



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Special Meeting
September 29, 2025
5 p.m.
Zoom Online Meeting

****PLEASE NOTE****: The meeting will be via Zoom at <https://us06web.zoom.us/j/89036454269>

A G E N D A

1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Nick Ibara, Tom Manheim, Janis O'Driscoll, Mathilde Rand

[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.

REGULAR AGENDA

4. ACTION Discuss/approve purchase of an AJA Bridge Live contribution encoder for \$25,332.83 (equipment, installation, shipping, tax)*.

5. Announcements

6. 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**



EXECUTIVE COMMITTEE Special Meeting

September 29, 2025
5 p.m.

****PLEASE NOTE****: The meeting will be via Zoom at <https://us06web.zoom.us/j/89036454269>

A G E N D A

1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Nick Ibarra, Janis O'Driscoll, Mathilde Rand, Tom Manheim

[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.

Report: Request to Approve Purchase of AJA Bridge Live

Purpose

CTV is requesting board approval to purchase an **AJA Bridge Live** system, a contribution encoder that allows us to send and receive multiple broadcast-quality video feeds. The equipment cost, including installation, shipping, and tax, is **\$25,332.83**.

Why Purchase Now

- **Strategic Timing for Installation:** Engineer Nick Brandt, who is highly qualified to install the system, will be in California from **October 14–16**. His availability eliminates the need for additional travel expenses, reducing costs.
- **Multiple Immediate Uses:** While originally explored for our Spanish captioning/dubbing service, this equipment solves other pressing broadcast needs right away.

Benefits

- **Improved Programming Delivery**
 - Solves ongoing issues with delivering *Classic Arts Showcase* and *Free Speech TV*.
 - Enables CTV to receive high-quality feeds such as the *Panetta Lecture Series*.
- **Enhanced Community and Institutional Partnerships**
 - Facilitates two-way remote telecasts with networks and broadcasters (e.g., CBS in New York interviewing a UCSC scientist).
 - Creates potential **new revenue streams**
- **Accessibility & Inclusion**
 - Supports our upcoming **Spanish captioning and dubbing service**, aligning with county accessibility goals and available special funding.
 - Has the backing of **Tammie Weigle, County Information Services Director**, with final approval expected from the Clerk of the Board.

Financials

- **Total Investment:** \$25,332.83
- **Funding Context:** County has earmarked accessibility funds for projects like this; price point has been reviewed and supported by County Information Services.

Recommendation

CTV staff strongly recommend the board approve this purchase now to:

1. Take advantage of cost savings by scheduling installation during Nick Brandt's October visit.
2. Begin using the equipment immediately for multiple community and programming benefits.
3. Position CTV to launch the Spanish language captioning/dubbing service as soon as county approval is finalized.

Approval Request: Purchase of AJA Bridge Live

CTV requests approval to purchase an **AJA Bridge Live contribution encoder** for **\$25,332.83** (equipment, installation, shipping, tax). While originally intended for our Spanish captioning/dubbing service, the equipment will also immediately solve technical issues with program delivery (*Classic Arts Showcase*, *Free Speech TV*), allow CTV to receive programming feeds such as the *Panetta Lecture Series*, and enable two-way remote telecasts with national broadcasters — creating new revenue opportunities.

This timing is strategic: engineer Nick Brandt will be in California from **October 14–16**, allowing us to complete the installation without travel expenses. The purchase also positions us to move quickly once the county finalizes approval and funding for the Spanish accessibility service. Staff recommend approval at this time.



Quote

QT-001996

Municipal Captioning Inc.
214 Muirfield Ridge Dr.
Garner, North Carolina 27529
617-245-1744
info@municipalcaptioning.com
<https://municipalcaptioning.com/>

Bill To
Becca King Reed
CTV Santa Cruz

Quote Date : September 10, 2025

#	Item & Description	Qty	Rate	Amount
1	AJA Bridge Live Hardware for sending up to 3 SDI sources to SyncWords with 1 SDI source configured for use as contribution encoder.	1.00	23,135.00	23,135.00
Sub Total				23,135.00
CTV Santa Cruz (9.5%)				2,197.83
Total				\$25,332.83

Notes

Thank you, please contact Daniell by email or on his cell at 617-245-1744 with any questions or to move forward.