



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Regular Meeting
April 24 2023
5:30 p.m.

****PLEASE NOTE****: The meeting will be held at Community Television of Santa Cruz County offices.

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 March 27, 2023*

6. Accept March 2023 financial reports*

REGULAR AGENDA

7. Executive Director's report*

8. Discussion of board meeting location, logistics, and times

9. Look ahead discussion: document review, strategic plan. Appoint an ad hoc planning committee

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

April 24, 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
March 27, 2023
5:30 p.m.
Zoom online meeting

MINUTES

1. Roll Call at 5:32 PM
Present: Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Janis O'Driscoll, Tom Manheim, Mathilde Rand, David Warren, Elizabeth Shaw after item 7.
[quorum is five]

Staff: Executive Director Becca Reed

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 Feb. 27, 2023
6. Accept February 2023 financial reports

Approval moved by Director Manheim, seconded by Director Rand, approved unanimously by voice vote.

REGULAR AGENDA

7. Executive Director's report

CTV's Coworking center met its budget goal. March revenue is exceeding the goal. CTV did 18 government meetings in February. Some clients are coming back after the pandemic, others are making the transition to hybrid meetings. CTV can run these meetings from the control room while the meeting is elsewhere. CTV can use the same system for Board meetings without requiring staff time.

All of the broadcast equipment is moving to CTV's building by the first few weeks in June. E.D. Reed is also looking into ways to handle network requests for use of the studio. CTV will get the proper encoder so shows can stream to the networks from the building. This encoder works for all of the networks. Chair Lasnier asked about whether cable and networks use the same encoding? E.D. Reed will find out.

The monument CTV sign was vandalized and E.D. Reed is in the process of getting it fixed.

E.D. Reed is looking into a new equipment grant, thanks to Director Maziarz.

CTV has taken over the new space in the back of the building. New locks are on the doors and a WiFi upgrade in process. The 2 new conference rooms are getting an upgrade, including a new table top in the small one.

8. Discuss and APPROVE 2023-2024 budget

E.D. Reed discussed the proposed budget. Director Maziarz mentioned that the County budget process is streamlined so there are fewer County meetings. E.D. Reed noted that the legal fees should be \$3,500, not \$3,000.

Director Gudger moved approval with the legal fees addition. Director O'Driscoll seconded. Motion approved unanimously on a roll call vote.

9. Discuss Low Power Television opportunities and appoint an ad-hoc committee to prepare for an eventual LPTV license auction.

Chair Lasnier gave background about the LPTV search results. E.D. Reed says we need to review the report and come up with appropriate questions. CTV should form a committee to decide the next steps to be ready for when the auction occurs.

Chair Lasnier appointed the ad-hoc committee to include Chair Lasnier and Directors Manheim, Gudger, and Warren with Director Gudger as chair of the committee.

10. Accept and discuss Education Committee report

No report.

11. Board Chair's report

Chair Lasnier said he and Director Manheim will look into our Brown Act status for the next meeting.

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

None.

13. Announcements

Director O'Driscoll mentioned that the new CTV Instagram posts are fabulous. Director Gudger announced that the recent Animation class went very well and the next class is scheduled for May 21.

14. Adjournment

Director Rand moved adjournment. Adjourned at 6:26 PM.

