



325 Soquel Avenue  
Santa Cruz, CA 95062

**BOARD OF DIRECTORS**  
**Regular Meeting**  
**March 27, 2023**  
**5:30 p.m.**  
**Zoom online meeting**

**\*\*PLEASE NOTE\*\***: This meeting will be held virtually using the Zoom online platform. Members of the public may participate by downloading the Zoom app and joining the meeting at <https://us06web.zoom.us/j/84049770637>.

Board members will each receive a unique Zoom address an hour before the meeting.

## **A G E N D A**

1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Janis O'Driscoll, Tom Manheim, Mathilde Rand, Elizabeth Shaw, David Warren

[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.

3. Consideration of late additions to the agenda; additions and deletions to consent and regular agendas.

### **CONSENT AGENDA**

4. Approve meeting agenda\*
5. Approve Board meeting minutes of Feb. 27, 2023\*
6. Accept February 2023 financial reports\*

### **REGULAR AGENDA**

7. Executive Director's report\*

8. Discuss and APPROVE 2023-2024 budget
9. Discuss Low Power Television opportunities and appoint an ad-hoc committee to prepare for an eventual LPTV license auction.
10. Discuss and accept the Education Committee's report
11. Board Chair's report
12. Board member / staff requests for specific items to appear on next meeting agenda
13. Announcements
14. 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

March 27, 2023

5:30 p.m.

Zoom online meeting

## A G E N D A

### 1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Janis O'Driscoll, Tom Manheim, Mathilde Rand, Elizabeth Shaw, 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**  
**February 27, 2023**  
**5:30 p.m.**  
Zoom online meeting

## MINUTES

1. Roll Call at 5:35 PM  
Present: Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Janis O'Driscoll, Tom Manheim, Mathilde Rand, David Warren, Elizabeth Shaw

Staff: Executive Director Becca Reed  
[quorum is five]

2. Oral Communications Any person may address the Board during its oral communications period.  
None.
3. Consideration of late additions to the agenda; additions and deletions to consent and regular agendas.  
None.

### **CONSENT AGENDA**

4. Approve meeting agenda
5. Approve Board meeting minutes of Jan. 23, 2023
6. Accept January 2023 financial reports

Director Maziarz asked about the Finance Report. Director Hall reported that the EIDL loan is repaid. E.D. Reed discussed the payoff.  
Director Maziarz moved acceptance. Director Hall seconded. Approved unanimously.

### **REGULAR AGENDA**

7. Executive Director's report  
E.D. Reed reported that the coworking system exceeded the revenue goal. Overall we're ahead for the year. Production services also exceeded its goal. Comcast has finished dark fiber installation to CTV's building, but they haven't completed connection to the county building.  
Tom Manheim has been a huge help to get the lease ready for us for the closed session.

All of Watsonville High School's equipment is delivered. They will cover sports and also events at the Mello Center.

The COE received 25 more PadCasters. They will promote the PadCasters at the upcoming STEAM event at the fairgrounds.

8. Closed Session to discuss and provide direction to negotiators Tom Manheim and Becca King Reed regarding payment terms for a sublease for real property located at 325 Soquel Ave., Suite 110, Santa Cruz, California from Eliassen Group, LLC and TAV Enterprises, LLC.

Adjourned to Closed Session at 5:44 PM

Returned to Open Session at 6:04 PM

Reported out that the Board approved unanimously to direct E.D. Reed and Chair Lasnier to sign the lease with Eliason Ent. Moved by Director Manheim, seconded by Director Hall. Approved unanimously with 1 absence.

9. Approve Mid-year Budget Adjustments

Moved approval by Director Maziarz, seconded by Director Manheim.

10. Discuss changes in monthly Board meeting logistics, including the end of all-remote meeting accommodations.

Due to the end of the pandemic exception to the Brown Act, CTV will need to resume in person meetings. E.D. Reed will look into hybrid meeting possibilities. Director Hall thinks that having a remote attendance option is a good idea. Director Manheim noted that people can participate remotely as long as CTV notices the location.

11. Accept and discuss Education Committee report

Director Warren reported the committee discussed the possibility of equipping a CTV conference room as a hybrid meeting room. Director Gudger is working with a volunteer to create blog posts about CTV rental equipment. The committee is exploring a First Friday event at CTV involving generative art and other AI uses. Director Warren suggested that the Board may want to look at how AI is possibly changing CTV and how we operate.

