



325 Soquel Avenue  
Santa Cruz, CA 95062

## BOARD OF DIRECTORS

Regular Meeting

March 23, 2026

5 p.m.

Hybrid In-Person/Zoom Online Meeting

**\*\*PLEASE NOTE\*\***: The meeting will be held at the offices of Community Television of Santa Cruz County. Members of the public may attend in person or at <https://us06web.zoom.us/j/83279498065>

## AGENDA

### 1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Nick Ibara, Tom Manheim, Janis O'Driscoll  
[quorum is four]

### 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 February 23, 2026\*

### 6. Accept February 2026 financial reports as recommended by the Finance Committee\*

## REGULAR AGENDA

### 7. Executive Director's report\*

### 8. Discuss recruitment strategy for additional board members, activate governance committee, establish a schedule.

9. Volunteer Advisory Committee — discuss and adopt proposal to reduce studio rentals to zero for paying members.\*
10. Discuss succession planning for the executive director’s pending retirement.
11. Discuss and give direction toward drafting a Digital Asset Governance Policy as proposed by the executive director. \*
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 23, 2026  
5 p.m.

# A G E N D A

## 1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Nick Ibarra, Tom Manheim, Janis O'Driscoll [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 23, 2025**  
**5:00 P.M.**

## **MINUTES**

1. Roll Call at 5:03 PM  
Present: Guy Lasnier, Keith Gudger, Maitreya Maziarz, Janis O'Driscoll, Tom Manheim, Nick Ibarra after item 6  
By Zoom: Joe Hall  
[quorum is four]  
Absent: None  
Staff: 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 the consent and regular agendas.  
None.

### **CONSENT AGENDA**

4. Approve Meeting Agenda
5. Approve Board meeting minutes of January 26, 2026
6. Accept January 2026 financial reports as recommended by the Finance Committee

Director Manheim asked that his name be corrected in item 6 in the minutes.

M/S, Hall / Manheim, with changes above approved unanimously.

### **REGULAR AGENDA**

7. Executive Director's report

Executive Director Reed reported that there are 2 new office users that increased the coworking center revenue. There was a lengthy discussion about the ADA requirement for an audio description of government meetings on television. E.D. Reed has worked with an attorney to terminate our

Satellite agreement by the end of March. She got a proposal for continued use of DeskWorks. Director Maziarz asked about the new signs for the building.

8. Review and approve mid-year budget adjustments as recommended by the finance committee.

Director Gudger asked about the use of reserves to meet the budget and voiced concern over ongoing use of reserves. E.D. Reed says she has the funds to not require use of reserves in the future. Director Ibarra asked if next year's budget will account for the reserve requests. E.D. Reed says it will be OK in the budget for next year. Chair Lasnier asked about the Schwab account interest and expressed support for the budget adjustment. Director Gudger asked about the capital budget since it's completely spent and expressed concerns about future cable revenue. Director Maziarz asked about when the salary increases would happen and was told immediately. Director Hall asked about whether next year's budget could address all of the mentioned issues. Director Manheim asked about whether the capital budget could accommodate helping other nonprofits. Director Maziarz asked about licensing fees and asked about giving a bonus instead of a raise in this year's budget.

A motion was made by Director Hall and seconded by Director O'Driscoll to approve the mid-year budget adjustment and extend the budget cycle to go over the other issues. Director Manheim asked that the motion be amended to direct staff that next year's budget not use reserves. Directors Hall and O'Driscoll agreed to the amendment. The final motion was:

1) approve mid-year budget adjustments, 2) extend the new budget cycle to go over the other issues, and 3) to direct staff that next year's budget not use reserves.

The motion was approved 6:1 on this roll call vote: Chair Lasnier - yes, Director Gudger - no, Director Maziarz - yes, Director O'Driscoll - yes, Director Manheim - yes, Director Ibarra: - yes, Director Hall - yes.

9. Final reading and approval of the CTV Strategic Plan for 2026

Tabled to the next Board Meeting.

10. Volunteer Advisory Committee — Public Access Volunteer Credits

Director Gudger spoke about eliminating the requirement for credits to use the studio. He will call a meeting of the VAC to discuss the proposal and bring a motion to the board.

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

Director Manheim asked for a discussion about how to get more board members. Director Hall has asked Senator Laird for a Brown Act amendment

to allow board members to attend remotely when they live far away.

