



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Regular Meeting
June 26, 2023
5:30 p.m.

****PLEASE NOTE****: The meeting will be held at Community Television of Santa Cruz County offices. Members of the public may attend at <https://us06web.zoom.us/j/84049770637>

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 May 22, 2023*
6. Accept May 2023 financial reports*

REGULAR AGENDA

7. Executive Director's report*

8. Discuss and accept the Education Committee's report*
9. Board Chair's report
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

June 26, 2023
5:30 p.m.

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
May 22, 2023
5:30 p.m.

MINUTES

1. Roll Call at 5:30 PM
Present: Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Janis O'Driscoll, Mathilde Rand, Joe Hall, David Warren.
[quorum is five]
Absent: Elizabeth Shaw, Tom Manheim.

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 April. 24, 2023
6. Accept April 2023 financial reports

Director Maziarz asked about the labor charges for equipment repair.
Approval moved by Director Hall, seconded by Director O'Driscoll, approved unanimously.

REGULAR AGENDA

7. Executive Director's report

E.D. Reed reported that the coworking center exceeded its goal and is ahead for the year. There is a new person running the coworking center.
The new broadcast server is now able to broadcast live from the studio.
Social media posting has increased the CTV audience.
Director Maziarz asked about any plans to allow members to go live from the

field. Director Gudger asked Director Maziarz if he could teach a class on how to stream video from the field, and he agreed.

8. Discuss and approve 2021-2022 Federal tax return Form 990 and California tax return form 199.

Chair Lasnier mentioned that sections 63 - 67 have a summary of the 990. Director Hall commented that the Finance Committee recommended approval. Director Hall moved approval and to direct the Executive Director to turn in the forms. Director Warren seconded. Approved unanimously.

9. Set a date for a board retreat in conjunction with developing a new strategic plan.

Director Hall suggested October. E.D. Reed suggested we have a couple of meetings in advance to get ready for it. Chair Lasnier will do a poll and select a date in October.

10. Accept and discuss Education Committee report

Director Warren mentioned the committee's report on how AI is affecting education and video. The plan is to have some panel discussions with E.D. Reed as facilitator in the fall. Chair Lasnier asked about cablecasting the discussions? Director Hall liked the direct approach. Director Gudger mentioned having this in conjunction with the Santa Cruz Public Libraries.

11. Board Chair's report

Chair Lasnier wants to thank Victor for all of his work switching the broadcast system. He is trying to get more board members, too. Director Hall suggested it will be easier to get a Watsonville member if they could attend virtually. Director Maziarz suggested finding a remote site in Watsonville.

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

None.

13. Announcements

None

14. Adjournment

Director Rand moved adjournment. Adjourned at 6:11 PM.

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

	Amended Budget 2022-23	April 2023	May 2023	May Year to Date	% of Annual Budget	Amount Remaining
4000 · CAPITAL REVENUE						
4100 · County PEG Fees	500,000.00	0.00	125,000.00	500,000.00	100%	0.00
4105 · County PEG Fees - Youth Grant	100,000.00	0.00	25,000.00	100,000.00	100%	0.00
TOTAL INCOME	600,000.00	0.00	150,000.00	600,000.00	100%	0.00
5000 · CAPITAL EXPENDITURES						
5100 · Facility						
7400 · Facility Lease	290,396.00	26,050.79	35,110.28	260,688.35	90%	29,707.65
6701 · Facility / Equip. Insurance	13,105.00	1,082.18	1,082.18	11,817.98	90%	1,287.02
7058 · Leasehold Improvements / Capital	12,196.00	0.00	0.00	4,575.65	38%	7,620.35
7300 · Facilities & Equipment Rental	1,000.00	0.00	0.00	532.43	53%	467.57
Total 5100 · Facility	316,697.00	27,132.97	36,192.46	277,614.41	88%	39,082.59
5200 · Equipment						
7215 · Copy Machine Lease	2,480.00	298.34	298.34	3,755.52	151%	(1,275.52)
7051 · Equipment Repair	4,564.00	0.00	0.00	250.11	5%	4,313.89
7056 · Equipment - Depreciated	90,928.00	(558.29)	3,964.46	91,510.17	101%	(582.17)
7057 · Equipment - Non Depreciated	24,306.00	927.51	1,521.93	23,615.32	97%	690.68
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	1,344.55	1,698.04	16,267.88	94%	982.12
7700 · Telephone / Telecommunications / Internet	0.00	863.19	863.19	9,495.09		(9,495.09)
Total 5200 · Equipment	239,528.00	2,875.30	8,345.96	192,031.83	80%	47,496.17
Capital Maintenance & Repair						
7063 - Building Maintenance	7383.00	1086.26	464.78	6,878.95	93%	504.05
7064 - Equipment Maintenance	12694.00	1061.28	1061.28	11,643.18	92%	1,050.82
7065 - Equipment Repair	23038.00	1899.47	1915.29	20,934.06	91%	2,103.94
Total Capital Maintenance & Repair	43115.00	4047.01	3441.35	39,456.19	92%	3,658.81
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	34,055.28	47,979.77	509,432.43	85%	90,567.57
NET INCOME/LOSS	0.00	(34,055.28)	102,020.23	90,567.57		

