



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS

Regular Meeting

April 26, 2021

5:00 p.m.

Zoom online meeting

****PLEASE NOTE****: Due to public health orders related to the current COVID-19/Novel Coronavirus outbreak, this meeting will be held virtually using the Zoom online platform. To participate, please download the Zoom app and join the meeting. **Link to join Webinar:** <https://us02web.zoom.us/j/85727979781>

AGENDA

1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz , Joe Hall, Tom Manheim, Larry Laurent, Janis O'Driscoll, Elizabeth Shaw, Keith Gudger, Christina Granados, David Warren

[quorum is six]

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 Board meeting minutes of March 22, 2021*

5. Approve Finance Committee recommendation to accept March 2021 financial reports *

REGULAR AGENDA

6. Report from the Education Committee on its April 13, 2021 meeting.*

7. Discussion of rules / practices relating to hate speech.

8. Oral Report of Executive Director *
9. Oral Report of Board Chair
10. Board Member / staff requests for specific items to appear on next meeting agenda
11. Announcements
12. 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

April 26, 2021

5:00 p.m.

Zoom online meeting

A G E N D A

1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Joe Hall, Tom Manheim, Larry Laurent, Janis O'Driscoll, Elizabeth Shaw, Keith Gudger, Christina Granados, David Warren

[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.



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Regular Meeting
March 22, 2021
5:00 P.M.
Zoom On-Line Meeting

MINUTES

1.Roll Call

Present: Guy Lasnier, Maitreya Maziarz, Tom Manheim, Larry Laurent, Keith Gudger, Janice O'Driscoll, Joe Hall, Christina Granados, David Warren, Elizabeth Shaw

Absent:

[quorum is five]

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

1.Consent and Regular Agendas.

None

CONSENT AGENDA

4.Approve Minutes*

Board Meeting Minutes of February 22, 2021

5.Approve Finance Committee recommendation to Accept the February 2021 Financial Reports *

Motion to approve Consent agenda Director Hall, Seconded Director Gudger. Approved unanimously.

2.REGULAR AGENDA

6. Approve Finance Committee recommendation to accept 2021-2022 budget*

Director Hall thanked staff for their work and adaptation over the past year to keep CTV on the air. Director Hall also let the volunteers know they are missed and will hopefully be back soon. Also thanked the County of Santa Cruz and the board. Executive Director Reed commented that over the past year CTV was able to develop new revenue streams the help the organization fulfill its mission including streaming press conferences and facilitating webinars. CTV kept everyone employed during the year, employees adapted the way they worked. Currently 16% ahead of the 2020-2021 amended budget. Happy where CTV is. Executive Director Reed pointed out some of the line items in the budget. Director Maziarz asked about salaries. Executive Director Reed reminded the Board that some of the salaries show up in the capital budget. Staff received a 3% COLA. Director Hall added that the Finance Committee recommended that Executive Director also receive 3%. Executive Director Reed reported on the Capital Budget. Revenues the same as previous years.



BOARD OF DIRECTORS

Regular Meeting

March 22, 2021

5:00 P.M.

Zoom On-Line Meeting

325 Soquel Avenue
Santa Cruz, CA 95062

Expenditure changes include increases to facility lease and smaller equipment purchases such as iPads for grants. Approximately 20% of labor costs are part of the capital budget. Chair Lasnier thanked Director Hall for his work and steady hand with the budget. Motion to approve budget Director Gudger, seconded Director Maziarz.

7. Form an Education Committee with members David Warren (chair), Elizabeth Shaw, Christina Granados, Mathilde Rand, and Keith Gudger. The committee's goal is to increase the educational outreach of CTV through partnerships with educational organizations.

Director Warren reported that the potential Education Committee has met and was excited about the passion of the group. Director Warren added that they welcome any thought regarding the mission and contributions of the committee. Director Manheim stated that this is a terrific idea and CTV has struggled to make a connection with the education community. Director Warren commented that education has been going through a stressful time and CTV is looking for ways to help. Director Gudger stated that the E in PEG has been diminished over time and that this is an opportunity to emphasize it. Director Warren stated that the committee will write an education strategic plan. Motion to approve the creation of an Education Committee Director Manheim, seconded Director Warren.

