint presentation on the future course of the committee was not complete. To make a presentation to City Council about the committee, the group needs to state their focus and intentions to Council for their approval, but have a clear path in mind before addressing Council. To that end, Nick presented a short synopsis of the future focus of the committee: programming ideas; volunteer assistance in program production (for those that are interested in doing so); raising funds for productions, station equipment and additional grant-supplied manpower to compliment the staff; promotion of the station operation within the community and liaison with the groups and organizations within the community.

Reed Stith reviewed the contents of the ordinance relating to the committees functions. Mr. Youngwerth added that when he was the chair of the committee, Kerry and he would meet with the City Manager, and later the Assistant City Manager, annually to go over the goals of the station and the goals of the committee. He felt that such a meeting should be a function of the committee chair and the station manager, not the entire committee. Mr. Youngwerth also recommended that the yearly update meetings with the City Administration be revived.

Abby Boysel added that there is a disconnect between what is presented in the ordinance language, when prospective Advisory Committee members are interviewed, and the reality of what the committee actually does.

Brian stated that when the committee meets every other month, the members should have watched the station in the previous two weeks and should come to the meeting with questions and suggestions on how to improve the programming and to generate more interest in the community for viewers and program producers.

At this point in the meeting, the recording device failed, so the notes from this point on were generated from written notations.

Mr. Kelemen stated that other city committees have also had to work through changes in their focus, citing the Economic Growth Board as an example of a board that underwent many different alternations in their operation and focus.

Mr. Youngwerth added that the HCTV Advisory Committee is different from all of the other boards and committees in the City, in that this committee is more of a “performing committee”, in addition to its advisory role, because many of the members also volunteer to help with the station operation or program production.

Mr. Kelemen suggested that the committee should make a presentation to Council in October, if it is going to, so as not to interfere with the upcoming budget consideration. Nick said that the PowerPoint presentation needs to be modified and the presentation length needs to be cut down to below 10 minutes, before it is ready to be presented to Council.

IV. Approval of Minutes

No changes were suggested for the minutes from the regular meeting of July 19, 2012. The minutes were approved as written.

V. Station Manager's Report: Kerry Paluscsak

Kerry reported that Hudson Public Power and Hudson City Schools crews both did a tremendous job in getting the TRIAX wiring installed between the studio and Veteran's Memorial Stadium. He said that the cabling has now been terminated and final connections are being completed, hopefully in time for the Homecoming Football game against Cuyahoga Falls that will take place the next day (Friday, July 21, 2012).

The Parade of Bands Band Show that is scheduled for October 6, 2012 will be recorded by HCTV as a live to edit event.

The annual budget process is coming together. Kerry distributed copies of his budget proposal to the committee members. There is \$6,000 earmark in the proposed 2013 budget for the purchase of an additional editing computer and for the replacement of the tape video recorder decks with digital units. Kerry also said that the Grass Valley Turbo Digital Recorder and Playback unit may also be replaced in the coming year.

\$10,000 of the HCTV annual budget has been set aside to refund to the City General Fund the advanced funds that were granted for the purchase of the new Sony HD cameras. Any excess income that may be realized from franchise fees over and above the budgeted amount will also be applied to the General Fund refund.

Kerry added that the budget is not set as of yet and he may add an additional part time or seasonal employee in the final version of his budget request.

VI. CAP ACT Update – Kerry Paluscsak

Kerry said he is hearing that positive support has been growing on Capital Hill for the CAP Act on a bi-partisan basis. He added that the possibility of action on the bill may increase during the upcoming "lame duck" congressional session that will follow the November elections.

Kerry also said that HCTV may want to partner with other communities in Ohio to get support moving for the CAP Act. He suggested that Dayton, Cincinnati, Columbus and Hudson would make a strong alliance to promote passage of the act.

