



## Hudson Cable Television Advisory Committee

### *Meeting Minutes*

Meeting Date: July 18, 2013.

Meeting Location: HCTV Studios, Hudson High School.

**In attendance:** Don Drenski, Timothy Ritley and Nick Zaklanovich.

Ex Officio: Barbara VanBlarcum, Dr. Dan Williams – Council Liaison.

**Not in attendance:** Abby Boysel, Michael Coburn, A.J. Stokes, Ex Officio: Kerry Paluscsak.

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 in attendance.

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

Don Drenski moved that the minutes from the regular meeting of May 16, 2013 be approved as written. The minutes were approved by acclamation.

### **III. Station Manager's Report**

In Kerry Paluscsak's absence, Barbara VanBlarcum filled us in on what she knew that would apply to the Station Manager's report

Barb noted that per the last meeting notes, there had been an inquiry regarding expanding HCTV service to Boston Heights and any other surrounding communities. She noted that many events from outside of the city limits, specifically Boston Heights are posted on the community bulletin board on channel #17. Dr. Williams noted that he felt that serving the Boston Heights area, which is included in the Hudson City School district, would be a particularly good goal to achieve. Barb thought that maybe the Boston Heights citizens who are in the Hudson district were already being served, but Nick thought that the Time Warner service that delivers HCTV stops at the city borders. Nick said that he would check with Kerry to get the correct story.

### **III. Station Manager's Report, continued**

Don asked what determines the funds that come from Time Warner. Were the fees determined by the number of households served or by a measure on the income coming from the cable fees? If so, how does Time Warner determine what portion of their service area generates the franchise fees for that support HCTV operations? Barb responded that the distribution information used to be shared back in the Adelphia Cable days, but since the franchise agreements ended, Time-Warner does not share the information on how the franchise fees are calculated.

Nick asked if there have been any equipment upgrades since the last meeting. Barb did not know any details on any recent equipment upgrades.

Barb reported that the recent productions done by staff were the Hudson Junior Invitational Golf Tournament; the Hudson High School Graduation Ceremonies and coverage of the Memorial Day Parade. Don asked how the parade coverage went, considering the time change from previous years. Dr. Williams said that everything seemed to go well and the crowd seemed to be at a normal or perhaps slightly higher level than previous years.

Nick mentioned that the overhead shot of the parade that came from the Clock Tower seemed to be an improvement over the ground level shot. Nick also asked if it would be possible to position someone south of the Clock Tower that would "cue" the parade hosts on what portion of the parade was coming towards them. Barb said that she thought it may help to have some advance hints on the parade participants, since there had been some deviation from the original parade line up.

### **IV. CAP ACT Update**

Nick said that he forwarded to the committee members the latest information that Kerry had sent from the American Community Television organization about the CAP Act.

Don asked for a short summary of the CAP Act and what it would do if it was enacted. Nick said that he would e-mail that summary to Don.

Don asked what the enactment of the CAP Act would do for HCTV. Nick said that the act would protect the HCTV operation from funding cutoffs by the cable suppliers. He also mentioned that numerous PEG operations have closed down in the past year and the CAP Act would help to protect the funding sources for PEG stations.

Nick said that he had intended to contact new U.S. Representative David Joyce about his support for enactment of the CAP Act, but had not yet done so. He promised to make the contact in the next few weeks.

### **V. Public Access Update – Barbara VanBlarcum**

Barb updated the group on the public access programs that had come about since the last meeting.

A parents group has been recording rugby games in Hudson. Seven games have already appeared on the station with two or three yet to appear. One of the members of the parents group is also involved with ice hockey, so they may provide coverage of some local ice hockey games in the coming hockey season.

## **V. Public Access Update – Barbara VanBlarcum, continued**

The graduation ceremony for Hudson Montessori School was presented as Public Access. The annual Ice Cream Social program was produced by a Hudson High School student. Half Hour to Health is an acquired show that is appearing on the station. It is produced by a chiropractic doctor from the Cleveland area.

Brian Suntken continues to produce the Buckeye Music programs featuring varied music presentations from around Ohio. Brian is also continuing to produce the Bravo, Kent State programs about happenings in and around Kent State University.

Brian, Nick & Nick's wife, Allyn all worked on the Parade of Circle program that featured the annual University Circle arts parade. The Hudson Bandstand Concerts have been regularly showing as the summer progresses. The fifth grade Elementary School student program about Ellis Island is also appearing as a Public Access program.