Director Gudger will work with Director Warren on the RSVP training video.

12. Board Chair's report

Chair Lasnier had nothing to report.

13. Board member / staff requests for specific items to appear on next meeting agenda

Director Hall wants to talk about LPTV in the next Board meeting.

14. Announcements

Director Gudger announced that the next one day Animation class is on March

19.

15. Adjournment

Director Rand moved adjournment. Adjourned at 6:28 PM.

Community Television of Santa Cruz County  
 Capital Profit Loss Budget Performance  
 February  
 2023

	Amended Budget 2022-23	January 2023	February 2023	February Year to Date	% of Annual Budget	Amount Remaining
<b>4000 · CAPITAL REVENUE</b>						
4100 · County PEG Fees	500,000.00	0.00	0.00	250,000.00	50%	250,000.00
4105 · County PEG Fees - Youth Grant	100,000.00	0.00	0.00	50,000.00	50%	50,000.00
<b>TOTAL INCOME</b>	<b>600,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>300,000.00</b>	<b>50%</b>	<b>300,000.00</b>
<b>5000 · CAPITAL EXPENDITURES</b>						
<b>5100 · Facility</b>						
7400 · Facility Lease	290,396.00	21,212.88	20,562.60	170,041.27	59%	120,354.73
6701 · Facility / Equip. Insurance	13,105.00	1,082.18	1,082.18	8,571.44	65%	4,533.56
7058 · Leasehold Improvements / Capital	12,196.00	0.00	4,575.65	4,575.65	38%	7,620.35
7300 · Facilities & Equipment Rental	1,000.00	61.39	61.39	471.04	47%	528.96
<b>Total 5100 · Facility</b>	<b>316,697.00</b>	<b>22,356.45</b>	<b>26,281.82</b>	<b>183,659.40</b>	<b>58%</b>	<b>133,037.60</b>
<b>5200 · Equipment</b>						
7215 · Copy Machine Lease	2,480.00	451.12	298.34	2,860.50	115%	(380.50)
7051 · Equipment Repair	4,564.00	0.00	0.00	250.11	5%	4,313.89
7056 · Equipment - Depreciated	90,928.00	9,594.27	0.00	80,717.10	89%	10,210.90
7057 · Equipment - Non Depreciated	24,306.00	4,351.70	9.38	20,554.49	85%	3,751.51
7060 · Equipment Grant Program	100,000.00	0.00	0.00	47,137.74	47%	52,862.26
7061 · Equipment Leases	0.00	0.00	0.00	0.00	0%	0.00
7062 · Software as a Service	17,250.00	2,261.18	1,651.50	11,551.33	67%	5,698.67
7700 · Telephone / Telecommunications / Internet	0.00	863.19	863.19	6,905.52		(6,905.52)
<b>Total 5200 · Equipment</b>	<b>239,528.00</b>	<b>17,521.46</b>	<b>2,822.41</b>	<b>169,976.79</b>	<b>71%</b>	<b>69,551.21</b>
<b>Capital Maintenance &amp; Repair</b>						
7063 - Building Maintenance	7383.00	631.77	566.77	4,695.17	64%	2,687.83
7064 - Equipment Maintenance	12694.00	1030.37	1030.37	8,242.96	65%	4,451.04
7065 - Equipment Repair	23038.00	1890.89	1867.49	15,079.36	65%	7,958.64
<b>Total Capital Maintenance &amp; Repair</b>	<b>43115.00</b>	<b>3553.03</b>	<b>3464.63</b>	<b>28,017.49</b>	<b>65%</b>	<b>15,097.51</b>
<b>5300 · Media Licensing</b>						
7059 · Music Library	660.00	0.00	0.00	330.00	50%	330.00
<b>Total 5300 · Media Licensing</b>	<b>660.00</b>	<b>0.00</b>	<b>0.00</b>	<b>330.00</b>	<b>50%</b>	<b>330.00</b>
<b>Total 5000 · CAPITAL EXPENDITURES</b>	<b>600,000.00</b>	<b>43,430.94</b>	<b>32,568.86</b>	<b>381,983.68</b>	<b>64%</b>	<b>218,016.32</b>
<b>NET INCOME/LOSS</b>	<b>0.00</b>	<b>(43,430.94)</b>	<b>(32,568.86)</b>	<b>(81,983.68)</b>		