VII. Public Access Update – Barbara VanBlarcum

Barbara VanBlarcum reported that Healthy Hudson was planning to produce a new program to be presented soon on HCTV. Barb also said that Hudson Emergency Medical Service is planning to produce a Public Service Announcement relating to the EMS service. The Western Reserve Academy is scheduled to record an upcoming lecture. Barb said that the show that resulted from the recent HCER young people's video workshop, held at the HCTV studios, is being shown on Channel 15 on several occasions this week.

Barb also reported that a Steel Drum Concert program will be available shortly on Channel 15 as will a program documenting the histories of stadiums in Hudson over the years.

VII. Public Access Update – Barbara VanBlarcum, continued

Barb said that she attended the Hudson Newcomer's Club coffee event along with Brian and Dan Gerbracht of the HCTV staff. They spoke with some of the attendees at that event about the services provided by HCTV and the promotion capabilities that HCTV makes available to their organizations.

VIII. Committee Fund Raising Development – Brian Suntken & Nick Zaklanovich

Nick reported that he & Brian have reviewed the grant target list that Kathie Franks put together before she left the committee. Their findings were that most of the charities listed, with just two exceptions, are still in place and available for solicitation of grants. The next step will be to prioritize the organizations selected for solicitation and to decide what station need will be targeted for grants. Nick said that he would take on the writing portion of the grant endeavor while Brian will assume the roll of selling the grant applications to the potential grant candidates.

Nick also added that he located an Internet web site that provides extensive information on grant sources on a national basis and also provides good information on preparing grant requests. Using the information gathered from the web site, Nick will update the potential grant target list and prioritize the potential candidates according to the organization's goals for grant recipients.

IX. Once Around

Barb mentioned that previous committees rotated the task of taking notes. Nick said that he does not mind performing the note generation function, but rotating the task may be something for the committee to consider.

Barb also suggested that the committee appoint a vice chairperson that could assume the role of committee chair if the regular chair is not available. Nick said that the vice chairperson suggestion should also be considered by the committee members.

Nick had a list of follow-up items. First, he reported that he had sent a message to Hudson City School's Communications Manager Sheryl Sheatzly, inviting her to attend the committee meetings. Ms. Sheatzly did reply to the message, stating that she will try to attend the committee's November regular meeting.

Along that same line, Nick asked if Russell Morrison was still the contact at Western Reserve Academy. Barb said that she thought that Mr. Morrison would still be the contact. Nick asked if there was anyone at Seton Catholic that should be a contact, but no one had any knowledge of who we should contact at Seton. We need to find out who the contact should be at that school.

Nick reported that he had composed a qualification list for potential Advisory Committee members, which Mr. Kelemen had requested at the July meeting. The list can be used by Council as a guide in vetting potential committee candidates. Nick added that Council had recently interviewed a candidate to fill the existing committee opening, but the Council chose not to nominate the candidate for committee membership.

Nick said that he had met a potential committee member at the recent Clock Tower Birthday event. The gentleman that Nick spoke to did have an extensive background in the broadcast television industry and seemed to be very interested in getting involved with the station.

IX. Once Around, continued

Nick said that when they had last spoke sometime during the summer, Chuck Wiedie, Economic Development Director for the City of Hudson, had indicated that he would like to wait until fall to restart the Business Link program. Now that fall was around the corner, Nick said that he would contact Mr. Wiedie to see if he was still interested in getting the ball rolling on the program.

Nick had a list of programs that had been recorded, but still needed to be edited. He asked Barb to prioritize which programs would be produced in order of preference.

With the Pancake Breakfast survey questions as a basis, Nick suggested that the committee should start working on developing questions for an Internet-based, City-Wide survey about citizen opinions concerning HCTV's programming and service to the community.

X. Next Meeting Date

The next regularly scheduled HCTV Advisory Committee meeting date is set for Thursday, November 15, 2012 at 6:30 PM in the HCTV Studios in Hudson High School.

XI. Adjournment

With no further business indicated, the meeting was adjourned at 8:32 P.M.