8. Oral Report of Executive Director *

Given. Additional documentation has been requested for the EIDL loan. Hopefully the last.

9. Oral Report of Board Chair

Chair Lasnier commented that a year ago no one had an idea of what was going to happen. It has been great how everyone has been able to transition to new duties. Thanks to all.

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

Director Maziarz asked to have advertising information brought to board at a future meeting.

11. Announcements

Director Gudger discussed new equipment available to rent, a gimbal for smartphones. Phone app is available to configure.

12. Adjournment.

Director Gudger Motioned to adjourn and Director Manheim seconded. Approved unanimously.

Approved: _____
Board Chair

Attest: _____
Board Secretary

Community Television of Santa Cruz County
Capital Profit Loss Budget Performance
March
2021

	Annual Budget 2020-21	February 2021	March 2021	March Year to Date	% of Annual Budget	Amount Remaining
4000 · CAPITAL REVENUE						
4100 · County PEG Fees	500,000.00	0.00	150,000.00	450,000.00	90%	50,000.00
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	150,000.00	450,000.00	75%	150,000.00
5000 · CAPITAL EXPENDITURES						
5100 · Facility						
7400 · Facility Lease	247,364.00	18,229.06	20,297.81	173,652.18	70%	73,711.82
6701 · Facility/Equip. Insurance	11,143.00	926.59	926.59	8,273.31	74%	2,869.69
7058 · Leasehold Improvements / Capital	20,000.00	51.35	51.35	11,251.08		8,748.92
7300 · Facilities & Equipment Rental	1,000.00	0.00	0.00	329.39	33%	670.61
Total 5100 · Facility	279,507.00	19,207.00	21,275.75	193,505.96	69%	86,001.04
5200 · Equipment						
7215 · Copy Machine Lease	5,000.00	166.15	181.69	1,665.97	33%	3,334.03
7051 · Equipment Repair	5,000.00	83.33	1,283.33	2,773.72	55%	2,226.28
7054 · Captioning Equipment Lease	0.00	2,580.00	2,580.00	22,396.00	0%	(22,396.00)
7056 · Equipment - Depreciated	109,353.00	0.00	0.00	0.00	0%	109,353.00
7057 · Equipment - Non Depreciated	10,000.00	314.99	1,155.44	12,855.76	129%	(2,855.76)
7060 · Equipment Grant Program - Depreciated	100,000.00	4,009.58	3,137.75	7,147.33	7%	92,852.67
7061 · Equipment Leases	36,800.00	0.00	0.00	0.00	0%	36,800.00
7062 · Software as a Service	16,500.00	1,383.56	1,957.62	11,059.18	67%	5,440.82
Total 5200 · Equipment	282,653.00	8,537.61	10,295.83	57,897.96	20%	224,755.04
Capital Maintenance & Repair						
7063 · Building Maintenance	6400.00	431.29	641.53	5,028.25	79%	1,371.75
7064 · Equipment Maintenance	10600.00	892.67	892.67	8,034.03	76%	2,565.97
7065 · Equipment Repair	20180.00	2005.07	1983.09	17,515.39	87%	2,664.61
Total Capital Maintenance & Repair	37180.00	3329.03	3517.29	30,577.67	82%	6,602.33
5300 · Media Licensing						
7059 · Music Library	660.00	55.00	55.00	495.00	75%	165.00
Total 5300 · Media Licensing	660.00	55.00	55.00	495.00	75%	165.00
Total 5000 · CAPITAL EXPENDITURES	600,000.00	31,128.64	35,143.87	282,476.59	47%	317,523.41
NET INCOME/LOSS	0.00	(31,128.64)	114,856.13	167,523.41		

Community Television of Santa Cruz County
Operating Profit Loss Budget Performance
March
2021

