



Hudson Cable Television Advisory Committee

Meeting Minutes

Meeting Date: November 15, 2012.

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Abby Boysel, Don Drenski, A.J. Stokes, and Nick Zaklanovich.
Ex Officio: Kerry Paluscsak, Barbara VanBlarcum, Mr. Alex Kelemen – Council Liaison.

Not in attendance: Pat Simons, Reed Stith, Brian Suntken.

Meeting called to order by Chair Nick Zaklanovich at 6:40 P.M. Notes taken by Nick Zaklanovich.

I. Greeting of members and guests

Nick Zaklanovich greeted all in attendance. We welcomed Don Drenski as a new member of committee.

II. Approval of Minutes

No changes were suggested for the minutes from the regular meeting of September 20, 2012. The minutes were approved as written.

III. Station Manager's Report: Kerry Paluscsak

Kerry Paluscsak reported that the Phase I TRIAX wiring project between the HCTV studio and the new veteran's Memorial stadium is complete. Some minor interconnection wiring will be completed in the spring for camera connections. The new wiring allows for the capabilities to cover more sporting events that take place in the Stadium, such as Lacrosse and Soccer and perhaps any concerts or other civic events that may take place in that new venue.

Kerry reported that STO used the wiring that is installed in the stadium during the coverage of the football playoff game that took place at Memorial Stadium on Friday, November 9 and that they appreciated having that wiring available for their use in their production of the game coverage.

Kerry plans to start the wiring of the internal portions of the High School shortly. The initial 1000' run of TRIAX cable for the internal system will be from the studio up to the light/ sound booth in the Auditorium and from there, additional TRIAX feeds will go out to the Gymnasium and the Media Center. Having the internal building wiring on the old coax system and switching between the regular definition and high definition technologies has become quite cumbersome for the staff. Once the internal wiring installation is completed, all of the sources will be on the same high definition technology.

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

Kerry said that HCTV still has commitments to produce programming using the old format initially, including School Board meetings, Boy's & Girls Basketball games and the Holiday concerts.. The Holiday concert series will run through the month of December and HCTV will record all three presentations. Brian Suntken has volunteered to produce and direct the concerts again this year. The programs will not be sent out live as they were last year, but will instead be shot live to record and then post produce the concerts for presentation at a later date.

IV. CAP ACT Update – Kerry Paluscsak

Kerry said that Congress still has the CAP Act on their docket, but with the heavy demands of the end-of-year taxing and spending situation, the House and Senate are expected to work well into the month of December. It is hoped that further action on the CAP Act will be part of the year ending business. If not, the act will still be on the docket when the new Congress convenes in January, 2013.

Kerry said that support for the CAP Act still appears to be strong on a bi-partisan basis. HCTV is now regularly scheduling PSA announcements concerning the CAP Act during breaks in Public Access programming. The PSA announcements, which were produced by the Alliance for Community Media, are intended to make the public aware of the possibility that community programming could be curtailed without passage of the CAP Act. The CAP Act PSA announcements will continue to be scheduled until the CAP Act is approved.

V. Public Access Update – Barbara VanBlarcum

Barbara VanBlarcum reported that Hudson Rotary covered the candidates and issues in the recent election. The PTA produced a program about the PIF levy for the Hudson Schools. The League of Women Voters produced a program regarding State Issue #2. The PTO produced a program related to the Run for Schools event. Healthy Hudson continues to produce a monthly program. The Hudson EMS came in to record two PSA announcements. The first was for their "Fridge Pack" initiative and the second PSA, which will be on the schedule in January, extols the virtues of heart defibrillator machines, including an interview with a citizen whose life was saved by the defibrillator at Ellsworth Meadows Golf Course.

The Akron Youth Ballet produced a PSA related to their Nutcracker performances at the Akron Civic Theatre that are coming up late in November and also in December. Western Reserve Academy produced two concerts for Music from the Western Reserve and a few guest speaker sessions. HCTV produced some programs of Hudson Community First events. The Take a Second, Make a Difference program is on the station right now, as is the Resiliency forum that took place in the Media Center a few weeks ago. Coming soon is a Career Panel program where the students hear from several professional people about life in the business world.

