



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Regular Meeting
September 23, 2019
5:00 P.M.
Offices of the Corporation

A G E N D A

1. Roll Call

Maitreya Maziarz, Joe Hall, Mathilde Rand, Tom Manheim, Larry Laurent,
Janis O'Driscoll, Judy Owen, Guy Lasnier

[quorum is four]

2. Oral Communications

Any person may address the Board during its Oral Communications period.
All Oral Communications must be directed to an item not listed on today's
Consent or Regular Agenda, and must be within the jurisdiction of the Board.

3. Consideration of Late Additions to the Agenda; additions and deletions to
Consent and Regular Agendas.

CONSENT AGENDA

4. Approve Minutes *
Board Meeting Minutes of July 22, 2019

REGULAR AGENDA

5. Election of Board Member *
Seat Expiring November 2022
6. Oral Report of Executive Director *
7. Oral Report from Volunteer Advisory Committee
Committee Chair
8. Oral Report of Board Chair
9. Board Member / Staff Requests for Specific Items to Appear on next Meeting
Agenda

10. Announcements

11. Adjournment

Any person may address the Board during its Public Comment period. Each presentation will be limited to three minutes and individuals may speak only once during Public Comment. A maximum of five minutes will be set aside for this period at this meeting. If the period runs beyond five minutes, the Board may, at its discretion, allow time at the end of the meeting for additional public comment. All comments must be directed to an item NOT listed on today's agenda and must be within the subject matter jurisdiction of the Board. Preference will be given to individuals who did not speak at the previous Board meeting. All speakers must address the entire Board and will not be permitted to engage in dialogue. Speakers are requested to sign the sheet designated for that purpose so that their names may accurately be reflected in the minutes of the meeting. Regular Agenda Items: Members of the public may speak on any item on the agenda. Each presentation will be limited to three minutes. The maximum time devoted to public input on any item will be determined by the Chair.

*** Material Included in Board Packet**



325 Soquel Avenue
Santa Cruz, CA 95062

EXECUTIVE COMMITTEE

Regular Meeting

July 22, 2019

5:00 P.M.

Offices of the Corporation

A G E N D A

1. Roll Call

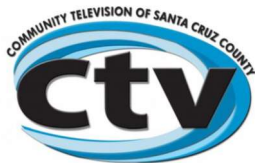
Maitreya Maziarz, Joe Hall, Mathilde Rand, Tom Manheim, Larry Laurent, Janis O'Driscoll, Judy Owen, Jennifer Izant Gonzales, Guy Lasnier

[quorum is three]

ALL ITEMS AS SET FORTH ON THE AGENDA OF THE REGULAR MEETING OF THE BOARD OF DIRECTORS NOTICED CONCURRENTLY.

IF A QUORUM OF THE FULL BOARD IS NOT PRESENT AT THE REGULAR BOARD MEETING, THE MEETING WILL BE ADJOURNED TO THE EXECUTIVE COMMITTEE MEETING. IF A QUORUM OF THE EXECUTIVE COMMITTEE (3) IS PRESENT, THE EXECUTIVE COMMITTEE WILL MEET TO TAKE ACTION ON THE ITEMS IN THE AGENDA.

Any person may address the Board during its Public Comment period. Each presentation will be limited to three minutes and individuals may speak only once during Public Comment. A maximum of five minutes will be set aside for this period at this meeting. If the period runs beyond five minutes, the Board may, at its discretion, allow time at the end of the meeting for additional public comment. All comments must be directed to an item NOT listed on today's agenda and must be within the subject matter jurisdiction of the Board. Preference will be given to individuals who did not speak at the previous Board meeting. All speakers must address the entire Board and will not be permitted to engage in dialogue. Speakers are requested to sign the sheet designated for that purpose so that their names may accurately be reflected in the minutes of the meeting. Regular Agenda Items: Members of the public may speak on any item on the agenda. Each presentation will be limited to three minutes. The maximum time devoted to public input on any item will be determined by the Chair.