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

	Amended Budget 2022-23	February 2023	March 2023	March Year to Date	% of Annual Budget	Amount Remaining
4300 · OPERATING REVENUE						
4101 · County BOS Meetings	23,732.00	1,085.00	1,317.50	8,811.00	37%	14,921.00
4103 · City of Capitola Gov. Meetings	10,314.00	1,243.00	1,045.25	9,147.75	89%	1,166.25
4104 · SCMTD Meetings	3,440.00	395.50	339.00	3,064.65	89%	375.35
4106 · City of Santa Cruz Gov. Mtg.	35,238.00	1,588.75	3,557.25	33,417.25	95%	1,820.75
4108 · SCCRTC Meetings	5,058.00	452.00	367.25	4,622.00	91%	436.00
4120 · Facility & Equipment Use	105,750.00	8,061.47	10,047.14	85,662.64	81%	20,087.36
4121 · SLVWD Meetings	7,859.00	565.00	847.50	5,853.75	74%	2,005.25
4122 · PVUSD	12,072.00	590.00	1,211.50	7,453.00	62%	4,619.00
4130 · Classes	0.00	0.00	0.00	0.00	0%	0.00
4165 · Donations	3,645.00	1,004.99	0.00	2,582.40	71%	1,062.60
4180 · Interest Earned	0.00	539.66	121.45	5,161.06	0%	(5,161.06)
4185 · Misc. Income	30,840.00	700.00	0.00	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	0.00	0.00	4,250.00	106%	(250.00)
4250 - Closed Captioning	34,920.00	1,725.00	1,875.00	17,437.50	50%	17,482.50
4260 - Equipment Lease	8,600.00	567.42	567.42	5,690.10	66%	2,909.90
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
Total 4300 · OPERATING REVENUE	285,468.00	18,517.79	21,296.26	194,649.10	68%	90,818.90
TOTAL INCOME	285,468.00	18,517.79	21,296.26	194,649.10	68%	90,818.90
6000 · OPERATING EXPENSES						
6100 · Advertising	8,000.00	25.00	40.00	244.24	3%	7,755.76
6300 · Bank Charges	2,000.00	259.94	230.41	2,072.27	104%	(72.27)
6350 · Interest Expense - EIDL	0.00	648.00	0.00	1,944.00	0%	(1,944.00)
6600 · Dues & Subscriptions	1,000.00	52.15	0.00	609.63	61%	390.37
7100 · Office Supplies	800.00	21.42	27.29	153.14	19%	646.86
7105 - Production Expenses	200.00	0.00	0.00	0.00	0%	200.00
7200 · Postage/Freight	500.00	179.81	0.00	796.81	159%	(296.81)
7205 · Printing	100.00	0.00	0.00	18.51	19%	81.49
7401 · Facility Supplies	2,000.00	201.91	276.35	1,028.23	51%	971.77
7640 · Licenses / Fees / Misc. Taxes	100.00	0.00	0.00	17.00	17%	83.00
7700 · Telephone / Telecommunications / Internet	2,920.00	298.98	299.15	2,647.36	91%	272.64
Total 6000 - Operating Expenses	17,620.00	1,687.21	873.20	9,531.19	54%	8,088.81
6800 · Contracted Services						
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	629.40	629.40	18%	2,870.60
7110 · Contract Services-Legal	2,000.00	0.00	356.00	1,826.00	91%	174.00
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	225.76	867.67	11,454.66	95%	545.34
Total 6800 · Contracted Services	21,520.00	225.76	1,853.07	13,910.06	65%	7,609.94
7000 · Staff Development & Fundraising						
7405 · Training / conferences	1,500.00	0.00	0.00	0.00	0%	1,500.00
7800 · Travel / Meals	100.00	0.00	37.34	70.97	71%	29.03
8600 · Special Events Expense	1,000.00	0.00	0.00	0.00	0%	1,000.00
Total 7000 · Staff Development & Fundraising	2,600.00	0.00	37.34	70.97	3%	2,529.03

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

	Amended Budget 2022-23	February 2023	March 2023	March Year to Date	% of Annual Budget	Amount Remaining
7500 · Operating Salaries & Benefits						
7525 · Salaries - Executive Director	80,720.00	6,729.33	6,729.33	60,563.97	75%	20,156.03
7530 · Salaries - Coworking Community Coordinator	29,535.00	2,267.08	2,530.95	21,311.62	72%	8,223.38
7535 · Salaries - Accountant	11,032.00	740.66	1,430.46	7,913.30	72%	3,118.70
7542 · Salaries - Media Services Coordinator	50,778.00	4,121.47	5,110.63	38,082.39	75%	12,695.61
7585 · Salaries - Government Technicians	20,000.00	1,395.71	2,271.77	14,383.85	72%	5,616.15
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	1,803.23	1,953.36	15,890.01	65%	8,538.99
7635 · Workers Comp	2,034.00	125.40	125.40	1,128.60	55%	905.40
7630 · Health/Dental/Vision	18,200.00	1,503.81	1,663.23	11,948.54	66%	6,251.46
7632 · Severance/Vacation Payouts	5,000.00	0.00	0.00	0.00	0%	5,000.00
Total 7500 · Operating Salaries & Benefits	243,728.00	18,686.69	21,815.13	172,216.61	71%	71,511.39
TOTAL EXPENSES	285,468.00	20,599.66	24,578.74	195,728.83	69%	89,739.17
NET INCOME/LOSS	0.00	(2,081.87)	(3,282.48)	(1,079.73)	-0.6%	