## 12. Announcements

Director Ibarra talked about the latest Non Profit Spotlight where he and 2 others discussed "HER story", a joint event with the Museum of Art and History and the County Office of Education. It is on March 6 at 5:30 PM.

Director Gudger talked about the Steve Pleich interview with Phil Harmonic about CTV. ([https://www.youtube.com/watch?v=sH\\_8UqFEzWA](https://www.youtube.com/watch?v=sH_8UqFEzWA)) This interview will be summarized in the upcoming newsletter about the coworking name change.

## 13. Announcements

Director Ibarra mentioned the STEAM Expo on Saturday March 28 at the county fairgrounds.

## 14. Adjournment

Director Manheim moved adjournment. Adjourned at 6:09 PM.

Community Television of Santa Cruz County  
 Operating Profit Loss Budget Performance  
 February  
 2026

	Approved Amended Budget 2025-26	January 2026	February 2026	February Year to Date	% of Annual Budget	Amount Remaining
<b>4300 · OPERATING REVENUE</b>						
4101 · County BOS Meetings	23,143.00	2,465.00	2,690.00	21,370.50	92%	1,772.50
4103 · City of Capitola Gov. Meetings	17,159.25	1,105.75	1,277.25	13,916.00	81%	3,243.25
4104 · SCMTD Meetings	3,511.50	647.25	491.25	3,326.25	95%	185.25
4106 · City of Santa Cruz Gov. Mtg.	20,255.62	1,160.00	1,720.00	13,040.00	64%	7,215.62
4108 · SCCRTC Meetings	5,419.87	1,007.50	556.75	4,259.25	79%	1,160.62
4109 · SCWD Meetings	6,259.50	312.00	429.00	3,705.00	59%	2,554.50
4110 · Memberships	0.00	0.00	0.00	75.00	0%	(75.00)
4120 · Facility & Equipment Use	112,688.13	12,397.35	9,853.22	83,693.32	74%	28,994.81
4121 - SLVWD Meetings	13,309.12	0.00	0.00	1,919.50	14%	11,389.62
4122 - PVUSD	20,668.00	1,007.50	1,073.00	10,414.00	50%	10,254.00
4130 · Classes	0.00	0.00	0.00	0.00	0%	0.00
4165 · Donations	0.00	0.00	0.00	0.00	0%	0.00
4180 · Interest Earned	10,549.02	641.42	601.43	5,735.28	54%	4,813.74
4185 · Misc. Income	50,241.48	2,928.18	981.59	17,830.30	35%	32,411.18
4190 · Gain/Loss on Sale of Assets	0.00	295.27	0.00	1,652.82	0%	(1,652.82)
4196 - Unrealized Gain/(Loss)	0.00	0.00	0.00	0.00	0%	0.00
4200 · Production Services	3,000.00	0.00	0.00	280.00	9%	2,720.00
4250 - Closed Captioning	24,920.75	2,175.00	2,475.00	19,725.00	79%	5,195.75
4260 - Equipment Lease	4,410.00	367.49	367.49	2,730.58	62%	1,679.42
Operating Reserves	36,231.02	0.00	0.00	0.00	0%	36,231.02
<b>Total 4300 · OPERATING REVENUE</b>	<b>351,766.26</b>	<b>26,509.71</b>	<b>22,515.98</b>	<b>203,672.80</b>	<b>58%</b>	<b>148,093.46</b>
<b>TOTAL INCOME</b>	<b>351,766.26</b>	<b>26,509.71</b>	<b>22,515.98</b>	<b>203,672.80</b>	<b>58%</b>	<b>148,093.46</b>
<b>6000 · OPERATING EXPENSES</b>						
6100 · Advertising	7,000.00	315.61	20.00	1,341.22	19%	5,658.78
6300 · Bank Charges	3,434.86	249.72	310.57	2,112.26	61%	1,322.60
6350 · Interest Expense	0.00	0.00	0.00	0.00	0%	0.00
6600 · Dues & Subscriptions	942.99	152.55	0.00	942.55	100%	0.44
7100 · Office Supplies	200.00	83.74	39.10	201.86	101%	(1.86)
7105 - Production Expenses	100.00	0.00	0.00	0.00	0%	100.00
7200 · Postage/Freight	549.00	78.00	71.70	638.88	116%	(89.88)
7205 · Printing	100.00	0.00	57.59	95.98	96%	4.02
7401 · Facility Supplies	3,818.08	109.41	316.19	2,474.40	65%	1,343.68
7640 · Licenses / Fees / Misc. Taxes	100.00	20.00	25.00	139.22	139%	(39.22)
7700 · Telephone/ Telecommunications/ Internet	3,990.99	502.05	502.05	3,770.22	94%	220.77
<b>Total 6000 - Operating Expenses</b>	<b>20,235.92</b>	<b>1,511.08</b>	<b>1,342.20</b>	<b>11,716.59</b>	<b>58%</b>	<b>8,519.33</b>
<b>6800 · Contracted Services</b>						
6900 · Contract Services-Audit Services	6,600.00	0.00	0.00	1,475.00	22%	5,125.00
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	4,460.00	250.00	293.00	5,133.00	115%	(673.00)
7110 · Contract Services-Legal	4,500.00	0.00	0.00	722.50	16%	3,777.50
7910 - Contract Services-Equipment Technicians	1,000.00	0.00	0.00	0.00	0%	1,000.00
7920 · Contract Services-Captioning	9,013.32	342.76	978.87	7,705.01	85%	1,308.31
<b>Total 6800 · Contracted Services</b>	<b>25,573.32</b>	<b>592.76</b>	<b>1,271.87</b>	<b>15,035.51</b>	<b>59%</b>	<b>10,537.81</b>