Community Television of Santa Cruz County  
 Operating Profit Loss Budget Performance  
 February  
 2023

	Amended Budget 2022-23	January 2023	February 2023	February Year to Date	% of Annual Budget	Amount Remaining
<b>4300 · OPERATING REVENUE</b>						
4101 · County BOS Meetings	23,732.00	581.25	1,085.00	7,493.50	32%	16,238.50
4103 · City of Capitola Gov. Meetings	10,314.00	621.50	1,243.00	8,102.50	79%	2,211.50
4104 · SCMTD Meetings	3,440.00	282.50	395.50	2,725.65	79%	714.35
4106 · City of Santa Cruz Gov. Mtg.	35,238.00	2,091.75	1,588.75	29,860.00	85%	5,378.00
4108 · SCCRTC Meetings	5,058.00	565.00	452.00	4,254.75	84%	803.25
4120 · Facility & Equipment Use	105,750.00	10,840.27	8,061.47	75,615.50	72%	30,134.50
4121 · SLVWD Meetings	7,859.00	957.25	565.00	5,006.25	64%	2,852.75
4122 · PVUSD	12,072.00	872.50	590.00	6,241.50	0%	5,830.50
4130 · Classes	0.00	0.00	0.00	0.00	0%	0.00
4165 · Donations	3,645.00	0.00	1,004.99	2,582.40	71%	1,062.60
4180 · Interest Earned	0.00	649.60	539.66	5,039.61	0%	(5,039.61)
4185 · Misc. Income	30,840.00	668.00	700.00	1,496.00	5%	29,344.00
4190 · Gain/Loss on Sale of Assets	0.00	0.00	0.00	0.00	0%	0.00
4200 · Production Services	4,000.00	1,500.00	0.00	4,250.00	106%	(250.00)
4250 - Closed Captioning	34,920.00	975.00	1,725.00	15,562.50	45%	19,357.50
4260 - Equipment Lease	8,600.00	567.42	567.42	5,122.68	60%	3,477.32
4700 - CA Relief Grant	0.00	0.00	0.00	0.00	0%	0.00
CTV Reserves	0.00	0.00	0.00	0.00	0%	0.00
<b>Total 4300 · OPERATING REVENUE</b>	<b>285,468.00</b>	<b>21,172.04</b>	<b>18,517.79</b>	<b>173,352.84</b>	<b>61%</b>	<b>112,115.16</b>
<b>TOTAL INCOME</b>	<b>285,468.00</b>	<b>21,172.04</b>	<b>18,517.79</b>	<b>173,352.84</b>	<b>61%</b>	<b>112,115.16</b>
<b>6000 · OPERATING EXPENSES</b>						
6100 · Advertising	8,000.00	25.00	25.00	204.24	3%	7,795.76
6300 · Bank Charges	2,000.00	154.56	259.94	1,841.86	92%	158.14
6350 · Interest Expense - EIDL	0.00	648.00	648.00	1,944.00	0%	(1,944.00)
6600 · Dues & Subscriptions	1,000.00	151.51	52.15	609.63	61%	390.37
7100 · Office Supplies	800.00	98.27	21.42	125.85	16%	674.15
7105 - Production Expenses	200.00	0.00	0.00	0.00	0%	200.00
7200 · Postage/Freight	500.00	10.85	179.81	796.81	159%	(296.81)
7205 · Printing	100.00	18.51	0.00	18.51	19%	81.49
7401 · Facility Supplies	2,000.00	36.45	201.91	751.88	38%	1,248.12
7640 · Licenses/Fees/Misc. Taxes	100.00	0.00	0.00	17.00	17%	83.00
7700 · Telephone/Telecommunications/Internet	2,920.00	298.97	298.98	2,348.21	80%	571.79
<b>Total 6000 - Operating Expenses</b>	<b>17,620.00</b>	<b>1,442.12</b>	<b>1,687.21</b>	<b>8,657.99</b>	<b>49%</b>	<b>8,962.01</b>
<b>6800 · Contracted Services</b>						
6900 · Contract Services-Audit Services	1,500.00	0.00	0.00	0.00	0%	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	3,500.00	0.00	0.00	0.00	0%	3,500.00
7110 · Contract Services-Legal	2,000.00	0.00	0.00	1,470.00	74%	530.00
7910 - Contract Services-Equipment Technicians	2,520.00	0.00	0.00	0.00	0%	2,520.00
7920 · Contract Services-Captioning	12,000.00	894.86	225.76	10,586.99	88%	1,413.01
<b>Total 6800 · Contracted Services</b>	<b>21,520.00</b>	<b>894.86</b>	<b>225.76</b>	<b>12,056.99</b>	<b>56%</b>	<b>9,463.01</b>
<b>7000 · Staff Development &amp; Fundraising</b>						
7405 · Training/conferences	1,500.00	0.00	0.00	0.00	0%	1,500.00
7800 · Travel/Meals	100.00	0.00	0.00	33.63	34%	66.37
8600 · Special Events Expense	1,000.00	0.00	0.00	0.00	0%	1,000.00
<b>Total 7000 · Staff Development &amp; Fundraising</b>	<b>2,600.00</b>	<b>0.00</b>	<b>0.00</b>	<b>33.63</b>	<b>1%</b>	<b>2,566.37</b>