	Annual Budget 2020-21	February 2021	March 2021	March Year to Date	% of Annual Budget	Amount Remaining
4300 · OPERATING REVENUE						
4101 · County BOS Meetings	21,000.00	2,092.50	2,015.00	21,854.50	104%	(854.50)
4103 · City of Capitola Gov. Meetings	7,000.00	795.50	903.00	6,708.00	96%	292.00
4104 · SCMTD Meetings	2,500.00	344.00	301.00	2,472.50	99%	27.50
4106 · City of Santa Cruz Gov. Mtg.	45,000.00	2,748.75	5,073.50	40,943.50	91%	4,056.50
4108 · SCCRTC Meetings	4,500.00	473.00	430.00	3,590.50	80%	909.50
4109 · SCWD Government Meetings	4,200.00	0.00	0.00	100.00	2%	4,100.00
4120 · Facility & Equipment Use	100,000.00	7,167.85	10,600.22	87,597.72	88%	12,402.28
4121 - SLVWD Meetings	4,600.00	831.00	1,393.50	7,827.48	170%	(3,227.48)
4123 - Webinar Meetings	0.00	232.50	1,302.50	1,535.00		(1,535.00)
4122 - PVUSD	2,500.00	0.00	0.00	0.00	0%	2,500.00
4130 · Classes	0.00	0.00	0.00	0.00	0%	0.00
4165 · Donations	250.00	0.00	0.00	100.00	40%	150.00
4180 · Interest Earned	0.00	110.65	121.16	2,158.90		(2,158.90)
4185 · Misc. Income	1,000.00	0.00	0.00	168.00		832.00
4190 · Gain/ Loss on Sale of Assets	0.00	0.00	0.00	0.00		0.00
4200 · Production Services	6,000.00	80.00	0.00	280.00	5%	5,720.00
4250 - Closed Captioning	42,000.00	2,250.00	3,491.25	18,228.75	43%	23,771.25
4260 - Equipment Lease	5,000.00	651.28	651.28	5,737.77		(737.77)
PPP Loan	32,390.00	0.00	0.00	0.00		32,390.00
CTV Surplus	14,999.50	0.00	0.00	0.00		14,999.50
Total 4300 · OPERATING REVENUE	292,939.50	17,777.03	26,282.41	199,302.62	68%	93,636.88
TOTAL INCOME	292,939.50	17,777.03	26,282.41	199,302.62	68%	93,636.88
6000 · OPERATING EXPENSES						
6100 · Advertising	11,000.00	497.92	333.05	3,735.41	34%	7,264.59
6300 · Bank Charges	2,500.00	119.94	95.86	1,341.76	54%	1,158.24
6600 · Dues & Subscriptions	1,500.00	487.95	87.95	1,476.55	98%	23.45
7100 · Office Supplies	1,000.00	20.75	3.49	323.77	32%	676.23
7105 - Production Expenses	500.00	0.00	198.00	203.00	41%	297.00
7200 · Postage/Freight	375.00	0.00	0.00	492.31	131%	(117.31)
7205 · Printing	250.00	0.00	0.00	0.00	0%	250.00
7401 · Facility Supplies	3,000.00	92.02	221.71	1,563.60	52%	1,436.40
7640 · Licenses / Fees / Misc. Taxes	100.00	(10.00)	0.00	133.00	133%	(33.00)
7700 · Telephone/Telecommunications / Internet	1,920.00	188.21	188.21	1,534.39	80%	385.61
Total 6000 - Operating Expenses	22,145.00	1,396.79	1,128.27	10,803.79	49%	11,341.21
6800 · Contracted Services						
6900 · Contract Services-Audit Services	2,500.00	0.00	0.00	1,000.00	40%	1,500.00
7001 · Contract Services-Production Support	0.00	0.00	0.00	0.00	0%	0.00
7007 · Contract Services-CMAP	0.00	0.00	0.00	0.00	0%	0.00
7010 · Contract Services-Consulting	2,000.00	0.00	0.00	0.00	0%	2,000.00
7110 · Contract Services-Legal	3,000.00	100.00	120.00	2,920.00	97%	80.00
7910 - Contract Services-Equipment Technicians	0.00	0.00	0.00	0.00	0%	0.00
7920 · Contract Services-Captioning	21,000.00	1,282.50	2,515.00	9,165.70	44%	11,834.30
Total 6800 · Contracted Services	28,500.00	1,382.50	2,635.00	13,085.70	46%	15,414.30
7000 · Staff Development & Fundraising						
7405 · Training / conferences	2,000.00	0.00	295.00	2,654.93	133%	(654.93)
7800 · Travel / Meals	800.00	0.00	0.00	191.15	24%	608.85
8600 · Special Events Expense	1,000.00	0.00	0.00	0.00	0%	1,000.00
Total 7000 · Staff Development & Fundraising	3,800.00	0.00	295.00	2,846.08	75%	953.92