Brian Suntken has produced a Buckeye Music program that was made at The Ohio State University and other locations. The Women's Club had a nice presentation to honor Veteran's Day that is being shown on the station.

The Clocktower 100th Birthday party, Taste Of Hudson and Green on the Green were all recent community events that have appeared recently on the station. The Channel 17 Bulletin Board has also been busy with announcements from all types of organizations.

V. Public Access Update – Barbara VanBlarcum, continued

Kerry added that the programming hour quantity data that was lost some time ago, is being resurrected via the hard work of Jamie Douglas from the staff. The data for 2011 is now available and half of the 2012 programming hour information has been restored. For 2011, Kerry reports that 14,808 hours were presented. For 2012, the station is on track to possibly reach the 15,000 hour mark.

Kerry also added that he had just attended the first round of five-year budget meetings before Council. During the meetings, Dr. Williams made some suggestions relating to the way that donation funds are included in the budget.

Mr. Kelemen stated that there was also concern expressed by Council that the revenue source from Time/Warner will remain stable. Of course, Council is aware that we have no control over the funds that come from Time/Warner. Kerry said that satellite television services are the only real threat to Time/Warner business in Hudson, and therefore a threat to the funding brought forward from the cable company. If another cable choice becomes available in Hudson, the same franchise charges generated from Time/Warner would apply to the new cable operator, whoever that may be. Looking at the quarterly payments from Time/Warner, the satellite threat does not appear to have much, if any impact.

VI. Committee Direction & Future Course – All

Following the discussion related to the future direction of the committee, we had discussed making a presentation to City Council to advise them of the outcome of those discussions. However, since the final presentation was not in a form that could be used as a presentation, Nick passed around a copy of a PowerPoint presentation that he made that condensed and organized the future plan. The single printed copy of that PowerPoint presentation was passed around the group. Nick said that he would e-mail the presentation to the membership.

Nick asked Mr. Kelemen for his opinion on the committee making a presentation to Council or if he (Mr. Kelemen) would be the better vehicle to advise Council. Mr. Kelemen responded that he felt that the committee should present to Council the outcome of our future course discussion, indicating that he did not think that as the liaison to the committee it would be something that he should be doing. Mr. Kelemen suggested that January or February of 2013 would be a good time to request time for a presentation.

He also suggested that a video presentation might be a good thing to do as part of the Council update, perhaps documenting the evolution of the operation of the years including program as well as the technical evolution of the station. Mr. Kelemen suggested that the video created may then be applicable as a promotion video that could be shown on the station and / or shown to groups around the community.

Kerry suggested that the Council Workshop would be the best venue for a presentation to Council. Mr. Kelemen reported that the tentative Workshop dates for the first two months of 2013 are – January 22, February 12 and February 22. We would have to advise Council ahead of time when we would like to appear before them for a presentation.

VII. Community Organization Liaison

As part of the new committee focus, we would like to start visiting and hopefully building relationships with the numerous groups and organizations in town. Nick was reviewing the list of organizations that Barb had generated with an eye towards prioritizing the groups that we would like to target for presentations.

VII. Community Organization Liaison, continued

Nick said that the most recent Hudson Community Directory also contained a list of organizations in the City, some of which were not included on the original list. He said that he will incorporate any new suggested organizations onto the prioritized liaison list.

At the last meeting, a presentation guide was distributed as a base line for committee visits with organizations. Nick suggested that on the group presentations we could work as two-person teams, much like we did during the personal interviews that were conducted. Barb suggested two organizations that should be priority targets for a visit: the Hudson Kiwanis and the Hudson Jaycees.

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

Nick reported that he and Brian have not met since the last meeting and have not been able to move any further on the fund development efforts. We hope to have more update information before the next committee meeting.

IX. Previous Meeting Follow Up Discussions

Nick asked Kerry if the retirement of the current 14th Ohio Congressional Representative Steve LaTourette would have an impact on the CAP Act enactment efforts. Kerry answered that there are numerous co-sponsors of the act, but that Congressman LaTourette was a strong supporter of Community Access Television and we hate to lose someone with such staunch support for PEG and the CAP Act.

