

**Riverside TV Commission**  
**Regular Meeting**  
*August 08, 2022*  
7:00 PM  
**Room 4, Riverside Township Hall**  
**27 Riverside Road, Riverside, IL 60546**

**1. Call to Order**

Chair Hughes called the meeting to order at 7:00 PM.

**2. Roll Call**

*Commissioners Present:* Chair Colin Hughes; Commissioners Thomas Orgler and Mark Yurkiw

*Commissioners Absent:* Commissioner Karina Turner Koncius and Eric Sundstrom

*Also Present:* Assistant Village Manager Ashley Monroe and Technical Director Lorenzo P Cordova

**3. Approval of the following Minutes:**

**A. *June 13, 2022 Regular Meeting***

Motion: Orgler

Second: Yurkiw

All were in favor.

The motion carried.

**B. *July 11, 2022 Regular Meeting***

Chair Hughes stated that not enough members of the Commission, who were present at the July meeting, were present to approve the minutes from that meeting. Hence, he did not call for a motion to approve the minutes from that meeting.

**4. Old Business**

- ***Technical Director Report*** — Director Cordova issued a detailed report to the Commission of all productions completed and videos published since the July 11 TV Commission meeting.

Cordova also informed the Commission that a video recap of the 2022 Riverside Concert in the Park would be released by the end of the week. In addition to that, a video promotion for the final 2022 Concert in the Park, which was slated for August 19, would be released.

Cordova gave kudos to Production Assistant Zaria Townes, who served as the primary editor for those videos, and Creative Director Jason Valley, who finalized the edits of the videos.

Cordova also informed the Commission that the video *The Mental Implications of Caregiving, Part II*, which was sponsored by the Riverside Township Mental Health Board, was still in the

approval process by representatives of the Mental Health Board and the Riverside Community Resource Center. UCP Seguin of Greater Chicago, one of the organizations which participated in the video, submitted an additional pre-recorded caregiver testimonial to be added to the main video.

Cordova concluded his report by stating that, although he did not have any shortly upcoming special events on his calendar, he received a text notification from Production Supervisor Joe Doria, prior to the start of the meeting, which indicated that Riverside TV had been asked to record footage of the upcoming Hop Stop event, which is sponsored by the Frederick Law Olmsted Society of Riverside.

Commissioner Orgler asked if there was a request to use footage from prior Hop Stop events to create a promotional video for this event. Cordova replied that he did not know but that it would be possible to create a promotional video from footage of previous Hop Stop events. He further stated that, if Riverside TV did end up recording footage of the 2022 Hop Stop, the video could be used in the future to create a promotional video.

- ***Production Supervisor Update*** — Supervisor Doria was not present at the meeting, so Chair Hughes moved past this agenda item.
- ***Hauser Jr. High Communications Project Update*** — Commissioner Koncius was not present at the meeting, so Chair Hughes moved past this agenda item.
- ***Memories of Riverside (Agenda Item Added)*** — Commissioner Orgler stated that he spoke to Creative Director Jason Valley at the Riverside Cruise Nights event on July 21, 2022, and he learned that Riverside TV's plan was to release the latest season of *Memories of Riverside* after all the episodes for the season were recorded. Director Cordova replied that, indeed, the plan is to release new episodes of *Memories of Riverside* after all the episodes are recorded. This would allow for Valley to create an opening title sequence to tie all the episodes together.

Orgler expressed concern that resident Judy Jisa, who was interviewed for the first episode, would be made to wait a significant amount of time to see the episode in which she was featured. Cordova replied that Jisa could be given a courtesy preview of the episode in which she is featured.

Chair Hughes stated that he would make it a priority to ensure that Tom McCloskey and Dana Rettke, the residents previously identified by the Commission as interview candidates for the second and third episodes, were contacted and scheduled for their on-camera interviews.

- ***Riverside Cruise Nights (Agenda Item Added)*** — Director Cordova explained to the Commission that he made a request to Supervisor Doria asking that he designate Riverside TV crew members to record the latest Riverside Cruise Night event. Cordova further explained that, at a previous Commission meeting, it was made apparent by Commissioner Sundstrom that a Riverside Car Show may not take place in 2022. Given this and the fact that the Cruise

Night event in July was scheduled on the night of a previously canceled Village of Riverside Board of Trustees meeting, Cordova felt it prudent to record the event. He noted that the Riverside Car Show was on the TV Commission's 2022 work plan. Cordova stated that the footage recorded by Creative Director Jason Valley and Production Assistant Michael DeLeonardis could be used to promote a future Cruise Nights event or a future Riverside Car Show. Cordova also noted that this was the first time that Riverside TV had recorded such an event since 2018.

## 5. New Business:

***Hop Stop Filming Request*** — Chair Hughes began the discussion by asking Assistant Village Manager (AVM) Ashley Monroe about the specific nature of the request for filming of this event. AVM Monroe responded by stating that the individual requesting the filming merely wondered if Riverside TV filming this event would be a good idea.

AVM Monroe then furthered the discussion by asking the Commission if they would like to divert from their established work plan and add the Hop Stop event to their production calendar. If the Commission wished to proceed with filming the event, the event organizer would be presented with an option to have filming fees waived. If the organizer wished to have those fees waived, such a waiver would have to be approved by the Village Board.