Community Television of Santa Cruz County
Operating Profit Loss Budget Performance
March
2021

	Annual Budget 2020-21	February 2021	March 2021	March Year to Date	% of Annual Budget	Amount Remaining
7500 · Operating Salaries & Benefits						
7525 · Salaries - Executive Director	80,720.00	6,996.32	6,729.33	60,563.97	75%	20,156.03
7530 · Salaries - Coworking Community Coordinator	31,820.00	1,725.16	2,566.09	20,112.88	63%	11,707.12
7535 · Salaries - Accountant	16,377.00	1,290.96	1,203.05	9,497.66	58%	6,879.34
7542 · Salaries - Media Services Coordinator	42,848.00	3,570.67	3,570.67	32,136.03	75%	10,711.97
7585 · Salaries - Government Technicians	18,488.00	1,679.17	1,840.34	14,962.24	81%	3,525.76
7589 · Salaries - Extra Help Trainers, Technicians	3,000.00	0.00	(266.99)	1,601.36	53%	1,398.64
7621 · Payroll Taxes	20,029.50	1,933.93	1,735.23	15,393.41	77%	4,636.09
7635 · Workers Comp	2,012.00	111.33	111.33	1,393.97	69%	618.03
7630 · Health/Dental/Vision	18,200.00	1,277.19	1,277.39	11,669.22	64%	6,530.78
7632 · Severance/Vacation Payouts	5,000.00	0.00	0.00	0.00	0%	5,000.00
Total 7500 · Operating Salaries & Benefits	238,494.50	18,584.73	18,766.44	167,330.74	70%	71,163.76
TOTAL EXPENSES	292,939.50	21,364.02	22,824.71	194,066.31	66%	98,873.19
NET INCOME/LOSS	0.00	(3,586.99)	3,457.70	5,236.31	2.6%	

Community Television of Santa Cruz County

Balance Sheet As of March 31, 2021

		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		32.44
1070 CD 12 month Cert SCCC		0.00
1075 Checking - Lighthouse Bank		831,225.81
1080 Savings - Lighthouse Bank		137,977.89
1081 CDAR 13wk SCCU		250,000.00
1082 CDAR 126wk SCCU		250,000.00
1083 ICS SCCU		250,000.00
1085 CD 12-23 Month - Lighthouse Bank		0.00
1099 Cash Box		0.00
Total Bank Accounts		\$1,719,236.14
Accounts Receivable		
1114 Temp A/R		0.00
1115 Accounts Receivable		20,552.03
1116 Grants Receivable		0.00
Total Accounts Receivable		\$20,552.03

Community Television of Santa Cruz County

Balance Sheet As of March 31, 2021

	TOTAL
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	759.03
1209 Liability / D&O (SLIP)	0.00
1210 Property Liability (SPIP)	2,997.75
Total 1200 Prepaid Insurance	3,756.78
1260 Prepaid Expenses	26,383.54
1300 PFG Common Stock	4,931.00
1400 Undeposited Funds	0.00
Repayment	
Health Insurance	0.00
Total Repayment	0.00
Total Other Current Assets	\$35,071.32
Total Current Assets	\$1,774,859.49
Fixed Assets	
1600 Production Equipment	1,096,176.28
1700 Accum Depr-Production Equipment	-975,061.08
Total 1600 Production Equipment	121,115.20
1620 Office Furniture/Equipment	122,181.80
1720 Accum Depr-Furniture/Equipment	-117,880.79
Total 1620 Office Furniture/Equipment	4,301.01
1625 Leasehold Improvement	207,697.15
1725 Accum Depr-Leasehold Improv.	-148,503.06
Total 1625 Leasehold Improvement	59,194.09
1670 Broadcasting Equipment	28,933.89
Total Fixed Assets	\$213,544.19
TOTAL ASSETS	\$1,988,403.68