Community Television of Santa Cruz County  
 Operating Profit Loss Budget Performance  
 February  
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	Approved Amended Budget 2025-26	January 2026	February 2026	February Year to Date	% of Annual Budget	Amount Remaining
<b>7000 · Staff Development &amp; Fundraising</b>						
7405 · Training/ conferences	500.00	0.00	0.00	279.00	56%	221.00
7800 · Travel/ Meals	500.00	0.00	425.81	425.81	85%	74.19
8600 · Special Events Expense	500.00	0.00	0.00	0.00	0%	500.00
<b>Total 7000 · Staff Development &amp; Fundraising</b>	<b>1,500.00</b>	<b>0.00</b>	<b>425.81</b>	<b>704.81</b>	<b>47%</b>	<b>795.19</b>
<b>7500 · Operating Salaries &amp; Benefits</b>						
7525 · Salaries - Executive Director	94,524.00	7,573.94	7,573.94	60,591.52	64%	33,932.48
7530 · Salaries - Coworking Community Coordinator	33,895.00	2,901.01	2,537.98	22,573.83	67%	11,321.17
7535 · Salaries - Accountant	11,932.00	931.48	932.94	7,040.44	59%	4,891.56
7542 · Salaries - Media Services Coordinator	64,106.00	4,952.13	4,952.13	39,426.57	62%	24,679.43
7585 · Salaries - Government Technicians	20,800.00	2,464.49	2,234.72	12,946.73	62%	7,853.27
7589 · Salaries - Extra Help Trainers, Technicians	583.02	0.00	258.87	3,422.02	587%	(2,839.00)
7589 · Salaries - Administration Support	17,000.00	0.00	0.00	0.00	0%	17,000.00
7621 · Payroll Taxes	30,543.00	2,209.36	2,012.91	14,936.61	49%	15,606.39
7635 · Workers Comp	2,596.00	246.58	246.58	2,163.64	83%	432.36
7630 · Health/Dental/Vision	23,478.00	1,568.73	1,768.48	14,320.69	61%	9,157.31
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>304,457.02</b>	<b>22,847.72</b>	<b>22,518.55</b>	<b>177,422.05</b>	<b>58%</b>	<b>127,034.97</b>
<b>TOTAL EXPENSES</b>	<b>351,766.26</b>	<b>24,951.56</b>	<b>25,558.43</b>	<b>204,878.96</b>	<b>58%</b>	<b>146,887.30</b>
<b>NET INCOME/LOSS</b>	<b>0.00</b>	<b>1,558.15</b>	<b>(3,042.45)</b>	<b>(1,206.16)</b>	<b>-0.6%</b>	

Community Television of Santa Cruz County  
 Capital Profit Loss Budget Performance  
 February  
 2026

