



Hudson Cable Television Advisory Committee

Meeting Minutes

Meeting Date: September 19, 2013.

Meeting Location: HCTV Studios, Hudson High School.

In attendance: Abby Boysel, Michael Coburn, Liz Murphy and Nick Zaklanovich.
Ex Officio: Kerry Paluscsak, Barbara VanBlarcum, Dr. Dan Williams – Council Liaison.

Not in attendance: Don Drenski, Timothy Ritley, A.J. Stokes.

Meeting called to order by Chair Nick Zaklanovich at 6:34 P.M. Notes taken by Nick Zaklanovich.

I. Greeting of members and guests

Nick Zaklanovich greeted all in attendance. No guests were present. We welcomed Liz Murphy as a new committee member. Welcome aboard, Liz.

II. Approval of Minutes

Hearing no suggestions for changes, the minutes of the regular meeting of July 18, 2013 were approved as written.

III. Station Manager's Report, Kerry Paluscsak

Station Manager Kerry Paluscsak updated us on some of the items that were mentioned during the July meeting.

In regards to franchise fees, Time-Warner pays Hudson a franchise fee of 5% of all cable revenue collected in the City. The franchise fee is not collected on revenue from Internet or telephone service fees. The amount collected from Time-Warner is then passed through by the City to HCTV to cover the cost of operations. No information in regards to the number of subscribers or the percent of market penetration in town is provided by Time-Warner. The last estimate that was provided by Cablevision, when they were bought by Adelphia, was that 62% of the citizens received cable television service. The current rate of franchise payments seems to indicate that the number of homes receiving cable service is higher than that 62% number, but there is no way to verify that fact.

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

Kerry reported that the budget for the current year is in good shape. No discussions have been held or are planned in the near future for including Cuyahoga Falls or Boston Heights in the HCTV service area, within the Hudson City School borders. There may be some movement in that direction later in the year, as Council and the Mayor consider including such a proposal in the regionalism initiatives that have been discussed previously.

Coverage of Hudson High School football has commenced on HCTV. Some video wiring at Memorial Stadium still remains to be completed between the Press Box and the main connection junction block behind the stands. Short temporary cable runs are still needed to make up for those missing video lines. All of the audio lines between the studio and the stadium are complete.

Election season has begun and HCTV is providing Public Access time to candidates that request time. Some candidates recorded programs for themselves earlier in the day of the meeting. Michael Coburn asked about production rules and the scheduling the candidate's programs. Kerry responded that it is considered Public Access programming, and therefore, the election productions must conform to the Public Access rules. The scheduling of the candidate programs is handled in as fair and equal a manner as possible.

Abby Boysel thought that it would be a good thing to have the candidate programs run as a rotating block of programs, which would allow the citizens to see and compare the candidates easily.

Liz Murphy asked about the status of the canvas covers for the HCTV camera positions at Memorial Stadium. Kerry answered that the top covers were installed on the day of the first football game and the side covers are still being fabricated and will be installed shortly.

Kerry mentioned that HCTV will produce two women's volleyball games in the next month. Abby suggested that perhaps Wrestling would be another sport to cover. Abby said that she would like to record some of the wrestling matches. Kerry added that it would be possible to use the studio cameras to record wrestling events in the gymnasium, if desired, rather than trying to record the event with the Public Access cameras.

Kerry said that HCTV will be providing election result updates again this year. He is able to perform that task via remote access into the station's graphics computer.

Kerry and station engineer Dan Gerbracht attended an equipment show in Columbus in the week prior to the meeting. They attended the show to get ideas on the planned upgrade to the Council Chamber video capabilities, including replacing the single-chip security-type cameras that are in use now with higher definition cameras. The video switcher in the chambers is also planned for an upgrade.

Michael added that one comment that he had received about HCTV was that the audio portion of the Council meetings could use some improvement. Kerry responded that the Council Workshops are a problem because only four PZM microphones are used at those events. Kerry thought that perhaps two additional microphones could be added to improve the sound pick up during the Workshop meeting.

Kerry said that the City is looking to expand the video recording in the Council Chambers to some of the other boards and committees that meet there. The goal is to provide a documentation of the meeting discussions, without requiring staff to be present to take the notes. The video recording will not totally replace the written notes, but instead, will supplement them.

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

Nick asked if the wiring in the gymnasium is complete. Kerry said that the wiring is all in place in the Gym, but the cable terminations still need to be installed, connectors that will allow the cameras to be plugged in easily for use.

Nick asked about the candidate forum that is put on every election year by the League of Women Voters. Kerry said that the national organization of the League will not allow the event to be recorded, due to concerns over comments being taken out of context.

Dr. Williams said that the Rotary candidate forum will take place a week prior to the election. The Rotary meetings are routinely presented on HCTV, but the program may not appear on the schedule until just before the election.

IV. CAP ACT Update

Kerry reported that the primary organizations that have been promoting the CAP Act have been in contact with the Congress members, and support seems to be in place. However, with the current budget discussions occupying Congress, the CAP Act may not be a priority item at this time. Sponsorship for the bill appears to be strong.