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

	Amended Budget 2022-23	February 2023	March 2023	March Year to Date	% of Annual Budget	Amount Remaining
4000 · CAPITAL REVENUE						
4100 · County PEG Fees	500,000.00	0.00	125,000.00	375,000.00	75%	125,000.00
4105 · County PEG Fees - Youth Grant	100,000.00	0.00	25,000.00	75,000.00	75%	25,000.00
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	290,396.00	20,562.60	29,485.91	199,527.18	69%	90,868.82
6701 · Facility / Equip. Insurance	13,105.00	1,082.18	1,082.18	9,653.62	74%	3,451.38
7058 · Leasehold Improvements / Capital	12,196.00	4,575.65	0.00	4,575.65	38%	7,620.35
7300 · Facilities & Equipment Rental	1,000.00	61.39	61.39	532.43	53%	467.57
Total 5100 · Facility	316,697.00	26,281.82	30,629.48	214,288.88	68%	102,408.12
5200 · Equipment						
7215 · Copy Machine Lease	2,480.00	298.34	298.34	3,158.84	127%	(678.84)
7051 · Equipment Repair	4,564.00	0.00	0.00	250.11	5%	4,313.89
7056 · Equipment - Depreciated	90,928.00	0.00	7,386.90	88,104.00	97%	2,824.00
7057 · Equipment - Non Depreciated	24,306.00	9.38	611.39	21,165.88	87%	3,140.12
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	1,651.50	1,673.96	13,225.29	77%	4,024.71
7700 · Telephone / Telecommunications / Internet	0.00	863.19	863.19	7,768.71		(7,768.71)
Total 5200 · Equipment	239,528.00	2,822.41	10,833.78	180,810.57	75%	58,717.43
Capital Maintenance & Repair						
7063 - Building Maintenance	7383.00	566.77	632.74	5,327.91	72%	2,055.09
7064 - Equipment Maintenance	12694.00	1030.37	1277.66	9,520.62	75%	3,173.38
7065 - Equipment Repair	23038.00	1867.49	2039.94	17,119.30	74%	5,918.70
Total Capital Maintenance & Repair	43115.00	3464.63	3950.34	31,967.83	74%	11,147.17
5300 · Media Licensing						
7059 · Music Library	660.00	0.00	0.00	330.00	50%	330.00
Total 5300 · Media Licensing	660.00	0.00	0.00	330.00	50%	330.00
Total 5000 · CAPITAL EXPENDITURES	600,000.00	32,568.86	45,413.60	427,397.28	71%	172,602.72
NET INCOME/LOSS	0.00	(32,568.86)	104,586.40	22,602.72		

Community Television of Santa Cruz County

Balance Sheet

As of March 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1021 Petty Cash Fund	709.08
1075 Checking - Santa Cruz County Bank	400,589.11
1080 Savings - Santa Cruz County Bank	143,227.90
1081 CDAR 1025929272	0.00
1082 CDAR 1025929809	0.00
1083 ICS Santa Cruz County Bank	250,026.60
1084 CDAR 1026064054	0.00
1085 CDAR 1026064062	0.00
1086 Schwab	1,000,000.00
Total Bank Accounts	\$1,794,552.69
Accounts Receivable	
1114 Temp A/R	0.00
1115 Accounts Receivable	13,733.08
1116 Grants Receivable	0.00
Total Accounts Receivable	\$13,733.08
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	75.00
1203 Crime Coverage	0.00
1206 Workers Comp Deposit	882.40
1209 Liability / D&O (SLIP)	0.00
1210 Property Liability (SPIP)	3,002.53
Total 1200 Prepaid Insurance	3,959.93
1260 Prepaid Expenses	26,324.27
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	\$35,215.20
Total Current Assets	\$1,843,500.97