The Ohio Author's Panel discussion and Author's Book Fair were recorded at the Hudson Library & Historical Society. The recent bi-annual Hudson Community Expo and the Hudson International Festival had programs about them. Mr. Tom Vince's presentation comparing Abraham Lincoln and John Brown has been appearing on the station.

Barb produced a program providing coverage of the art display that has been on-going at the Margaret Clark Morgan Foundation. That program has been showing regularly on HCTV. There is also a program being produced about the Land Lab, as a joint project with the schools. The program will answer questions about the process of the lab and the varied organizations that have been involved with the project.

Brian Suntken is working on the editing of another Tom Vince discussion concerning the settlement of the Western Reserve. The program should be on the station shortly. Nick is working on a program about Community Day at the Hudson Farmer's Market that will be completed shortly.

## **VI. Community Organization Liaison**

Nick reviewed the list that was presented at the last meeting of organizations that we could visit to spread the word on the value of HCTV to the organizations and the individual members. Some of the organizations listed do not meet in the summer months.

The Garden Club, which was selected as the number one group for a visit, is not meeting again until October. They also meet on the third Thursday of the month, so there would be some conflict with our committee meeting schedule. We will coordinate a visit with the Garden Club that does not conflict with our meetings.

E-Mail messages were sent to both the Hudson Economic Development Corp. and the Hudson Jaycees to see if we could speak at their meetings. No reply has been received from those inquiries.

Nick reported that he had met with the officials of the Friends of Hudson Parks at the recent recording session at the farmer's Market. They seemed interested learning more about the station & in making greater use of the station. The next board meeting of the group is on August 8, so plans will be made to make a presentation to the Friends of Hudson Parks at that time. Nick asked if one of the other members would join him during that visit.

## **VI. Community Organization Liaison, continued**

Barb mentioned that the Friends of Hudson EMS is a similar organization to the Friends of The Parks and they have already utilized the station in the past. They may also be a good organization to visit, but sometime in the future, since they do have some familiarity with the station.

## **VII. Committee Fund Raising Development –Nick Zaklanovich**

After reviewing the short list of possible grant sources that was presented at the May meeting, Nick said that perhaps the most promising sources of grant may be the ICF Foundation, because of its Hudson roots and the First Energy charitable fund, which is earmarked for community & economic development.

The Cleveland Foundation is also a good target for grants. The Cleveland Foundation requires a preliminary submittal, which if approved, would lead to a more detailed submittal. Nick has started work on a preliminary proposal for the Cleveland Foundation, in hopes that funding could be provided for Oral History programming.

Don asked if anyone has any experience in writing grants. None of the members present have written grants before. Barb suggested that former committee member Ginny Frazier could be asked to help in the grant writing endeavor. Dr. Williams suggested contacting the Hudson Community First group for assistance with grant writing. Dr. Williams said that they do grants all of the time and he thought that they would be willing to review any submittal we may have or help us in the development of a grant submittal.

Dr. Williams reminded us that the Rotary Club of Hudson is ready and willing to continue the support that they gave to the station last year. In order to get the funds, someone from the station will have to fill out and submit a request form for the Rotary Club to act and provide funding. Nick said that he would contact Kerry to make sure that someone takes care of the Rotary form submittal.

Barb said that the station was currently showing the recent oral history with Helen Morse and will be re-showing the oral history of Peter McDonald shortly. Barb said that she encourages people to create as many oral histories as we can get and that getting grant money to produce such programming is an important goal to set.

Dr. Williams asked about a project that Mayor Currin is working on that he had learned of that is made up of interviews with citizens of Hudson. Barb responded that she believed that the program, titled “Pride of Place” was almost complete and is being produced by Cleveland Michael Milkovich. Barb said that Mr. Milkovich has produced similar programs for other communities in the area. She also added that HCTV has not been involved in the program’s production, but did provide some video that will be included in the program.

## **VIII. Previous Meeting Follow Up Discussions**

Nick said that there has been conversation over several meetings to revive the Business Link program that has been dormant for a many years. The idea is to focus on two local businesses a month and produce a half hour program detailing those businesses. Kerry had said at the last meeting that Liz Murphy from Destination Hudson may be involved in the program as host.