Liz asked why anyone would not be in favor of the CAP Act. Kerry answered that the cable companies would be the only group that would not be in favor of the act becoming law, because enactment would impact their revenue stream.

V. Public Access Update – Barbara VanBlarcum

Public Access Coordinator Barbara VanBlarcum updated the group on the public access programs that had come about since the last meeting.

Lots of bulletin board announcements have been coming in, particularly since the school season has started. Holy Trinity Church has restarted production of their program. The producers of the Healthy Hudson program that aired previously on the station are still unable to resume production, due to work schedule changes. However, one of the producers has recorded a program regarding Hands On CPR, featuring a gentleman whose life was saved by the revival procedure.

Nick has delivered a program about the Friends of Hudson Parks event called Pack the Pond at Hudson Springs Park. The production on the Barlow Farm Fall Fest has just started being edited and will include some second camera recording provided by a high school student.

Liz asked if any recording was done at the recent Family Fun Night. Dr. Williams said that, although no recording was done at the event, it was a successful event that will most likely come back again next year.

Barb said that a weekly Public Access program called Memory Matters will start appearing on the schedule. It is a 15 minute program, recorded in the studio. The production schedule for the program is set for the next year, in advance.

V. Public Access Update – Barbara VanBlarcum, continued

Brian Suntken continues to produce the Music from the Buckeye State series of programs. He has also recorded all summer long at music programs at Kent State University and continues to produce the Bravo Arts program, also affiliated with KSU.

We were all happy to learn that The Half Hour Show is returning to HCTV with new productions, starting the week of the meeting. The hosts are the same, Christopher Dolciato (Left Chair) and Gary Maher (Right Chair) as when they stopped production several years ago. They are asking for ideas on new productions.

Kabhir Bathia has also recorded a new Up Late program recently and hopes to produce more shows this fall.

VI. Community Organization Liaison

Nick reported that both he and Michael had attended the Friends of Hudson Parks regular meeting to promote HCTV availability to the members in attendance.

We have also reached out to the Hudson Farmer's Market director, which has resulted in a Public Access program that focused on the Community Days event at the Market.

Nick also said that he had recorded a Fire Truck Muster event that took place at Barlow Farm Park a few weeks ago. The event, sponsored by the Hudson Fire Department, featured 15 -20 vintage pieces of fire equipment, all on display and operational. The event recording should turn into a very entertaining program.

Nick said that he would like to visit more community organizations from some of the list of city groups that was generated. Liz said that she would be meeting with the senior citizen organization about Destination Hudson, so she may add an HCTV presentation to her Destination presentation.

Barb asked if we had interfaced with the Hudson Jaycees as a possible contact organization. She thought that they would be interested in promoting their Hudson Haunted House endeavor on the station. Dr. Williams asked if the station had ever covered the annual Rotary Auction. Barb said that she had attended the event, and had promoted it on the station, but no recording has ever been done.

Liz asked if the station has ever done anything with the Hudson Community First organization. Barb said that the station had some contact when Community First started up, but has not had any contact since in regards to promoting the organization on HCTV.

Barb mentioned that the Yoga Lounge expressed interest in producing a program, but seems to have put that effort "on the back burner". They would need to check out equipment to record at the Yoga Lounge location, and that appeared to be problematic to them proceeding further.

Liz was also going to speak to the Hudson Newcomers organization about Destination Hudson. They would also be a good group for HCTV to present to. Barb mentioned that the station has recorded the Newcomer's annual fashion show in the past years.

VI. Community Organization Liaison, continued

Liz asked about working with the Hudson Garden Club. Barb said that their Club presentations are regularly recorded and presented on the station. Katy Robinson from the station was actually recording the Garden Club event on the same evening of our meeting. The presentation that Katy will be recording is of Mark Trapp from the Trapp Family Farm on Route 303 in Peninsula, a natural farm operation.

Nick mentioned that he noted that there are members of the Friends of Hudson Parks that also serve on the Park Board. We were under the impression that we could not serve on the Cable Advisory Committee, while also serving on a potential Friends of Hudson Cable organization. The situation with the Parks group seems to negate that impression. Dr. Williams said that he would check that out to see if we could have a similar arrangement with our committee members.

Liz asked about a comment in the previous minutes that the HCTV channels 15, 16 and 17 were not available to some subscribers of Time Warner. Kerry said that he is anticipating the delivery of a report from Time Warner on a resolution to the possible problem with delivering HCTV channels on the digital tier. Kerry said that it is a programming manpower situation in the "mapping" of the digital encoder boxes for each served community that needs to be resolved by Time Warner.

Michael asked if perhaps the committee members should contact Time-Warner to inquire about and perhaps move along a resolution to the channel mapping problem. Kerry suggested that we wait at least a month to do so. Kerry said that he will get in touch with his contact at Time-Warner for an update on the situation. He also mentioned that his Time-Warner contact mentioned to him that HCTV is doing Public Access the way it is supposed to be done and that is what Time-Warner would like to see other communities do with their Public Access stations.

Kerry said that Time-Warner does monitor local media for references, positive or negative, regarding their service. Kerry said that he will be doing an interview for Hudson Monthly in the next week and that could be an opportunity for him to indicate that end users need to let Time-Warner know if they do not receive HCTV.