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BOARD OF DIRECTORS
Regular Meeting
June 24, 2019
5:00 P.M.
Offices of the Corporation

MINUTES

1. Roll Call

Present: Maitreya Maziarz, Joe Hall, Mathilde Rand, Tom Manheim, Guy Lasnier, Larry Laurent

Absent: Janice O'Driscoll, Judy Owen

[quorum is five]

Chair Maziarz announced the resignation of Director Izant-Gonzalez

2. Oral Communications

Any person may address the Board during its Oral Communications period. All Oral Communications must be directed to an item not listed on today's Consent or Regular Agenda, and must be within the jurisdiction of the Board.

None

3. Consideration of Late Additions to the Agenda; additions and deletions to Consent and Regular Agendas.

None

CONSENT AGENDA

4. Approve Minutes *

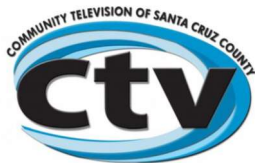
Board Meeting Minutes of June 24, 2019

Motion to approve consent agenda Director Manheim. Seconded Director Rand. Approved unanimously.

REGULAR AGENDA

5. Accept Report from Ad-Hoc Strategic Planning Committee and Adopt Strategic Plan

Former board member Nathan Benjamin gave presentation. Mr. Benjamin reported that the committee had met for the previous six months. Mr. Benjamin thanked the committee, which included executive Director Reed, Directors Owen, Manheim, and Rand, and former Director Keith Gudger. Under the board's direction committee came up with a strategic plan to move forward and how the plan would look, not the action steps to make it look make it happen. Looked at three primary areas of focus. Plan provides roadmap and a set of goals. There may need to be a second committee to implementation steps that would be needed to reach the goals. Chair Maziarz thanked Mr. Benjamin and the subcommittee for the work on the plan. Director Manheim talked about strengthening the organization and that CTV must expand opportunities for unrestricted funds. CTV provides services, money from City and County of Santa Cruz comes from cable franchises and PEG fees which can only be used for capital expenses. In 2015, CTV partnered with Satellite. That partnership provides operating revenues. It is not enough revenue to provide services. Need other sources. Director Rand reported that CTV needs to prove to the City and County that the funding is worth it. CTV fosters community support empowers technical



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volunteers, producers and directors. Need to recruit and develop volunteers including more online training.

Executive Director Reed discussed automation opportunities, including scheduling of programs and studio spaces. Fewer people needed with automatic cameras. Mr. Gudger commented that any content that gets uploaded gets played at least once. CTV needs to train volunteers to produce quality programming with good production standards and best content. Maintenance needs to be addressed, the restricted funding does not allow for maintenance spending. We have missed opportunities for quality programming due to funding. Executive Director Reed stated that content by community for the community is important. Spotlight on local issues were run by volunteers. Need to find a way to train new community leaders and trainers. CTV is getting equipment out to high school students. Need to figure out how to get the technology out into the community. Executive Director Reed talked about getting state of art equipment out in the community. Lease and rentals become operating revenue. RSVP system is a step into automation. Youth Grant program also gets programming on CTV.

Mr. Benjamin talked about the report illuminating the CTV Vision. How the organization can thrive in the digital world. Board should consider prioritizing the action steps and tactics needed to move into the future. Director Manheim commented this will be addressed at the retreat in October. Director Hall thanked the group and talked about the importance in looking ahead. Director Lasnier felt that as a new board member the background really helped. Chair Maziarz thought the idea of candidate statements was great. Asked about the streaming alternatives other than YouTube. Interested in how automation will be done to spread the workload. CTV classes might be part of the parks guide.

Director Manheim motioned to accept plan, seconded by Director Rand. Approved unanimously.

6. Oral Report of Executive Director

Given. Director Lasnier mentioned that the video link would be good for UCSC. Director Hall asked if it would work with current internet service. Mr. Gudger asked about podcasting, Executive Director Reed responded that it is being worked on.