Nick asked if Kerry knew the position of the newly elected representative, Mr. David Joyce, concerning the CAP Act. Kerry did not know what Mr. Joyce's feelings are, but Nick said that he would make contact with Representative-elect Joyce to ask for his support on the legislation.

Nick asked for an update on the TRIAX wiring installation inside of the high school building. Kerry responded that the cable is in the building, but it has not been installed. He had hoped to have had the building wiring installed before November 30, 2012, but if that does not happen, the station will continue to use the old cameras and cabling for events in the High School building, until such time as the new TRIAX cable is installed. When the wiring installation does take place, the plan is to have the school perform the installation. Hudson Public Power personnel will not be involved on the interior wiring as they were on the wiring installation to the Stadium.

As discussed at the September meeting, a copy of the minutes was sent to Sheryl Sheatzly, Communications Manager for the Hudson City Schools. After receiving the minutes, Sheryl had indicated that she would attend the November committee meeting. Kerry added that HCTV is working with the schools on a shared intern that will be working with Sheryl on PSA messages that will then be recorded in the HCTV studio. The intern will be a University of Akron student with plans for the program to start in January, 2013. It is hoped that the internship will be an on-going revolving program with a new student brought in every semester.

Nick thought that perhaps we should make an attempt to contact Western Reserve Academy to see if there is any interest in building on the relationship that is already in place between the school and the station. Barb suggested that Thomas Moore, who is the communications liaison at WRA would be the most likely contact at the school.

IX. Previous Meeting Follow Up Discussions, continued

Nick reported that he did contact Hudson Economic Development Director Charles Wiedie to see if there was still interest in reviving the Business Link program that would focus on small and large businesses in the City. Mr. Wiedie is still interested, but it was thought that it would be best to delay the start of work on the program until after basketball season has concluded.

Nick has two programs that are in the process of being edited, The Heart of Hudson Art Walk and the Fire Station Open House programs. He asked Barb which program she would like to see prioritized. Barb said that since the Heart of Hudson is the new event of Leadership Hudson, she thought that that program would have priority.

Barb had suggested at the September meeting that the committee may want to appoint a vice chairperson that could assume the role of committee chair if the regular chair is not available. Nick nominated Brian Sunken as the vice chairman, even though he was not present at the November meeting. Abby Boysel seconded the nomination. The committee voted by acclamation to elect Brian as vice chairmen. Since he was not in attendance, Nick said that he would let Brian know that he was selected to be vice chairman, if he would agree to serve in that position.

Barb also mentioned at the September meeting the idea of rotating the task of producing the meeting notes. Nick said that he did not mind performing the note generation function, but rotating the task may be a good idea to share the load among the members. Nick said that he would create the minutes for the November meeting. In 2013, he will generate a rotational schedule of who will provide the minutes each meeting. Nick said that he will continue to create the meeting audio files and then send the audio files to the committee member that will be providing the notes after each committee meeting.

For new access program ideas, Barb suggested that the Santa on the Green and Hudson Holiday Walk are usually recorded for presentation on HCTV. Nick said that he would be interested in producing a program from the two events.

Mr. Kelemen said that the Chamber of Commerce would be presenting their Hudson Business of the Year awards sometime early in December. He suggested that the presentation would be a good production to have, but also suggested that a follow-up visit to the businesses that are selected may be a good idea.

X. Once Around

Abbey suggested that it would be a good idea to have Barb e-mail a list of upcoming events that could be recorded to the producers so that the information is available to those that are interested. E-mailing the list would be another way to “spread the word” about recording opportunities beyond the information written on the scheduling board.

XI. Next Meeting Date

The next regularly scheduled HCTV Advisory Committee meeting date is set for Thursday, January 17, 2013 at 6:30 PM in the HCTV Studios in Hudson High School.

XII. Adjournment

With no further business indicated, the meeting was adjourned at 7:40 P.M.