Community Television of Santa Cruz County
Operating Profit Loss Budget Performance
May

2023

	Amended Budget 2022-23	April 2023	May 2023	May Year to Date	% of Annual Budget	Amount Remaining
4300 · OPERATING REVENUE						
4101 · County BOS Meetings	23,732.00	1,381.25	1,342.50	11,534.75	49%	12,197.25
4103 · City of Capitola Gov. Meetings	10,314.00	2,398.00	904.00	12,449.75	121%	(2,135.75)
4104 · SCMTD Meetings	3,440.00	590.00	364.00	4,018.65	117%	(578.65)
4106 · City of Santa Cruz Gov. Mtg.	35,238.00	4,107.25	3,060.25	40,584.75	115%	(5,346.75)
4108 · SCCRTC Meetings	5,058.00	282.50	452.00	5,356.50	106%	(298.50)
4120 · Facility & Equipment Use	105,750.00	10,366.26	10,509.79	106,538.69	101%	(788.69)
4121 - SLVWD Meetings	7,859.00	254.25	904.00	7,012.00	89%	847.00
4122 - PVUSD	12,072.00	1,999.25	703.00	10,155.25	84%	1,916.75
4130 · Classes	0.00	0.00	0.00	0.00	0%	0.00
4165 · Donations	3,645.00	0.00	10.62	2,593.02	71%	1,051.98
4180 · Interest Earned	0.00	477.01	538.88	6,176.95	0%	(6,176.95)
4185 · Misc. Income	30,840.00	64.00	1,269.20	2,829.20	9%	28,010.80
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	3,530.00	88%	470.00
4250 - Closed Captioning	34,920.00	2,625.00	2,325.00	22,387.50	64%	12,532.50
4260 - Equipment Lease	8,600.00	567.42	567.42	6,824.94	79%	1,775.06
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	25,112.19	22,950.66	241,991.95	85%	43,476.05
TOTAL INCOME	285,468.00	25,112.19	22,950.66	241,991.95	85%	43,476.05
6000 · OPERATING EXPENSES						
6100 · Advertising	8,000.00	329.00	20.00	593.24	7%	7,406.76
6300 · Bank Charges	2,000.00	226.65	292.48	2,591.40	130%	(591.40)
6350 · Interest Expense - EIDL	0.00	0.00	2,513.13	4,457.13	0%	(4,457.13)
6600 · Dues & Subscriptions	1,000.00	0.00	0.00	609.63	61%	390.37
7100 · Office Supplies	800.00	54.33	35.62	243.09	30%	556.91
7105 - Production Expenses	200.00	198.00	0.00	198.00	99%	2.00
7200 · Postage/Freight	500.00	108.78	307.90	1,213.49	243%	(713.49)
7205 · Printing	100.00	0.00	0.00	18.51	19%	81.49
7401 · Facility Supplies	2,000.00	448.71	648.55	2,125.49	106%	(125.49)
7640 · Licenses/Fees/Misc. Taxes	100.00	100.32	107.08	224.40	224%	(124.40)
7700 · Telephone/Telecommunications/Internet	2,920.00	420.02	306.76	3,374.14	116%	(454.14)
Total 6000 - Operating Expenses	17,620.00	1,885.81	4,231.52	15,648.52	89%	1,971.48
6800 · Contracted Services						
6900 · Contract Services-Audit Services	1,500.00	0.00	1,630.00	1,630.00	109%	(130.00)
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	600.00	600.00	1,829.40	52%	1,670.60
7110 · Contract Services-Legal	3,000.00	0.00	0.00	1,826.00	61%	1,174.00
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	0.00	0.00	11,454.66	95%	545.34
Total 6800 · Contracted Services	22,520.00	600.00	2,230.00	16,740.06	74%	5,779.94
7000 · Staff Development & Fundraising						
7405 · Training/conferences	500.00	0.00	0.00	0.00	0%	500.00
7800 · Travel/Meals	100.00	30.95	0.00	101.92	102%	(1.92)
8600 · Special Events Expense	1,000.00	0.00	0.00	0.00	0%	1,000.00
Total 7000 · Staff Development & Fundraising	1,600.00	30.95	0.00	101.92	6%	1,498.08