Liz mentioned the refrigerator pack initiative that has been promoted by the Hudson Friends of EMS group. Barb added that the group has recorded a few PSA-type announcements at the station concerning the refrigerator packs.

Dr. Williams suggested that we should visit the Friends of EMS organization on a liaison visit to promote HCTV. Barb added that even though they have contacted HCTV previously, she thought it would be a good idea to invite them to come back again.

Nick said that he would be sending out e-mails before the next meeting, asking for volunteers to schedule a couple of liaison visits.

VII. Committee Fund Raising Development

Nick reported that there will be a non-profit grant seminar offered by the Hudson Library & Historical Society sometime in November. He has already reserved a spot at that seminar.

VII. Committee Fund Raising Development, continued

Liz mentioned that by joining the Foundation Center of Cleveland she has had the opportunity to attend a few of their seminars. Liz thought that it was important to get different views from different people on the grant writing effort.

Liz also mentioned that ICF, one of the targets that we selected for a grant submittal, only accepts grant applications in the spring season. Liz asked about the Burton Morgan Foundation. Barb said that the Morgan foundation does not deal with municipalities, so that precludes any further grant contact with that organization. Liz said that perhaps a "Friends of" organization would be a good thing to have, just for such a situation.

Dr Williams reported that the Hudson Rotary has received the application from HCTV for a grant. The grant has not been approved yet, but Dr. Williams believes that it will be approved at the next Rotary meeting.

Liz mentioned that the History Fund could be a source of funds for the Oral History projects. The fund is financed by a check off on the personal tax return filings. Liz also mentioned The Foundation Center, which is an organization that helps non profits apply for grants. Free access to the Foundation Center web site is provided at the Hudson Library & Historical Society.

Liz asked what we are doing about establishing a "Friends of HCTV" organization. Kerry said that the initial stage of applying for the non-profit standing from the IRS would be the first step. Liz said that Destination Hudson is just starting the process of applying for non-profit certification.

Dr. Williams said that he is aware of several groups in town that are applying for the status and that he felt it was a reasonably easy effort that is pretty straight forward. Liz said that since she was already applying for non profit status for Destination Hudson as part of her position there, she could easily make a duplicate application regarding HCTV.

Dr. Williams said that he would inquire with the City to make sure that members of the committee could also be members of a concurrent non-profit group tied to the station.

VIII. Previous Meeting Follow Up Discussions

Liz reported that she has had discussions with Mr. Chuck Wiedie, Economic Development Director for Hudson about reviving the Business Link program. Kerry added that he had spoken to Mr. Wiedie the same afternoon as the meeting. Mr. Wiedie told Kerry that he is happy that Liz is on the committee and is willing to be involved in the revival of Business Link. Nick added that he had sent an e-mail message to Mr. Wiedie about the program and had not received a response. Nick felt that maybe Mr. Wiedie was not interested in reviving the show, but the reports from Liz and Kerry seem to indicate that that assumption was wrong.

VIII. Previous Meeting Follow Up Discussions, continued

Kerry said that not linking the show with the Chamber of Commerce would free HCTV up to feature businesses in Hudson on the show that are not members of The Chamber. Liz asked if there would be a charge to businesses that would appear on a revived Business Link program, Kerry said that his feeling was that appearance on the program should be at no charge, a service to business by the City of Hudson.

Dr. Williams suggested that the revived Business Link could initially be a free service, but if the demand becomes high, it could become a fee service, albeit a small charge. Kerry suggested that another meeting be scheduled to further discuss Business Link with Mr. Wiedie.

IX. New Access Program Ideas

Nick said that he had made up a list of coming events in Hudson that could be covered by HCTV, but he had already missed two Library events that were on the list. Nick asked if the annual Parade of Bands event would be covered, as it has in the past couple of years. Kerry said that the October band event would be recorded.

Barb said that the High School Hall of Fame induction would take place in the next week and would be on the channel 15 schedule on the night of the Parade of Bands. Dr. Williams said that there are 20 inductees in this first class of the non-athletic Hall of Fame. The plan is to alternate years going forward between athletic and non-athletic Hall of Fame inductions.

Nick said that he plans to record a program about the second annual Heart of Hudson art walk event that is coming up shortly. Liz suggested that the Merchant's Trick or Treat event could be another potential event for coverage.

X. Once Around

Kerry mentioned that coverage of girls' volleyball will take place in the coming week and that the "meat" of the football season is coming up. Dr. Williams confirmed that fireworks will be an added attraction at the upcoming Homecoming football game vs. Cuyahoga Falls.

Liz mentioned that July 5, 2014 will be the date for the annual fireworks show, but next year, there will be a family friendly event that will precede the fireworks display. There is a possibility that the Akron Symphony Orchestra may be involved with the 2014 Independence Day event.

Nick presented a schedule of meeting dates that included a plan for rotation of the generation of the notes task among the members. Michael volunteered to swap the date for the September meeting notes with Abby.

XI. Next Meeting Date

The next scheduled HCTV Advisory Committee meeting is scheduled for Thursday, November 21, 2014 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.