



325 Soquel Avenue
Santa Cruz, CA 95062

**BOARD OF
DIRECTORS**
Finance Committee Meeting
March 19, 2020
9:30 A.M.
Offices of the Corporation

****PLEASE NOTE****: Due to concerns regarding the current COVID-19/Coronavirus outbreak, this CTV Finance Committee meeting will be held virtually using the Zoom online platform. To participate, please download the zoom app and join the meeting at: <https://zoom.us/j/4083159302> or join by phone: +1 515-259-6170 (PIN: 899036485)

AGENDA

1. Attendance

(Chair) Joe Hall, Tom Manheim, Maitreya Maziarz, Keith Gudger

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. Consider Approval of the Finance Committee Meeting Minutes of February 20, 2020 *

5. Consider Approval of February 2020 Financial Reports *

6. Financial Update

7. Report on activities concerning potential Mid-County CTV location

8. 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**



325 Soquel Avenue
Santa Cruz, CA 95060

BOARD OF DIRECTORS
Finance Committee Meeting
February 20, 2020
9:30 AM
Offices of the Corporation

MINUTES

1. Attendance

Joe Hall (Chair), Tom Manheim, Maitreya Maziarz, Keith Gudger

Staff: Mel Sweet, Becca King Reed

Guests: None

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.

There were no oral communications.

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

While it was not a specific item to be added Tom Manheim requested that in future minutes of the Finance Committee that the category of Staff be added and move CTV staff to that category and not the guests category. I was agreed that this minor item did not need a specific motion and it was a simple clarification of the Finance Committee meeting attendees and the change would be reflected in the current and future minutes.

REGULAR AGENDA

4. Consider Approval of the Finance Committee Meeting Minutes of January 23, 2020

The minutes of the meeting of January 23, 2020 were approved on the motion of Tom Manheim and second of Maitreya Maziarz.

5. Consider Approval of January 2020 Financial Report

Joe Hall opened the discussion and asked Mel Sweet if she had any initial comments she did not but, would answer questions. Tom Manheim then distributed his 2019-2020 CTV Satellite Revenue Tracking Spreadsheet. The spreadsheet showed that the Category 4120 Facility & Equipment Usage revenues for January 2020 were \$11,461 which was short of the monthly revenue goal of \$12,500. Becca King Reed then reported that revenues for February would be roughly \$13,000 due to an increase in café space rentals and all the

offices were now rented.

Following the close of the review Tom Manheim moved to approve the November 2019 Financial Report and the motion was seconded by Maitreya Maziarz and the motion passed by a unanimous vote.

Maitreya Maziarz then brought up for discussion the category of PEG Related Labor and mentioned that this might be more accurately categorized. There was a brief discussion of the point. There were several suggestions as to how to more accurately label this category. Tom Manheim suggested as Capital Related Labor and Repair. Several other names were suggested. It then moved by Maitreya Maziarz and seconded by Keith Gudger that Budget Category PEG Related Labor be renamed Capital Maintenance and Repair. The motion passed by a unanimous vote.

6. Financial Update

Joe Hall opened the discussion. Becca King Reed reported again on an increase in café space rentals and that all the offices were now rented. She further reported on several other inquires in terms of the utilization of the CTV studio and other space inquires. Following this discussion Becca King Reed discussed some revenue analysis she had prepared looking at past CTV revenues in an attempt to project future revenues. She shared here findings on a preliminary basis.

Following the revenue discussions Becca King Reed reported on the new building signage and her research on a second CTV/Satellite mid-county location. The committee had an extensive discussion on their points of view on a potential CTV/Satellite mid-county location. At the conclusion of this discussion it was determined that the concept of a second CTV/Satellite mid-county location was a broader issue than scope of the Finance Committee and there was a consensus that the concept of a CTV/Satellite mid-county location be agenzized on the next CTV Board meeting and perhaps the Board might want to appoint a separate committee to lead this matter.

Becca King Reed also reported on her discussion with the City of Santa Cruz regarding closed captioning and other opportunities she was following up on.

7. Budget Adjustment for Capital Budget Item 7062 Software as Services

Joe Hall opened the discussion. It was explained by Tom Manheim and Joe Hall that at the mid-year any budget items that have experienced significant changes need to be addressed by the Finance Committee and the necessary budget adjustment made to reflect these financial changes. The one item that had significant cost increases was the Capital Budget Item 7062 Software as Services. The budget amount in the FY 2019-2020 budget for this item was \$10,000 but this amount has not been adequate due to the need to pay some software licenses on an annual basis instead of monthly and the more extensive use of software in the operation of CTV. Becca King Reed provided more detail on this matter and following this information it was moved by Tom Manheim and seconded by Keith Gudger that the Finance Committee recommend to the Board that the FY 2019-2020 appropriation for Capital Budget Item 7062 Software as Services be increased by \$6,500 from \$10,000 to \$16,500. The motion passed by a unanimous vote.