Community Television of Santa Cruz County
 Operating Profit Loss Budget Performance
 May

2023

	Amended Budget 2022-23	April 2023	May 2023	May 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	74,022.63	92%	6,697.37
7530 · Salaries - Coworking Community Coordinator	29,535.00	3,281.08	1,927.11	26,519.81	90%	3,015.19
7535 · Salaries - Accountant	11,032.00	868.56	931.84	9,713.70	88%	1,318.30
7542 · Salaries - Media Services Coordinator	50,778.00	4,245.14	4,245.14	46,572.67	92%	4,205.33
7585 · Salaries - Government Technicians	20,000.00	1,592.89	2,611.54	18,588.28	93%	1,411.72
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	1,811.81	1,848.19	19,264.01	79%	5,164.99
7635 · Workers Comp	2,034.00	125.40	125.40	1,665.40	82%	368.60
7630 · Health/Dental/Vision	18,200.00	1,367.43	1,576.32	14,892.29	82%	3,307.71
7632 · Severance/Vacation Payouts	5,000.00	760.00	0.00	760.00	15%	4,240.00
Total 7500 · Operating Salaries & Benefits	243,728.00	20,781.64	19,994.87	212,993.12	87%	30,734.88
TOTAL EXPENSES	285,468.00	23,298.40	26,456.39	245,483.62	86%	39,984.38
NET INCOME/LOSS	0.00	1,813.79	(3,505.73)	(3,491.67)	-1.4%	

Community Television of Santa Cruz County

Balance Sheet

As of May 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1021 Petty Cash Fund	255.11
1075 Checking - Santa Cruz County Bank	369,871.61
1080 Savings - Santa Cruz County Bank	143,251.84
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	1,102,177.21
Total Bank Accounts	\$1,865,582.37
Accounts Receivable	
1114 Temp A/R	0.00
1115 Accounts Receivable	12,775.99
1116 Grants Receivable	0.00
Total Accounts Receivable	\$12,775.99
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	25.00
1203 Crime Coverage	0.00
1206 Workers Comp Deposit	631.60
1209 Liability / D&O (SLIP)	0.00
1210 Property Liability (SPIP)	888.17
Total 1200 Prepaid Insurance	1,544.77
1260 Prepaid Expenses	24,370.40
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	\$30,846.17
Total Current Assets	\$1,909,204.53

