



TOWN OF HUDSON
CABLE UTILITY COMMITTEE



12 SCHOOL STREET HUDSON, NEW HAMPSHIRE 03051 603/886-6024 FAX 603/598-6481

Michael O'Keefe, Chairman Robert Guessferd, Selectman Liaison

PUBLIC NOTICE
MINUTES

CABLE UTILITY COMMITTEE
December 12, 2024

HCTV Access Center
Benson Park
19 Kimball Hill Road
Hudson, NH 03051

Not yet approved by HCUC

1. **Call to Order By:** Michael O'Keefe at 7:00 PM
2. **Public Input** - none
3. **Attendance**
 - **Present**
 - Michael O'Keefe {Chairman}
 - Stu Kroner {Vice Chairman}
 - Diane Cannava {Clerk}
 - Pete Lanzillo {Member}
 - Gary Gasdia {School Board Representative}
 - Kara Roy {Board of Selectmen Representative}
 - Mike Johnson {Director of Community Media}
 - **Excused**
 - Len Segal {Member}
4. **Public Input** - none
5. **Approval of Minutes**
 - Motion to approve Minutes for July 8, 2024 as written**
 - Motion made by Stu Kroner and seconded by Pete Lanzillo**
 - Motion passed: 6-0-0**

6. Old Business - none

7. New Business

a. Transition/Staffing Updates [slide presentation]

Mike Johnson presented the current staff structure which includes one full-time Media Director, one full-time Program Coordinator, one full-time Assistant, one part-time Assistant, one Meeting/Sports Videographer, and two on-call staff members. Mike reported that operations are proceeding well and that with this current staffing all Town and School activities and events are being sufficiently covered. Mike also shared that he did attend the *Primex Supervisor's Academy* [November 19-21, 2024] which addressed the specific areas of Management Training, Rules, Laws, Procedures, and Regulations. He mentioned that it was a valuable experience in his new leadership position and thanked the Select-board member, Kara Roy, for this opportunity.

b. Diminishing Cable Franchise Fee Revenues [slide presentation]

Chairman O'Keefe stated that all of the funding for HCTV is from the Franchise Fees collected by the Town from Hudson Cable subscribers. He continued to state that through a Warrant Article that 80% of those fees go into a Revolving Fund established for HCTV with the remaining 20% going to the Town. As more and more people are abandoning Cable and going for other type of services the amount of Franchise Fees has started to decrease as HCTV prices and expenses are going up. Chair O'Keefe further commented that it's time for the Town and HCTV to address this situation. He invited Mike Johnson to speak more on said situation.

Mike stated that this has become his number one priority since taking over his position as Media Director. He shared some payment history with the Committee which clearly documented the consistent decline in Franchise Fee revenue received by HCTV. Mike presented some doable ways to offset costs, like adjusting full-time staff hours to cover events and encouraging more volunteers. Mike contacted the CTE Center's Director to discuss ways to collaborate on utilizing more high school students. He explored with Chairman O'Keefe the idea of adding sports underwriting to generate revenue. Mike also reached out to Selectman Roy to discuss the possibility of a Warrant Article for the Town to increase the percentage of the Franchise Fee given to HCTV to assist with increasing prices and expenses. The Committee then participated in an open discussion of what actions can be taken and which direction may be feasible in the future.

c. Accessibility Projects for 2025 [slide presentation]

Mike Johnson shared some of his ideas: installing small speakers in the ceiling of Town Hall's Select-board meeting room for better audio quality for public viewing; available listening devices signage; closed captioning; permanent stage ramp in studio; Cablecast HCTV phone app.

d. Director's Report [slide presentation]

Mike Johnson voiced his thanks for the support he has received from the Community, the Board and his Staff during his transition to his new position as Director of Media. Mike Johnson reported that football season concluded with averaging 2,000 viewers per game on social media; completed Hudson History collaboration with Rodgers Memorial Library; HCTV covered numerous Award nights and Ceremonies; National Honor Society Induction Ceremony broadcasted for first time this Fall; hosted the HMS Swing Chorus in studio and the SAU Holiday Concerts; new events; Erickson Foundation Day of Giving at Alvirne Chapel; Eagle Scout Fire Pit Project at Robinson Pond; HFD Open House;

Sustainability Committee PSA on Recycling Holiday Lights; Santa's Arrival; Senior's Pickle Ball; Recreation Department activities; HFD trainings, promos, PSA's; UNH with HGS Halloween project; NWES Veterans Dat Parade; Election Coverage; Wreaths Across America; RML stories, PSA's; Hudson Halloween Haunted House; HPD Swearing-in Ceremony. Coming up: AHS and HMS Band and Chorus Concerts; NWES Holiday Concert;PMA Christmas Concert; Halloween Haunted House-The Nightmare Before Christmas; 2025 Seasons Greeting: HFD Search and Rescue; AHS Basketball 2024-2025. Mike stated that 93 shows, events and meetings were covered since October. Ongoing building projects: garage door wheel replacement (Oct.'24); entry doors to access center and garage made more secure (Dec.'24); collaboration with Recreation Center receiving quotes on HVAC System.

Mike shared that HCTV attended the AMC Nor-eastern Video Festival at which Hudson Community Television was honored with three Awards from the Alliance for Community Media:

First Place in the Documentary category with HCTV's documentary *NH Emergency Services Explorer Training Academy in Concord* video

Second Place in News and Magazine category with HCTV's story in *Hudson Happenings - Hillary Weston of Alvirne-B Naturals* performance of "Rise Up" at AHS graduation

Third Place in the PSA/Short Program category with *Hudson Police Department-Recruitment* video

8. Other Business/Remarks by Committee Members

Pete Lanzillo - completed video coverage of the move of the Fire Department Memorial to Benson Park, Old Home Days, Kelly Ayotte's visit to Hudson Dairy Queen, Hudson Speedway Late Model Stock Car Racing.

Gary Gasdia; Kara Roy - both expressed gratitude and appreciation for all of HCTV's loyal coverage of School and Town events and activities.

9. Adjournment

**Motion to adjourn by Pete Lanzillo; seconded by Stu Kroner
Unanimous agreement to adjourn at 7:41 pm.**

Submitted by: Diane Cannava, HCUC Clerk