8. Items for the next Finance Committee Agenda

The following items will be added in addition to the normal agenda items:

Report on activities concerning potential Mid-County CTV location.

9. Adjournment

On the motion of Maitreya Maziarz and second of Keith Gudger and a unanimous vote the meeting was adjourned.

Community Television of Santa Cruz County
 Capital Profit Loss Budget Performance
 February
 2020

	Annual Budget 2019-20	January 2020	February 2020	February Year to Date	% of Annual Budget	Amount Remaining
4000 · CAPITAL REVENUE						
4100 · County PEG Fees	500,000.00	0.00	0.00	300,000.00	60%	200,000.00
4105 · County PEG Fees - Youth Grant	100,000.00	0.00	0.00	0.00	0%	100,000.00
TOTAL INCOME	600,000.00	0.00	0.00	300,000.00	50%	300,000.00
5000 · CAPITAL EXPENDITURES						
5100 · Facility						
7400 · Facility Lease	244,124.00	19,159.95	18,662.35	143,471.27	59%	100,652.73
6701 · Facility /Equip. Insurance	9,300.00	928.59	928.59	7,428.71	80%	1,871.29
7058 · Leasehold Improvements/Capital	30,000.00	200.00	200.00	2,062.82	7%	27,937.18
7300 · Facilities & Equipment Rental	1,000.00	46.34	46.34	340.66	34%	659.34
Total 5100 · Facility	284,424.00	20,334.88	19,837.28	153,303.46	54%	131,120.54
5200 · Equipment						
7215 · Copy Machine Lease	5,000.00	186.59	190.86	1,623.33	32%	3,376.67
7051 · Equipment Repair	5,000.00	83.33	355.81	2,039.13	41%	2,960.87
7056 · Equipment - Depreciated	114,869.00	0.00	0.00	32,573.15	28%	82,295.85
7057 · Equipment - Non Depreciated	10,000.00	2,023.97	3,032.21	12,832.54	128%	-2,832.54
7060 · Equipment Grant Program - Depreciated	100,000.00	0.00	0.00	0.00	0%	100,000.00
7061 · Equipment Leases	50,000.00	0.00	0.00	0.00	0%	50,000.00
7062 · Software as a Service	16,500.00	906.41	196.75	12,063.53	73%	4,436.47
Total 5200 · Equipment	301,369.00	3,200.30	3,775.63	61,131.68	20%	240,237.32
Capital Maintenance & Repair						
7063 - Building Maintenance	3,200.00	2,271.09	520.76	2,791.85	87%	408.15
7064 - Equipment Maintenance	5,300.00	3,570.68	892.67	4,463.35	84%	836.65
7065 - Equipment Repair	5,047.00	841.17	841.17	1,682.34	33%	3,364.66
Total 5200 · Equipment	13,547.00	6,682.94	2,254.60	8,937.54	66%	4,609.46
5300 · Media Licensing						
7059 · Music Library	660.00	55.00	55.00	440.00	67%	220.00
Total 5300 · Media Licensing	660.00	55.00	55.00	440.00	67%	220.00
Total 5000 · CAPITAL EXPENDITURES	600,000.00	30,273.12	25,922.51	223,812.68	37%	376,187.32
NET INCOME/LOSS	0.00	-30,273.12	-25,922.51	76,187.32		

NOTES:

Budget Adjustment: Moved \$6,500 from account 7056 Equipment - Depreciated to account 7062 Software as a Service

Community Television of Santa Cruz County
 Operating Profit Loss Budget Performance
 February
 2020