Community Television of Santa Cruz County  
 Operating Profit Loss Budget Performance  
 February  
 2023

	Amended Budget 2022-23	January 2023	February 2023	February Year to Date	% of Annual Budget	Amount Remaining
<b>7500 · Operating Salaries &amp; Benefits</b>						
7525 · Salaries - Executive Director	80,720.00	6,729.33	6,729.33	53,834.64	67%	26,885.36
7530 · Salaries - Coworking Community Coordinator	29,535.00	2,527.08	2,267.08	18,780.67	64%	10,754.33
7535 · Salaries - Accountant	11,032.00	834.22	740.66	6,482.84	59%	4,549.16
7542 · Salaries - Media Services Coordinator	50,778.00	4,121.47	4,121.47	32,971.76	65%	17,806.24
7585 · Salaries - Government Technicians	20,000.00	1,132.19	1,395.71	12,112.08	61%	7,887.92
7589 · Salaries - Extra Help Trainers, Technicians	2,000.00	0.00	0.00	994.33	50%	1,005.67
7621 · Payroll Taxes	24,429.00	2,372.34	1,803.23	13,936.65	57%	10,492.35
7635 · Workers Comp	2,034.00	125.40	125.40	1,003.20	49%	1,030.80
7630 · Health/Dental/Vision	18,200.00	1,498.59	1,503.81	10,285.31	57%	7,914.69
7632 · Severance/Vacation Payouts	5,000.00	0.00	0.00	0.00	0%	5,000.00
<b>Total 7500 · Operating Salaries &amp; Benefits</b>	<b>243,728.00</b>	<b>19,340.62</b>	<b>18,686.69</b>	<b>150,401.48</b>	<b>62%</b>	<b>93,326.52</b>
<b>TOTAL EXPENSES</b>	<b>285,468.00</b>	<b>21,677.60</b>	<b>20,599.66</b>	<b>171,150.09</b>	<b>60%</b>	<b>114,317.91</b>
<b>NET INCOME/LOSS</b>	<b>0.00</b>	<b>(505.56)</b>	<b>(2,081.87)</b>	<b>2,202.75</b>	<b>1.3%</b>	

# Community Television of Santa Cruz County

## Balance Sheet

As of February 28, 2023

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1021 Petty Cash Fund	709.08
1075 Checking - Santa Cruz County Bank	296,220.57
1080 Savings - Santa Cruz County Bank	139,661.62
1081 CDAR 1025929272	251,712.75
1082 CDAR 1025929809	251,776.65
1083 ICS Santa Cruz County Bank	250,026.60
1084 CDAR 1026064054	0.00
1085 CDAR 1026064062	0.00
1086 Schwab	500,000.00
<b>Total Bank Accounts</b>	<b>\$1,690,107.27</b>
Accounts Receivable	
1114 Temp A/R	0.00
1115 Accounts Receivable	15,871.16
1116 Grants Receivable	0.00
<b>Total Accounts Receivable</b>	<b>\$15,871.16</b>
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	100.00
1203 Crime Coverage	0.00
1206 Workers Comp Deposit	523.55
1209 Liability / D&O (SLIP)	0.00
1210 Property Liability (SPIP)	4,059.71
<b>Total 1200 Prepaid Insurance</b>	<b>4,683.26</b>
1260 Prepaid Expenses	25,062.59
1300 PFG Common Stock	4,931.00
1400 Undeposited Funds	0.00
Repayment	
Health Insurance	0.00
<b>Total Repayment</b>	<b>0.00</b>
<b>Total Other Current Assets</b>	<b>\$34,676.85</b>
<b>Total Current Assets</b>	<b>\$1,740,655.28</b>