Community Television of Santa Cruz County

Balance Sheet As of March 31, 2021

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	3,877.52
Total Accounts Payable	\$3,877.52
Other Current Liabilities	
2110 Sales Tax Payable	0.00
2111 Sales Tax (Manual entry)	0.00
2140 Accrued Vacation	9,133.15
2150 PPP Loan	32,390.00
24000 Payroll Liabilities	1,034.98
CA PIT / SDI	494.04
CA SUI / ETT	943.77
Federal Taxes (941/944)	4,288.20
Total 24000 Payroll Liabilities	6,760.99
Board of Equalization Payable	0.00
Direct Deposit Payable	0.00
Total Other Current Liabilities	\$48,284.14
Total Current Liabilities	\$52,161.66
Long-Term Liabilities	
2400 Business Equipment Loan 33736	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$52,161.66
Equity	
3000 Opening Bal Equity	0.00
3015 Net Assets-Temp Restricted	0.00
3900 Retained Earnings	549,780.90
3905 Retained Earnings - Capital Reserves	1,213,701.40
Net Income	172,759.72
Total Equity	\$1,936,242.02
TOTAL LIABILITIES AND EQUITY	\$1,988,403.68

CTV Education Committee report for our meeting on Tuesday, April 13, 2021

Attendees: David Warren, Mathilde Rand, Christina Granados, Keith Gudger.

David and Keith reported on their meeting with Becca to explore possibilities for the Education Committee.

- How do we as an organization instruct/train the teachers and students, who use our equipment?
- How do we secure money/contributions for an instructor?
- How do we, as a committee, educate ourselves and become a learning community, modeling what teachers do with themselves and their students?
- How can we pull the best of resources and tutorials from YouTube, and provide links on our web site, so teachers and students have a basic resource for beginning to use the PadCast equipment?

Christina said that pulling in YouTube tutorials is a good idea. Maybe an introductory video for the lending program itself? The idea of an SCCTV contest for students came up and she thought the idea is a good one to get schools and students involved.

The committee addressed the question of how can we might foster student team collaborations? There was also questions around the possibility of offering fellowships for the college clubs in high schools. David suggested that such fellowships might attract local non-profit grantors.

Mathilde and David suggested seeking advice from Impact Creative Productions' Eric Thiermann. Christina said that a fellowship is a fancy way to label an internship as it has a higher level of involvement and is very selective.

You would recruit for a very specific profile. The fellowship could have a financial award or not, and might provide a learning or research component. We discussed Digital Nest, but Christina pointed out that they are not necessarily addressing the same population. Christina's thinking of working with PVUSA which works to prevent addiction and the Watsonville Ivy League Club. Mathilde suggested Pajaro High School as a good connection. We might have a media expert teach the teachers.

4/26/21
Community Television of Santa Cruz County
Executive Director's Report to the Board
Covering March of 2021

1. Administration

- Financial

- County of Santa Cruz

Submitted CTV's 2021/2022 budget and workplan to the Board of Supervisors for approval.

- A vote is scheduled during the April 27th meeting.

- CA Relief Grant

- Our application is being considered in Round 6
- Updated 990
- We are eligible for \$15,000.

- EIDL

- Our status is "funding."
- Update: 4/19 Contacted by SBA for more documents
- Waiting for a confirmation of our 2019 990 from IRS

- Coworking

- Our breakeven number in the coworking center is \$8,333.333 per month. In March we earned \$10,643.00.

** This report shows funds that have been received. Our financial report shows funds that have been to our bank account. The numbers may vary slightly due to timing.*

Paid Services

Completed

- *Government Meeting Services*

- CTV provided coverage 20 government meetings in March.
- CTV produced 11 Webinars including Cal Fire & Health Department Press conferences

2. Facilities & Equipment

- The roof has been repaired.
- We had an usual amount of vandalism in March. We met with our security company regarding adding additional cameras on the front of the building.

3. Staff

We have reviewed our health insurance plan and have changed carriers

in order to provide more and easier access to local doctors, and a more useful dental and vision plan.

4. Youth Grant

- The first round of beta testing for our new Youth Grant has begun. Four students received their equipment in mid-March. We will have feedback from them and their teacher next month.
- Watsonville
 - We are talking with Watsonville Parks and Recreation
- Save Our Shores
 - We continue to work with SOS to find and engage students in our Youth Grant.