



325 Soquel Avenue
Santa Cruz, CA 95062

**BOARD OF
DIRECTORS**
Personnel Committee Meeting
October 30, 2019
10:00 A.M.
Offices of the Corporation

AGENDA

1. Attendance

(Chair) Maitreya Maziarz, Mathilde Rand, Larry Laurent

2. Oral Communications

Any person may address the Committee 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 Committee.

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

REGULAR AGENDA

4. Discussion / Action on Executive Director*
Job Description and Salary Range.

5. Adjournment

Any person may address the Board Committee 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 Packet**

**Job Description
of the
Executive Director**

The Executive Director is the chief executive officer of the corporation, overseeing all of its operations, programs, services, education and training, facilities, and administrative functions. The position requires the ability to lead and inspire others while working in a team environment, to effectively manage a nonprofit PEG cable access organization in the context of diverse community needs, and to maintain professional standards and practices in all aspects of representation of and service to CTV. The Executive Director reports to and carries out the policies developed by the Board of Directors. This position is FLSA exempt.

TYPICAL DUTIES (may include, but are not limited to, the following):

Primary Duties:

- Works with the Board of Directors to successfully carry out CTV's mission and achieve the goals and objectives of its strategic plan.
- Prepares and, with Board approval, implements the annual budget and ensures that CTV is managed in a fiscally responsible way.
- Oversees the administrative, financial, human resources, and other operations of the corporation.
- Maintains official records and documents, and ensure compliance with federal, state and local regulations.
- Oversees the management of CTV personnel, including recruiting, hiring, training, supervising, evaluating, and terminating all staff in compliance with current law, pursuant to Section 2.04 of the Personnel Manual.
- Directs the development of services, training programs, and activities to meet community needs.
- Develops, maintains and grows revenue streams.
- Maintains a good working relationship with representatives of the cities of Santa Cruz County, the County of Santa Cruz, County educational leaders and non-profit organizations.

Additional Duties:

- Engages with counterparts in the field of public, educational, and government access television and independent media.
- Stays informed of media trends, developments, and new technology.
- Develops and oversees public relations efforts on behalf of CTV and, in partnership with the Board, acts as a representative of and spokesperson for CTV.
- Provides leadership in the development of the programming strategy procurement of programming as related to the mission of the organization and current outreach priorities.
- Other duties as assigned by the Board of Directors.

Minimum Qualifications

- Executive-level experience in a nonprofit organization and at least 10 years of management experience in the television industry.
- Knowledge of public access and cable television regulations and procedures.
- Budget development and management experience.
- Proven ability to build and grow revenue streams.
- Skilled in both written, verbal and visual communication. Able to present to and negotiate with businesses, government agencies, and other organizations.
- Experience managing paid personnel and volunteers.
- Experience working with a voluntary Board of Directors.
- History of innovative solutions to changing conditions and challenges.

Desirable Qualifications

- Experience working with local governments and community organizations.