Community Television of Santa Cruz County

Balance Sheet As of May 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	\$2,200,782.94
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	8,356.57
Total Accounts Payable	\$8,356.57
Credit Cards	
2120 American Express	225.57
Total Credit Cards	\$225.57
Other Current Liabilities	
2110 Sales Tax Payable	-153.15
2111 Sales Tax (Manual entry)	0.00
2140 Accrued Vacation	10,279.72
2150 PPP Loan	0.00
24000 Payroll Liabilities	1,034.98
CA PIT / SDI	470.42
CA SUI / ETT	-462.47
Federal Taxes (941/944)	2,413.57
Total 24000 Payroll Liabilities	3,456.50
Board of Equalization Payable	0.00
Direct Deposit Payable	0.00
Total Other Current Liabilities	\$13,583.07
Total Current Liabilities	\$22,165.21

Community Television of Santa Cruz County

Balance Sheet As of May 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	\$22,165.21
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	87,075.90
Total Equity	\$2,178,617.73
TOTAL LIABILITIES AND EQUITY	\$2,200,782.94

6/26/23

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

1. Administration

Revenue

- In May the coworking center exceeded its monthly goal, earning \$10,858.
- Overall, the coworking center continues to be ahead of its projected revenue goal for this point in time and will likely meet its projected goal a month early.
- We expect to end the year on budget.

Paid Services

Completed

- *Government Meeting Services*
 - CTV covered 22 government meetings in May.

Upcoming

- CTV covered the Artist of the Year event in May

Staff

- We hired two new video technicians in May.

2. Facilities & Equipment

CTV Building.

- The building was under construction throughout May.
- The conference room, bathrooms and equipment room are nearing completion but will not be finished until June.

3. Outreach

Equipment Grant

We have approved an equipment lease for the Resource Center for Non-violence.

Equipment has been ordered and will be delivered soon.

4. Marketing

Social Media

This is the third month of our campaign. We are experiencing steady growth on Instagram, Facebook.

Linkedin dropped a bit in May. Our consultant has adjusted our strategy to improve results.

- We reached over 1,000 people during the past 90 days.
- Our number of followers on social media continues to grow.

Education Committee Meeting

June 20, 2023

Attendees: [David Warren](#) [Keith Gudger](#)

We discussed the proposal to have a seminar series in conjunction with the Library. David asked ChaGPT for some suggestions, some of which are at the bottom of this summary.

Next steps: Choose 3 or 4 topics for the seminars and suggest some experts to discuss them. Flesh out a written summary of each session, then talk to the appropriate librarian about scheduling the series in the fall. Some of the possible topics so far are:

- AI in Education
- Deep Fakes and their effect on the electoral process.
- AI and Creativity, such as visual and language arts and how it affects artists.

Here are ChatGPT's suggestions:

AI in Education: Discuss how AI is transforming education, including personalized learning, adaptive assessments, and intelligent tutoring systems. Explore the benefits and challenges of integrating AI into educational institutions and its impact on students, teachers, and administrators.

AI in Healthcare: Explore the role of AI in healthcare, such as medical diagnosis, drug discovery, patient monitoring, and improving overall healthcare outcomes. Discuss the ethical considerations, privacy concerns, and potential benefits of AI technologies in the healthcare sector.

AI and Government: Explore how AI is being used in government services, public safety, and policy-making. Discuss the ethical implications, transparency, and accountability of AI systems employed by government agencies.

Note, the county just created a working group to explore AI and its effects on local government.

AI and Privacy: Examine the privacy concerns associated with AI technologies, including data collection, surveillance, and the potential misuse of personal information. Discuss the legal and ethical frameworks needed to protect individual privacy in an AI-driven world.

AI and Ethics: Delve into the ethical considerations surrounding AI development and deployment. Discuss topics such as AI bias, accountability, transparency, and the need for ethical guidelines and regulations to ensure responsible AI use.

AI and the Environment: Discuss how AI can contribute to addressing environmental challenges, such as climate change, resource management, and conservation efforts. Explore the potential of AI in optimizing energy consumption, environmental monitoring, and sustainable practices.

Ai and Art / Creative activities.

Vimeo