Community Television of Santa Cruz County

Balance Sheet

As of March 31, 2023

	TOTAL
Fixed Assets	
1600 Production Equipment	1,323,471.84
1700 Accum Depr-Production Equipment	-1,107,756.25
Total 1600 Production Equipment	215,715.59
1602 Board of Supervisors Equipment	0.00
1620 Office Furniture/Equipment	122,181.80
1720 Accum Depr-Furniture/Equipment	-120,741.54
Total 1620 Office Furniture/Equipment	1,440.26
1625 Leasehold Improvement	207,697.15
1725 Accum Depr-Leasehold Improv.	-162,208.48
Total 1625 Leasehold Improvement	45,488.67
1670 Broadcasting Equipment	28,933.89
Total Fixed Assets	\$291,578.41
TOTAL ASSETS	\$2,135,079.38
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	1,383.25
Total Accounts Payable	\$1,383.25
Credit Cards	
2120 American Express	5,016.45
Total Credit Cards	\$5,016.45
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	616.70
CA SUI / ETT	635.14
Federal Taxes (941/944)	2,897.47
Total 24000 Payroll Liabilities	5,184.29
Board of Equalization Payable	0.00
Direct Deposit Payable	0.00
Total Other Current Liabilities	\$15,614.86
Total Current Liabilities	\$22,014.56

Community Television of Santa Cruz County

Balance Sheet

As of March 31, 2023

	TOTAL
Long-Term Liabilities	
2400 Business Equipment Loan 33736	0.00
2410 EIDL Loan	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$22,014.56
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	21,522.99
Total Equity	\$2,113,064.82
TOTAL LIABILITIES AND EQUITY	\$2,135,079.38

4/24/23

Community Television of Santa Cruz County

Executive Director's Report to the Board

Covering March 2023

1. Administration

Revenue

- In February the coworking center exceeded its monthly goal earning \$10,360..
- Overall, the coworking center continues to be ahead of its projected revenue goal for this point in time.
- The Board of Supervisors has approved our budget and activity plan.
- Our current contract was extended for one year.

Paid Services

Completed

- *Government Meeting Services*
 - CTV covered 19 government meetings January

Upcoming

- Our Government Meeting Service technicians continue to help our clients work out the bugs in their hybrid Zoom systems.
- 2023 Artist of the Year event in May

2. Facilities & Equipment

CTV Rebuild

- CTV's team has finished the project to move our telecasting equipment from the county building to our own building and we are now telecasting from our own building.
- Kudos to Victor who worked persistently and patiently to get the project completed.
- The last step is completing the work so productions can go out live from the studio which will be completed in May.

CTV Building.

- CTV has assumed the newly leased spaces in the building.

- New locks have been installed
- The WiFi is up and running
- The new conference room repairs will happen at the end of April.
- The space will open May 1.

Education Committee Minutes

4/17/23

Attendees: David Warren, Keith Gudger, Linda Janakos,

Linda told us about “Poker” - a new program at Community Colleges - determined to change the design of the classes with a lot of technology, especially graphics. Now materials are chunked into very small portions. Now the idea is to create a page so students can easily look at it on their phone.

Even with phones, media producers still need equipment to create good video. It’s so easy to create short videos. Should CTV’s emphasis be on longer videos? In which the studio and green screen can be useful?

Linda suggested CTV create panels for debate or discussion as a way to bring students into the studio. A panel of 3 - 5 people from a list of topics, but not limited to the topic.

David asked “How do we adapt to the new world of AI? ChatGPT, Dalle, Midjourney and others AI tools, are often spoken of as assistants that can help teachers and students, write articles, compose essays, develop lesson plans, produce graphics, videos and other media?”

Linda mentioned that “Turn It In” has an AI check for submissions. It’s an interesting time for teachers.

Do we embrace, monitor, evaluate, test, experiment with or something else with AI at CTV? Can we use AI / Technology to help the community express themselves?

David offered that given this is the time to review and update the 3 year Strategic Plan, this is an opportunity for the organization as a whole, to look deeply and seriously at the impact AI, ChatGPT, Midjourney, Dalle and derivatives might have on education, nonprofits, SCCTV and society.

AI can reduce the need for studio and sets and expand the possibilities for the individual producers. We need to reach into the community and find those who’ve embraced the tools and ask them to show others how they used them. Could there be a station or workshop to show off these tools?

Linda said that by changing backgrounds and characters, your own movies (home movies) can be turned into something special that could be shared with others.