Hughes suggested examining the Commission's work plan and determining whether or not another event sponsored by the Olmsted Society and typically filmed by Riverside TV earlier in the year did not occur. If this is the case, Hughes suggested that the Hop Stop could be filmed in place of the event that did not occur. He concluded by stating that he would prefer to abide by the existing work plan and to have the recently revised Riverside TV filming request form used as opposed to circumventing it.

Director Cordova asked if the Olmsted Society was still the sponsor for the event. Monroe replied by saying that she was unsure if they were the sponsor. Cordova continued by explaining that he asked this question because, in the years prior to 2020, Riverside TV had a formal arrangement with the Olmsted Society to record their educational lecture series as well as other events sponsored by the organization. Cordova concluded by stating that he was unable to recall whether Hop Stop events were included as part of this arrangement, and this is because Hop Stop appears to be sponsored by multiple organizations.

Monroe asked if the Olmsted Society's events offer free attendance. Cordova replied that he believed certain events, such as the organization's annual meeting, were open to only paying members. However, other events, such as lectures sponsored by the Olmsted Society, were free of charge to attendees. Monroe continued by stating that the Hop Stop event was open to the public but required the purchase of a ticket to attend.

Hughes asked if Riverside TV had a previously scheduled filming, which would conflict with the Hop Stop event on September 24, and to this, Cordova replied that Riverside TV had no schedule conflicts for that date.

Hughes informed the Commission that Riverside TV's annual work plan included the Olmsted Society's House Walk event, and he asked if the Olmsted Society had paid to have this event filmed in the past. Cordova replied that the House Walk video, which Riverside TV produced in 2019, was part of an arrangement separate from the aforementioned arrangement that covered Riverside TV's filming of lectures sponsored by the Olmsted Society.

Hughes further informed the Commission that the Commission's work plan also includes one discretionary production for the first half of the year and one discretionary production for the second half of the year.

Commissioner Orgler asked Monroe if she knew whether the 2022 Tour de Proviso would be an event Riverside TV might be asked to film. Monroe replied that she did not know if the route had been finalized. Orgler anticipated a discretionary production being used to film the Tour de Proviso.

Hughes asked Monroe and Cordova for the number of hours required by Riverside TV to cut a promotional video for an event. He pondered the possibility of offering the organizers of the Hop Stop event the option of an edited promotional video from existing footage of previous Hop Stop events. Cordova replied that, while he did not want to speak for Creative Director Jason Valley, he would roughly estimate a promotional video created from existing footage taking between three and six hours to complete. The number of hours would factor in revisions and additions after the completion of the first cut of the video.

Monroe reminded the Commission that a formal application for filming had not been submitted by the Hop Stop event organizers, and so there was no clear indication of whether the organizers were seeking the filming of the event, a promotional video for the event, or even any fee waivers for Riverside TV's services.

Hughes suggested responding to the person who submitted the inquiry — Riverside Foods Owner Peter Boutsikakis — and asking the person what they were specifically seeking from Riverside TV. Orgler suggested informing Boutsikakis that Riverside TV would not be inclined to provide any services for free.

Cordova recalled working with former Olmsted Society President Rob Dixon when organizing the filming of previous Hop Stop events, and he pondered if perhaps new people, who are unfamiliar with Riverside TV's filming policy, were involved in the organizing of the 2022 Hop Stop event.

Cordova informed the Commission that, upon his examination of Riverside TV's YouTube channel, Riverside TV has only ever produced promotional videos for the Hop Stop event. The

videos were produced in 2016, 2017, and 2018. Cordova estimated that perhaps the Olmsted Society sought assistance from another organization to produce a promotional video for the 2019 Hop Stop event, and he also estimated that the Hop Stop event did not take place in 2020 or 2021 due to the COVID-19 pandemic.

Hughes suggested that Riverside TV use this open line of communication regarding the 2022 Hop Stop event to re-engage with the Olmsted Society in an effort to possibly arrange filming events for the organization once again.

Hughes asked for consensus from the Commission on reaching out to the Olmsted Society for re-engage, and the Commission gave consensus by voice vote.

Hughes asked for Supervisor Doria to be informed of the Commission's decision to re-engage the Olmsted Society. Cordova stated that he or Monroe would inform Doria of the Commission's decision. From there, Doria could begin reaching out to the leadership of the organization.

- **Programming**

- *Saturday Morning Programming — Update* — Commissioner Yurkiw had no updates for this programming block.
- *RTV Weekend Movies* — Commissioner Yurkiw stated that he had prepared a double feature for this programming block. One of the movies is titled *Jazz Ball* and stars Duke Ellington and Cab Calloway, and the other movie is titled *It's a Joke Son* and is from the year 1947. Yurkiw also plans to create a programming block featuring the movie *Hi-De-Ho* as soon as he procures a broadcast-quality copy of the movie.

## **6. Next Meeting: Monday, September 12, 2022 at 7:00 PM — Township Hall Room 4**

## **7. Adjournment**

Motion: Orgler  
Second: Yurkiw  
All were in favor.  
The motion carried.

The meeting adjourned at 7:30 PM.

Minutes recorded and respectfully submitted by:  
Lorenzo P Cordova