



TOWN OF HUDSON

Cable Utility Advisory Committee

19 Kimball Hill Rd.

Hudson, New Hampshire 03051

Michael O'Keefe, Chairman Xen Vurgaropulos, Selectman Liaison

PUBLIC NOTICE MINUTES

HUDSON CABLE UTILITY ADVISORY COMMITTEE

April 14, 2025

**HCTV Access Center
Benson Park
19 Kimball Hill Road
Hudson, New Hampshire 03051**

1. **Call to Order:** by Michael O'Keefe, Chairman, at 7:00 PM
2. **Public Input** - none
3. **Attendance**
 - **Present**
 - Michael O'Keefe {Chairman}
 - Stu Kroner {Vice Chairman}
 - Diane Cannava {Clerk}
 - Len Segal {Member}
 - Dan Kilgour {School Board Representative}
 - Xen Vurgaropulos {Board of Selectmen Representative}
 - Dave Morin {Board of Selectmen Liaison to HCTV}
 - Mike Johnson {Director of Community Media}
 - **Absent**
 - Pete Lanzillo {Member}
4. **Public Input** - none
5. **Approval of Minutes**
 - Motion to approve Minutes for December 12, 2024, as written.**
 - Motion made by Stu Kroner and seconded by Dan Kilgour**
 - Motion passed: 6-0-0**

6. Old Business - none

7. New Business

a. Political/Election Season Overview and Policy Updates

Chairman O'Keefe directed the discussion to Mike Johnson, Director of Community Media. Mike began with a slide presentation that included *Political/Election Season Metrics* that listed 29 videos which were *Meet The Candidate*, Deliberative Sessions, Warrant Article discussions, also hared that there were 25,978 views on Social Media/Website. He thanked Diane Cannava, Peter Lanzillo, Selectman Jakoby and Town Department Heads for creating content during election cycles. He further presented *Benchmarks for 2026* to continue improving scheduling of candidates and to provide to the Town Clerk specific information regarding the availability of recording at HCTV. Furthermore, Mike shared that he cleaned up some verbiage in the *HCTV Policies and Procedures Manual* to be less confusing. He provided to the Committee text changes highlighted in green. Mike O'Keefe questioned a change made by Mike concerning the submission deadline from 2 weeks to one week. Mike said it was in the case that a candidate had a tape to submit of an event closer to election day that they wanted viewed on HCTV. The Committee appeared in agreement of changes presented. Chairman stated that Mike was to present changes to the Board of Selectmen for their approval. This initiated the following Motion.

MOTION: That Mike Johnson present to the Board of Selectmen for their approval changes to the *HCTV Policies and Procedures Manual* as he stated at the HCUAC meeting of April 14, 2025.

Motion made by: Len Segal; seconded by Stu Kroner

MOTION PASSED: 6-0-0

b. Declining Cable Franchise Fee Revenue Update

Chairman O'Keefe began the discussion by stating that HCTV is fully funded by Comcast Franchise Fees paid by Hudson cable subscribers that are transferred to the Town of Hudson. The Town keeps 20% of the Franchise Fee payment from Comcast that goes into the General Fund and HCTV receives the remaining 80% for its operation. Mike Johnson explained the downward trend in cable subscribers, thus HCTV has been receiving less revenue from the Franchise Fee. The last few quarterly payments to HCTV have been decreasing by \$2,000 and is expected to continue to do so. Thus HCTV has taken a firm direction to actively monitor older equipment more so and to become even more conservative when spending within the limits of Budget items. Mike strongly stated, "This is the number one threat to this organization." Chair O'Keefe added, "...the fact is this is affecting everyone else not just us."

c. IT Room Upgrades (New Live-Multi Unit)

Chair O'Keefe stated these upgrades were for cable casting and streaming. Mike Johnson discussed these updates: recent purchase of a cablecast live-multi unit was needed because HCTV had lost the unit for Channel 6 Live screen. Existing unit was 10 years old - replace with the new one that can now serve all four channels to include online stream of HD Channel 1073. This enables the old unit to serve as backup for channels 6 and 22. Stu Kroner brought up the A/C problem in the IT Room. Mike explained that there was an A/C leak and it needed replacing in order to keep that the room cooled by its own dedicated A/C unit. Replacement complete, all in safe, working order.

d. Sports Underwriting Program Draft and Discussion

Mike Johnson shared that our sister Community Television Access Centers do this and have raised as much as \$25,000 through Sports Underwriting. This could be of assistance with our decrease in Franchise Fee revenue. HCTV wants to sustain their services to the community and Sports Underwriting could help. Mike went on to explain a *Proposal for an HCTV Sports Underwriter Program*: no more than seven underwriters annually; live and recorded games minimum of 40 annually; all games and events replayed and on demand cable and streaming platforms(Roku, Apple, TV, Amazon Fire, Mobile Apps). He further showed graphic sample of a promo for soliciting underwriters, a spot-video Thank You that mentions the underwriters, and a lower Banner to be displayed during sporting events. Mike mentioned a yearly contract for \$2,000 per underwriter appears to be fair compared to what other Community Television Access Centers are asking. He further stated that this was all in draft form and sought the Committee's input. Committee members brought up talking points: tracking the use of funds; how to procure underwriters; outreach methods; legality of a written contract; probable start date of September, 2025; other avenues for underwriting like cost of Closed Captioning and other possibilities.

e. Director's Report

Mike Johnson shared: finished the political season; filled Production Coordinator vacancy; Podcast station; made stage handicap accessible; cablecast phone app available; Town Hall upgrades in review; IT Room A/C unit; working with Studio 19 in May; repair/maintenance work to truck generator. Upcoming events: 2025 baseball/softball/boys lacrosse; spring concert season (Alvirne, HGS. Nottingham West); SAU end of year activities (ceremonies, *Graduation*); Memorial Day Parade and service; Story on HPD Wellness Officer; PSA's Rodgers Memorial Library; RML Sustainability Series Workshops continue; Coverage Highlights; HFD trainings; AHS Cabaret 2025: *Musical Monarchs*; Rotary Club and Food Pantry drop-off; election interviews; *Working Together For Hudson* introduction of Roy Sorenson, Town Manager; Friends of Benson Park sled race; *Chamber of Commerce Community Awards Night*; continuation of *Hudson Happenings* with highlights.

8. Other Business/Remarks by Committee Members - none

9. Adjournment

Motion to adjourn by Len Segal; seconded by Xen Vurgaropulos

Unanimous agreement to adjourn at 7:42 pm.

Submitted by: Diane Cannava, HCUAC Clerk