	Annual Budget 2019-20	January 2020	February 2020	February Year to Date	% of Annual Budget	Amount Remaining
4300 · OPERATING REVENUE						
4101 · County BOS Meetings	21,000.00	620.00	1,782.50	15,151.25	72%	5,848.75
4103 · City of Capitola Gov. Meetings	7,000.00	516.00	752.50	5,692.25	81%	1,307.75
4104 · SCMTD Meetings	2,500.00	0.00	258.00	1,942.00	78%	558.00
4106 · City of Santa Cruz Gov. Mtg.	33,000.00	2,092.00	4,869.75	30,242.00	92%	2,758.00
4108 · SCCRTC Meetings	5,000.00	860.00	344.00	3,259.50	65%	1,740.50
4109 · SCWD Government Meetings	4,200.00	0.00	0.00	503.75	12%	3,696.25
4120 · Facility & Equipment Use	162,250.00	11,983.05	15,228.85	91,268.24	56%	70,981.76
4121 - SLVWD Meetings	4,600.00	516.00	688.00	4,447.50	97%	152.50
4122 - PVUSD	5,400.00	709.50	430.00	4,285.75	79%	1,114.25
4130 · Classes	1,000.00	0.00	0.00	24.00	2%	976.00
4165 · Donations	500.00	50.00	100.00	150.00	30%	350.00
4180 · Interest Earned	0.00	359.63	343.66	3,195.79		-3,195.79
4185 · Misc. Income	1,000.00	55.00	0.00	11,290.45		-10,290.45
4190 · Gain/Loss on Sale of Assets	0.00	0.00	0.00	0.00		0.00
4200 · Production Services	6,000.00	0.00	1,350.00	2,461.00	41%	3,539.00
4250 - Closed Captioning	15,000.00	450.00	1,125.00	9,187.50	61%	5,812.50
4260 - Equipment Lease	13,600.00	527.53	527.53	3,831.36	28%	9,768.64
CTV Surplus	11,620.00	0.00	0.00	0.00	0%	11,620.00
Total 4300 · OPERATING REVENUE	293,670.00	18,738.71	27,799.79	186,932.34	64%	106,737.66
TOTAL INCOME	293,670.00	18,738.71	27,799.79	186,932.34	64%	106,737.66
6000 · OPERATING EXPENSES						
6100 · Advertising	11,000.00	1,070.21	1,050.68	7,521.39	68%	3,478.61
6300 · Bank Charges	3,000.00	242.71	213.18	1,691.55	56%	1,308.45
6600 · Dues & Subscriptions	1,500.00	87.95	87.95	1,059.78	71%	440.22
7100 · Office Supplies	1,000.00	180.68	54.37	624.52	62%	375.48
7105 - Production Expenses	0.00	0.00	147.19	147.19		-147.19
7200 · Postage/Freight	500.00	146.51	26.95	275.21	55%	224.79
7205 · Printing	500.00	0.00	0.00	0.00	0%	500.00
7401 · Facility Supplies	3,000.00	434.85	479.47	2,966.79	99%	33.21
7640 · Licenses/Fees/Misc. Taxes	100.00	34.00	0.00	89.00	89%	11.00
7700 · Telephone/Telecommunications/Internet	0.00	110.27	160.04	2,319.21		-2,319.21
Total 6000 - Operating Expenses	20,600.00	2,307.18	2,219.83	16,694.64	81%	3,905.36
6800 · Contracted Services						
6900 · Contract Services-Audit Services	4,000.00	0.00	0.00	0.00	0%	4,000.00
7001 · Contract Services-Production Support	3,000.00	0.00	0.00	0.00	0%	3,000.00
7007 · Contract Services-CMAP	17,315.50	2,880.00	0.00	17,280.00	100%	35.50
7010 · Contract Services-Consulting	8,125.00	0.00	0.00	525.00	6%	7,600.00
7110 · Contract Services-Legal	3,000.00	0.00	0.00	0.00	0%	3,000.00
7910 - Contract Services-Equipment Technicians	6,000.00	0.00	0.00	0.00	0%	6,000.00
7920 · Contract Services-Captioning	10,000.00	196.00	404.00	2,955.00	30%	7,045.00
Total 6800 · Contracted Services	51,440.50	3,076.00	404.00	20,760.00	40%	30,680.50
7000 · Staff Development & Fundraising						
7405 · Training/conferences	2,000.00	225.20	147.50	1,377.91	69%	622.09
7800 · Travel/Meals	1,650.00	15.10	37.78	184.65	11%	1,465.35
8600 · Special Events Expense	3,850.00	26.69	24.00	936.65	24%	2,913.35
Total 7000 · Staff Development & Fundraising	7,500.00	266.99	209.28	2,499.21	33%	5,000.79

Community Television of Santa Cruz County
 Operating Profit Loss Budget Performance
 February
 2020