	Approved Amended Budget 2025-26	January 2026	February 2026	February Year to Date	% of Annual Budget	Amount Remaining
<b>4000 · CAPITAL REVENUE</b>						
4100 · County PEG Fees	600,000.00	0.00	0.00	300,000.00	50%	300,000.00
<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	342,948.00	31,124.25	31,593.40	236,507.63	69%	106,440.37
6701 · Facility/Equip. Insurance	14,214.00	1,348.25	1,348.25	10,786.00	76%	3,428.00
7058 · Leasehold Improvements/Capital	10,000.00	3,096.53	0.00	3,096.53	31%	6,903.47
7300 · Facilities & Equipment Rental	1,000.00	0.00	0.00	0.00	0%	1,000.00
<b>Total 5100 · Facility</b>	<b>368,162.00</b>	<b>35,569.03</b>	<b>32,941.65</b>	<b>250,390.16</b>	<b>68%</b>	<b>117,771.84</b>
<b>5200 · Equipment</b>						
7215 · Copy Machine Lease	3,936.00	316.49	341.93	2,556.42	65%	1,379.58
7051 · Equipment Repair	1,000.00	0.00	0.00	0.00	0%	1,000.00
7056 · Equipment - Depreciated	114,577.00	1,153.66	5,750.00	42,847.46	37%	71,729.54
7057 · Equipment - Non Depreciated	23,533.00	145.15	2,305.62	3,707.01	16%	19,825.99
7060 · Equipment Grant Program	0.00	0.00	0.00	0.00	#DIV/0!	0.00
7061 · Equipment Leases	0.00	0.00	0.00	0.00	0%	0.00
7062 · Software as a Service	15,000.00	3,290.56	2,785.13	20,716.40	138%	(5,716.40)
7640 · Licenses/Fees/Misc. Taxes	0.00	0.00	0.00	13,817.32	0%	(13,817.32)
7700 · Telephone/ Telecommunications/Internet	24,000.00	2,161.95	2,161.95	16,857.00	70%	7,143.00
<b>Total 5200 · Equipment</b>	<b>182,046.00</b>	<b>7,067.81</b>	<b>13,344.63</b>	<b>100,501.61</b>	<b>55%</b>	<b>81,544.39</b>
<b>Capital Maintenance &amp; Repair</b>						
7063 · Building Maintenance	7834.00	725.25	634.49	5,643.45	72%	2,190.55
7064 · Equipment Maintenance	16026.00	1238.03	1238.03	9,856.63	62%	6,169.37
7065 · Equipment Repair	25932.00	2126.35	2126.72	16,907.95	65%	9,024.05
<b>Total Capital Maintenance &amp; Repair</b>	<b>49792.00</b>	<b>4089.63</b>	<b>3999.24</b>	<b>32,408.03</b>	<b>65%</b>	<b>17,383.97</b>
<b>5300 · Media Licensing</b>						
7059 · Music Library	0.00	0.00	0.00	0.00	0%	0.00
<b>Total 5300 · Media Licensing</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0%</b>	<b>0.00</b>
<b>Total 5000 · CAPITAL EXPENDITURES</b>	<b>600,000.00</b>	<b>46,726.47</b>	<b>50,285.52</b>	<b>383,299.80</b>	<b>64%</b>	<b>216,700.20</b>
	<b>0.00</b>	<b>(46,726.47)</b>	<b>(50,285.52)</b>	<b>(83,299.80)</b>		

**Statement of Financial Position**  
**Community Television of Santa Cruz County**  
As of February 28, 2026

DISTRIBUTION ACCOUNT	TOTAL
<b>Assets</b>	
Current Assets	
Bank Accounts	
1021 Petty Cash Fund	73.85
1070 Bank of America	111,946.03
1075 Checking - Santa Cruz County Bank	9,760.82
1080 Savings - Santa Cruz County Bank	0.00
1081 CDAR 1025929272	0.00
1082 CDAR 1025929809	0.00
1083 ICS Santa Cruz County Bank	274,243.92
1084 CDAR 1026064054	0.00
1085 CDAR 1026064062	0.00
1086 Schwab	1,483,700.92
PayPal Bank	0.00
<b>Total for Bank Accounts</b>	<b>\$1,879,725.54</b>
Accounts Receivable	
1114 Temp A/R	0.00
1115 Accounts Receivable	43,596.09
1116 Grants Receivable	0.00
<b>Total for Accounts Receivable</b>	<b>\$43,596.09</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	385.69
1209 Liability / D&O (SLIP)	0.00
1210 Property Liability (SPIP)	5,378.14
<b>Total for 1200 Prepaid Insurance</b>	<b>\$5,863.83</b>
1260 Prepaid Expenses	54,782.13
1300 PFG Common Stock	4,931.00
1400 Undeposited Funds	0.00
QuickBooks Tax Holding Account	922.04
Repayment	
Health Insurance	0.00
<b>Total for Repayment</b>	<b>\$0.00</b>
<b>Total for Other Current Assets</b>	<b>\$66,499.00</b>
<b>Total for Current Assets</b>	<b>\$1,989,820.63</b>