# Community Television of Santa Cruz County

## Balance Sheet

As of February 28, 2023

	TOTAL
Fixed Assets	
1600 Production Equipment	1,323,471.84
1700 Accum Depr-Production Equipment	-1,107,756.25
<b>Total 1600 Production Equipment</b>	<b>215,715.59</b>
1602 Board of Supervisors Equipment	0.00
1620 Office Furniture/Equipment	122,181.80
1720 Accum Depr-Furniture/Equipment	-120,741.54
<b>Total 1620 Office Furniture/Equipment</b>	<b>1,440.26</b>
1625 Leasehold Improvement	207,697.15
1725 Accum Depr-Leasehold Improv.	-162,208.48
<b>Total 1625 Leasehold Improvement</b>	<b>45,488.67</b>
1670 Broadcasting Equipment	28,933.89
<b>Total Fixed Assets</b>	<b>\$291,578.41</b>
<b>TOTAL ASSETS</b>	<b>\$2,032,233.69</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	2,357.42
<b>Total Accounts Payable</b>	<b>\$2,357.42</b>
Credit Cards	
2120 American Express	3,624.68
<b>Total Credit Cards</b>	<b>\$3,624.68</b>
Other Current Liabilities	
2110 Sales Tax Payable	-153.15
2111 Sales Tax (Manual entry)	0.00
2140 Accrued Vacation	10,583.72
2150 PPP Loan	0.00
24000 Payroll Liabilities	1,034.98
CA PIT / SDI	440.85
CA SUI / ETT	366.57
Federal Taxes (941/944)	2,217.72
<b>Total 24000 Payroll Liabilities</b>	<b>4,060.12</b>
Board of Equalization Payable	0.00
Direct Deposit Payable	0.00
<b>Total Other Current Liabilities</b>	<b>\$14,490.69</b>
<b>Total Current Liabilities</b>	<b>\$20,472.79</b>

# Community Television of Santa Cruz County

## Balance Sheet

As of February 28, 2023

	TOTAL
Long-Term Liabilities	
2400 Business Equipment Loan 33736	0.00
2410 EIDL Loan	0.00
<b>Total Long-Term Liabilities</b>	<b>\$0.00</b>
<b>Total Liabilities</b>	<b>\$20,472.79</b>
Equity	
3000 Opening Bal Equity	0.00
3015 Net Assets-Temp Restricted	0.00
3900 Retained Earnings	532,346.07
3905 Retained Earnings - Capital Reserves	1,559,195.76
Net Income	-79,780.93
<b>Total Equity</b>	<b>\$2,011,760.90</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,032,233.69</b>

3/27/23

**Community Television of Santa Cruz County**  
**Executive Director's Report to the Board**  
Covering February 2023

1. Administration

Revenue

- In February, the coworking center met its goal of \$8,813 but was under last month's earnings by \$2,000. However, we bounced back in March. At this writing the revenue is at \$9,800.
- Overall, the coworking center continues to be \$5,000 ahead of its projected revenue goal for this point in time.

Paid Services

Completed

- *Government Meeting Services*
  - CTV covered 18 government meetings January

Upcoming

- Our Government Meeting Service has two past customers resuming service in April.
- We are making the transition from webinars to hybrid meetings.
  - Special thanks to Victor Hermann and Melissa Potroff for devising a system by which we can run live hybrid meetings around the county from our control room.
- 2023 Artist of the Year event in May

2. Facilities & Equipment

CTV Rebuild

- CTV's team will finish the project to move our telecasting equipment from the county building to our own building in April.

CTV Building.

- Our sign was vandalized. Repairs are in the works.
- Repairs to building following the storms continue.

## Outreach

### CTV equipment Grants

- The Resource Center for Nonviolence is interested in an Equipment Grant.
  - We will be meeting in April to explore how CTV might be of help.
  - Thanks to Director Maziraz for making this connection.

## March Update

- CTV has assumed the newly leased spaces in the building.
  - New locks will be installed next week.
  - The wifi for that area will also be addressed at that time.
  - The new conference room is awaiting repair due to roof leaks discovered during the January Storms.
  - We intend to open the new small conference room next week.