## **VIII. Previous Meeting Follow Up Discussions, continued**

Nick said that he would contact Mr. Chuck Wiedie, the Hudson Community Development Director, in the next week following the meeting, concerning the Business Link program. Dr. Williams added that he would think that the City Administration, and specifically Mr. Wiedie, would be very anxious to get the Business Link program going.

Barb said that she would be willing to help with the production of Business Link, once it is back in operation.

Dr. Williams asked why the decision was made to not charge for featuring a business on Business Link. Nick answered that the thought was to make it a city service to the business community. It was also thought that charging to appear on the program may scare away some of the businesses that might otherwise like the exposure.

Don asked who would own the program. Barb responded that she thought that it would be an HCTV production, but was not absolutely sure. Nick said that he would contact Kerry to make sure that the program would be an HCTV production, when it was revived. Barb added that it would be eligible for posting on Peg Central as an on-demand program, if it is, in fact, a production of the station. Don suggested that perhaps the DVD of the program could be sold to the businesses as a source of revenue for the station.

Nick presented a schedule of rotating the notes creation process according to the schedule. With the rotation program, each member should only have to write up the notes less than once a year. Nick will provide the audio file of the meeting to the member that is creating the minutes as a detailed guide for their creation.

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

Nick said that he plans to record at the Western Reserve Academy Antiques Festival on Labor Day. Since we have created programs for The Taste of Hudson for two years in a row, the thought is to not record this year at that event.

Barb said that the upcoming Sidewalk Sale in the downtown area may be a recording opportunity. Barb & Don also discussed the possibility of doing a “camera on the street” program, along the lines of the old Half Hour Show, but without the guys in the chairs. They also discussed setting up a camera in the compact car angled parking spots on Main Street and just recording life as it passes by.

Dr. Williams mentioned that an upgrade project is in the works for infrastructure improvements along Main Street. Barb said that she suggested to city engineer Thom Sheridan that cable wiring should be installed along with the other improvements that are being done. Apparently, the Main Street buildings do not now have access to cable TV service. Dr. Williams said that work would be taking place next year and it may be interesting to record that project, since most citizens have a strong interest in what happens on Main Street.

## **IX. New Access Program Ideas, continued**

Nick asked about the Open Forums that Council President Davis Basil holds on occasions. Third Ward Councilman Alex Kelemen had asked that his next forum be recorded, but no further 3<sup>rd</sup> Ward forums have yet to be held. Nick asked if Dr. Williams thought that Mr. Basil would be interested in having his Open Forum meetings recorded. Dr. Williams said that he was not familiar with the format of the forums, but thought that it may be something that could be an interesting addition to the Council interface with the citizens. Nick said that he would contact Mr. Basil and pose the question of recording the Forums.

## **X. Once Around**

Barb said that she had recently met a woman involved with a historical society in Brecksville. That woman was very happy to learn that HCTV has been recording the Tom Vince historical presentations over the last 16 years.

Nick mentioned that HCTV staff member Brian Sunken is planning to shoot video at the coming Gettysburg Battle reenactment that is scheduled to take place at Hale Farm in August. The reenactment is in remembrance of the 250<sup>th</sup> anniversary of the Gettysburg conflict.

Nick asked if the Hudson High School Football schedule has been posted yet. Barb said that she had not seen it. Dr. Williams said that he saw that the first game was an away game.

Nick asked if there was any progress on getting awnings to protect the HCTV cameras during stadium events. Barb was not aware of any further news. Dr. Williams suggested that we contact Mr. Chuck Shilling, Facility Manager for the schools, to see if there were any plans in place for awnings. Dr. Williams said that we should contact Mr. Shilling quickly, before Mr. Shilling gets too busy preparing for the reopening of the schools.

Nick asked if he should contact Mr. Shilling about the awnings and Dr. Williams suggested that it would be wise to make contact with Mr. Shilling to assure that something gets done before the 2013 football season starts. If we wait until the season starts, it is very possible that the awnings will not be attended to. Nick said that he would contact Mr. Shilling via e-mail and copy Kerry with the inquiry.

## **XI. Next Meeting Date**

The next scheduled HCTV Advisory Committee meeting is scheduled for Thursday, September 19, 2013 at 6:30 PM in the HCTV studio at Hudson High School.

## **XII. Adjournment**

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