Statement of Financial Position  
Community Television of Santa Cruz County  
As of February 28, 2026

DISTRIBUTION ACCOUNT	TOTAL
Fixed Assets	
1600 Production Equipment	\$1,442,521.30
1700 Accum Depr-Production Equipment	-1,255,645.99
<b>Total for 1600 Production Equipment</b>	<b>\$186,875.31</b>
1602 Board of Supervisors Equipment	0.00
1620 Office Furniture/Equipment	\$125,536.41
1720 Accum Depr-Furniture/Equipment	-122,570.32
<b>Total for 1620 Office Furniture/Equipment</b>	<b>\$2,966.09</b>
1625 Leasehold Improvement	\$229,793.23
1725 Accum Depr-Leasehold Improv.	-176,518.67
<b>Total for 1625 Leasehold Improvement</b>	<b>\$53,274.56</b>
1670 Broadcasting Equipment	28,933.89
<b>Total for Fixed Assets</b>	<b>\$272,049.85</b>
<b>Total for Assets</b>	<b>\$2,261,870.48</b>
Liabilities and Equity	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	27,155.70
<b>Total for Accounts Payable</b>	<b>\$27,155.70</b>
Credit Cards	
2120 American Express	1,689.54
<b>Total for Credit Cards</b>	<b>\$1,689.54</b>
Other Current Liabilities	
2110 Sales Tax Payable	-77.29
2111 Sales Tax (Manual entry)	0.00
2140 Accrued Vacation	12,659.13
2150 PPP Loan	0.00
24000 Payroll Liabilities	\$1,035.05
CA PIT / SDI	-13.86
CA SUI / ETT	-9.37
Federal Taxes (941/944)	-190.38
<b>Total for 24000 Payroll Liabilities</b>	<b>\$821.44</b>
Board of Equalization Payable	0.00
Direct Deposit Payable	0.00
<b>Total for Other Current Liabilities</b>	<b>\$13,403.28</b>
<b>Total for Current Liabilities</b>	<b>\$42,248.52</b>

**Statement of Financial Position**  
**Community Television of Santa Cruz County**  
As of February 28, 2026

DISTRIBUTION ACCOUNT	TOTAL
<hr/>	
Long-term Liabilities	
2400 Business Equipment Loan 33736	0.00
2410 EIDL Loan	0.00
<b>Total for Long-term Liabilities</b>	<b>\$0.00</b>
<b>Total for Liabilities</b>	<b>\$42,248.52</b>
Equity	
3000 Opening Bal Equity	0.00
3015 Net Assets-Temp Restricted	0.00
3905 Retained Earnings - Capital Reserves	1,689,619.77
3900 Retained Earnings	614,508.05
Net Income	-84,505.86
<b>Total for Equity</b>	<b>\$2,219,621.96</b>
<b>Total for Liabilities and Equity</b>	<b>\$2,261,870.48</b>

<b>EQUITY:</b>	
Capital Reserves	\$1,465,821.91
Capital Reserves - Youth Grant	\$140,498.06
Operating Reserves	\$273,405.57
Other Assets	\$339,896.42
<b>TOTAL</b>	<b>\$2,219,621.96</b>

**3/23/26**

**Community Television of Santa Cruz County**

**Executive Director's Report to the Board**

Covering February 2025

1. Administration  
Revenue

- The coworking center earned \$9,938 in February
- Three quarters through the year, we have earned 58% of our projected revenue goal but we are managing the budget and have only spent 58% of our operating dollars.
- We are 6% behind our projected revenue goals due to timing. We have 5 CDs maturing in March. This will put us back on budget,

Paid Services

- Government Meeting Services
  - CTV covered 19 government meetings in February.