7. Authorize Executive Director to Make Equipment Purchase from Elemental Technologies LLC in the Amount of \$25,319.25 *

Executive Director Reed explained the equipment. There is a trade in program that offers 50% off with trade-in. Director Manheim asked if they provide training. Executive Director Reed replied yes. Interface is similar. Director Hall motioned approval in the general amount of \$25,319.25, seconded by Chair Maziarz, Director Manheim added a friendly amendment to increase to \$30,000. Approved unanimously

**8. Oral Report from Volunteer Advisory Committee
Committee Chair Report**

Director Rand reported that the group is increasing the support of producers. Will have a meeting in beginning of August with VAC to discuss plan. The plan is available to the public.

9. View Sample Public Service Announcements (PSAs) Produced by CTV



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PSA were shown

10. Oral Report of Board Chair

Given.

11. Board Member / Staff Requests for Specific Items to Appear on next Meeting

Agenda

None

12. Announcements.

Chair Maziarz thanked the volunteers producing the meeting.

13. Adjournment.

Director Rand motioned, Director Manheim seconded, approved unanimously.

Approved: _____
Board Chair

Attest: _____
Board Secretary

Elizabeth Svensson: An Introduction

Elizabeth Svensson is a California native who enjoys living in the majestic redwoods of the Santa Cruz mountains. She holds a Bachelor's degree from the University of Redlands, a Master's Degree in Teaching from Fresno State University, and a Multiple Subject Teaching Credential from California State University Monterey Bay. She has taught all grades K-12 in public schools in Watsonville and Santa Cruz. She currently teaches at-risk high school youth in Alternative Education with the Santa Cruz County Office of Education. Elizabeth has a passionate heart for social justice and conservation, and structures her classes and curriculum with a lens encompassing Science, Literature, Multicultural history and perspectives, and sustainability.

September 23, 2019
Community Television of Santa Cruz County
Executive Director's Report to the Board
Covering August, 2019

1. Administration

- Financial

Coworking

- The Coworking center was in profit in August.
- We are on pace to be in profit for September.

Paid Services

- Government Meeting Services
 - CTV provided coverage for approximately 15 meetings in June

Staff

- *Government Technicians*
 - *We have hired a new Government Technician*
 - *We are interviewing for one more*

2. Equipment / Facilities:

Building

- Internet
If things go as planned, we should have our new fiber connection by the end of the month.

Equipment

- We have received our new Elemental, approved at the last board meeting.
- Victor will be installing it this month

3. Communications

Publicity / Events

First Friday

- Ian Berry, our Community Coordinator, continues to hold First Friday event in August.

Earthquake Oral History project

- In acknowledgment of the 30th anniversary of the Loma Prieta Earthquake, CTV has joined with the SC County Library System and KSQD in recording the oral histories of local people who experienced that event.
- We began setting up the program in August, recording our first interviews at our First Friday event. We will continue recordings throughout September and will telecast some of the interviews in October.

4. Outreach

ACM Regional Meet -Up

- Mathilde and I attended a meeting of Northern California Community Media station leaders.
- “Best Practice” strategies were suggested. All of the main points are already encompassed in our new Strategic Plan.
- Suggestion to let our local government know about the “Third order.”
- This order will be appealed but could impact the amount of franchise fees the county receives. If enacted the regulation would allow cable companies to deduct the “market value” of transporting the cable signals for our channels to the head end as an “in kind” contribution. They will likely try to deduct the value of the channels themselves at some point in the future.
- No one knows how the “in kind” contributions will be implemented. ACM legal does not believe the order is constant with the law and that there must be a negotiation.

- Suggested that Public Access stations contact the State Attorney General, the League of Cities and other groups for help.
- We are forming a coalition of Northern California stations that will pursue policy changes that would benefit all our organizations by informing and working with local, state and federal representatives.