	Annual Budget 2019-20	January 2020	February 2020	February Year to Date	% of Annual Budget	Amount Remaining
7500 · Operating Salaries & Benefits						
7525 · Executive Director	45,423.00	7,570.49	7,570.49	15,140.98	33%	30,282.02
7530 · Salaries - Coworking Community Coordinator	31,820.00	641.81	2,665.61	19,850.41	62%	11,969.59
7535 · Salaries - Accountant	16,377.00	1,411.74	1,317.36	9,075.00	55%	7,302.00
7542 · Salaries - Media Services Coordinator	46,700.00	892.66	3,570.67	31,478.67	67%	15,221.33
7585 · Salaries - Government Technicians	18,488.00	1,486.44	1,993.85	12,019.27	65%	6,468.73
7589 · Salaries - Extra Help Trainers, Technicians	9,500.00	753.83	1,008.75	8,340.96	88%	1,159.04
7621 · Payroll Taxes	20,029.50	2,500.50	2,181.79	9,934.34	50%	10,095.16
7635 · Workers Comp	2,012.00	0.00	0.00	368.99	18%	1,643.01
7630 · Health/Dental/Vision	19,200.00	2,328.14	1,063.08	9,640.56	50%	9,559.44
7632 · Severance/Vacation Payouts	4,580.00	0.00	0.00	0.00	0%	4,580.00
Total 7500 · Operating Salaries & Benefits	214,129.50	17,585.61	21,371.60	115,849.18	54%	98,280.32
TOTAL EXPENSES	293,670.00	23,235.78	24,204.71	155,803.03	53%	137,866.97
NET INCOME/LOSS	0.00	-4,497.07	3,595.08	31,129.31	16.7%	

Community Television of Santa Cruz County

BALANCE SHEET

As of February 29, 2020

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1010 Checking-SCCCU	0.00
1015 PayPal Checking-SCCCU	0.00
1020 Savings-SCCCU	0.00
1021 Petty Cash Fund	147.69
1070 CD 12 month Cert SCCC	0.00
1075 Checking - Lighthouse Bank	952,738.83
1080 Savings - Lighthouse Bank	301,131.10
1085 CD 12-23 Month - Lighthouse Bank	84,700.52
1099 Cash Box	0.00
Total Bank Accounts	\$1,338,718.14
Accounts Receivable	
1114 Temp A/R	0.00
1115 Accounts Receivable	11,144.19
1116 Grants Receivable	0.00
Total Accounts Receivable	\$11,144.19
Other Current Assets	
1117 A/R - Temp. Restricted	0.00
1125 County Reserve Acct. Restricted	0.00
1200 Prepaid Insurance	
1201 Health	0.00
1202 Accident	0.00
1203 Crime Coverage	0.00
1206 Workers Comp Deposit	0.04
1209 Liability / D&O (SLIP)	0.00
1210 Property Liability (SPIP)	3,496.23
Total 1200 Prepaid Insurance	3,496.27
1260 Prepaid Expenses	27,133.35
1300 PFG Common Stock	4,931.00
1400 Undeposited Funds	0.00
Total Other Current Assets	\$35,560.62
Total Current Assets	\$1,385,422.95
Fixed Assets	
1600 Production Equipment	1,056,177.62
1700 Accum Depr-Production Equipment	-869,934.07
Total 1600 Production Equipment	186,243.55
1620 Office Furniture/Equipment	120,095.98
1720 Accum Depr-Furniture/Equipment	-113,476.53
Total 1620 Office Furniture/Equipment	6,619.45

Community Television of Santa Cruz County

BALANCE SHEET

As of February 29, 2020

	TOTAL
1625 Leasehold Improvement	207,697.15
1725 Accum Depr-Leasehold Improv.	-141,612.11
Total 1625 Leasehold Improvement	66,085.04
1670 Broadcasting Equipment	28,933.89
Total Fixed Assets	\$287,881.93
TOTAL ASSETS	\$1,673,304.88
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	-13,904.57
Total Accounts Payable	\$ -13,904.57
Other Current Liabilities	
2110 Sales Tax Payable	0.00
2111 Sales Tax (Manual entry)	0.00
2140 Accrued Vacation	2,491.00
24000 Payroll Liabilities	1,034.98
CA PIT / SDI	475.47
CA SUI / ETT	762.30
Federal Taxes (941/944)	4,543.84
Total 24000 Payroll Liabilities	6,816.59
Board of Equalization Payable	0.00
Direct Deposit Payable	0.00
Total Other Current Liabilities	\$9,307.59
Total Current Liabilities	\$ -4,596.98
Long-Term Liabilities	
2400 Business Equipment Loan 33736	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$ -4,596.98
Equity	
3000 Opening Bal Equity	0.00
3015 Net Assets-Temp Restricted	0.00
3900 Retained Earnings	609,836.28
3905 Retained Earnings - Capital Reserves	960,748.95
Net Income	107,316.63
Total Equity	\$1,677,901.86
TOTAL LIABILITIES AND EQUITY	\$1,673,304.88

EQUITY:

Capital Reserves	\$ 805,106.10
Capital Reserves - Youth Grant	\$ 231,830.06
Operating Reserves	\$ 640,965.59
TOTAL EQUITY:	\$1,677,901.75