2. Staff

- New Staff
  - Our new government technicians are working in the field on their own.

3. Facilities & Equipment

- Facilities
  - Victor continued work on a problem with one of the city's fiber lines.

- o We completed repairing the internet connectivity in the back office.
- o All the cubicles have WIFI and direct internet connections.

- Equipment

- o Victor and I have started conversations about ADA required Visual Transcription
- o I am getting bids for this equipment

#### 4. Outreach

- ACM West

- o I attended the conference in Sacramento
- o Learned more about Visual transcription and

ADA requirements.

- o Spoke to Cablecast about solutions they offer.
- o Connected with Sue Busky re: my retirement

- SC County

- o Working with Information Services regarding Spanish/English captioning and dubbing.

## Volunteer Advisory Committee Meeting Minutes 3/13/26

Attendees: Keith Gudger, Phil Harmonic, Nick Kirkendall, David Goldman, Michael L. Parks, Daniel Saenz

Phil mentioned that CTV doesn't have that many members. He suggested having classes for camera, producing / directing, and audio. Daniel suggested putting up flyers around town for the classes. He'd be happy to put together a flyer. David Goldman will teach camera.

Daniel suggested putting together a video of what the studio can do for you (as opposed to shooting on your phone camera). Daniel said that how to upload shows is confusing. Could we have a training on how to do this?

Keith brought up the plan to reduce studio rentals for paying members to zero. It looks like the Rules and Procedures don't need to change to do this. He suggested adding the relevant rules to the studio reservation and require users to agree to them when making the reservation.

Phil & Mike think that studio supervisors should be allowed to do other jobs than just camera. Phil suggest that maybe if there is more than 1 Studio Supervisor on the crew that as long as one is on camera the others can do more.

Daniel mentioned that there are issues with the new tripod. Keith will organize a day in the studio for everyone who wants to learn more about the new tripods.

## MEMORANDUM

**To:** CTV Board of Directors

**From:** Becca Reed, Executive Director

**Date:** 3/9/26

**Subject:** Digital Asset Ownership and Governance

As part of documenting CTV's systems and assets to ensure a smooth transition for the next E.D., I have been reviewing the organization's digital infrastructure, including domain names, websites, hosting accounts, and administrative platforms. During this process I discovered that some of CTV's digital properties are not currently held in accounts owned directly by the organization, but instead reside in accounts originally created by individuals who were helping the organization at various points in its history.

This situation is understandable given CTV's history. Over the years, when resources were limited, generous volunteers and technical helpers often stepped in to build systems quickly and keep things running. However, as the organization grows and our operations become more complex, it would be prudent for CTV to ensure that all of our digital assets are clearly owned and controlled by the organization itself.

Because domain names serve as the gateway to an organization's websites, email systems, and online services, maintaining clear organizational ownership is an important governance practice.

For most nonprofits, domain names, websites, hosting services, and system administration accounts are treated as organizational assets, similar to equipment or financial accounts. Maintaining these assets in organization-owned accounts helps ensure continuity of operations, protects institutional knowledge, and prevents the organization from becoming dependent on any single individual for access to critical systems.

This is particularly important as we continue expanding our offerings such as the Santa Cruz Coworking Center, where our website will soon play an essential role in membership management, reservations, and public communication.

To strengthen CTV's governance practices and ensure long-term organizational stability, I recommend that the Board consider adopting a **Digital Asset Governance Policy** that would include the following principles:

- All domain names used by CTV programs or services should be registered under accounts owned by the organization.
- Website hosting and platform accounts should be established using CTV-controlled credentials and billing information.
- Administrative access to critical systems (such as website platforms and Google Workspace) should be maintained in organizational accounts rather than personal ones.

- The organization should maintain a centralized inventory of its digital assets and system administrators.
- Passwords and system credentials should be stored in a secure, organization-managed password management system with appropriate shared access.

Establishing clear ownership and documentation of our digital assets would help protect the organization, ensure continuity of operations, and make future leadership transitions smoother. As CTV continues to grow and rely more heavily on its online platforms, putting these practices in place now will help safeguard the organization's resources and institutional knowledge.

I would be happy to prepare a brief Digital Asset Governance Policy for the Board's review if that would be helpful.

Respectfully,

**Becca Reed**

Executive Director

Community Television of Santa Cruz County