



325 Soquel Avenue
Santa Cruz, CA 95062

**BOARD OF DIRECTORS
Regular Meeting
February 27, 2017**

A G E N D A

5:30 P.M.
Offices of the Corporation

1. Roll Call

Keith Gudger (Chair), Nathan Benjamin, James Fisher, Joe Hall, Mathilde Rand, Lou Tuosto, Adam Wade, Tom Manheim, Larry Laurent, Maitreya Maziarz

[quorum is six]

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 Minutes *
Regular Board Meeting Minutes of January 23, 2017

REGULAR AGENDA

5. Finance Committee Report, Review Revenue
6. Call for Submissions to the Youth Grant Program
7. Written Report of Executive Director*
8. Oral Report of Board Vice Chair
- Volunteer Advisory Committee Report
9. Consider Recommendation of Vice Chair
- Approve Appendices to Rules and Procedures*

10. CMAP Contract Negotiations

Consider Appointing Negotiation Committee

11. Oral Report of Board Chair.

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
February 27, 2017

A G E N D A

5:30 P.M.
Offices of the Corporation

1. Roll Call

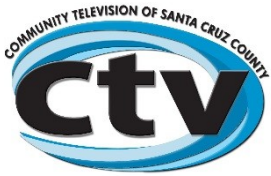
Keith Gudger (Chair), Nathan Benjamin, James Fisher, Joe Hall, Mathilde Rand, Lou Tuosto, Adam Wade, Tom Manheim, Larry Laurent, Maitreya Maziarz

[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.



816 Pacific Avenue
Santa Cruz, CA 95060

BOARD OF DIRECTORS
Regular Meeting
January 23, 2017

MINUTES

5:30 P.M.
Offices of the Corporation

1. Roll Call

Present: Keith Gudger (Chair), Larry Laurent, Maitreya Maziarz, Mathilde Rand, Tom Manheim, Joe Hall, James Fisher, Adam Wade, Nathan Benjamin

Absent:, Lou Tuosto

2. Oral Communications

No one addressed the board.

3. Consideration of Late Additions to the Agenda; additions and deletions to Consent and Regular Agendas.

None.

CONSENT AGENDA

4. Approve Minutes *

Regular Board Meeting Minutes of November 21, 2016

Motion to Approve Items on Consent Agenda with correction of spelling.

Motion Vice-Chair Rand, Second Director Benjamin.

Approved Unanimously

REGULAR AGENDA

5. Finance Committee Report, Review Revenue

Director Hall requested the Chair Gudger give presentation. Chair Gudger reported that he gave worst case options at October meeting. Since that time, revenues are running 2 months ahead of worst case.

6. Call for Submissions to the Youth Grant Program

Chair Gudger reported that the 2017 grant period is open and CTV should receive \$100,000 for the program July 1, 2017. Director Benjamin asked if there was a second entity that applied in 2016 and if it was the Boys and Girls club. Executive Director Reed stated that they were approved conditioned on the establishing of curriculum. Director Maziarz asked when the application deadline was. Chair Gudger responded March 31st. Executive Director Reed stated that the program would give equipment for 3 years to organizations that work with youth and has curriculum and trained instructors. Director Benjamin asked if there has been any outreach. Chair Gudger replied that he has spoken with an ROP program because they would be more prepared. Director Wade asked if board member could reach out for curriculum assistance. Executive Director Reed stated that the grant required that they create content for CTV. Chair Gudger reported that the equipment has been delivered to Digital Nest.

7. Written Report of Executive Director*
Given.

8. Oral Report of Board Vice Chair

Volunteer Advisory Committee Report

Some of the VAC members are teaching classes and Karen Scott tracks the volunteers. Two of the studio class participant are on the cameras for this meeting. Vice Chair Rand feels that participants in classes are continuing with other classes. Goal is to have a steady group of people to help with classes, building a foundation to continue CTV mission and production.

9. Consider Recommendation of Vice Chair

Approve Updates to Rules and Procedures

Director Manheim suggested that section B-5 have 72-hours added to the end. Vice-Chair Rand said there had to be a minimum time of 4-hours for reserving studio space. Director Laurent asked if a user could be a minor. Vice-chair Rand stated that parents had co-sign and attend orientation as well. Director Maziarz asked if changing to studio lighting was a violation. It was stated that with the fixed lighting field lighting could be used in studio if necessary. Motion to approve updates Director Benjamin, Second Director Manheim. Approved Unanimously.

10. Oral Report of Board Chair.

Chair Gudger reported that 20 members of Digital Nest and 5 staff came to CTV for a field trip. Volunteers howed them editing, green screen and Virtual Reality. Chair Gudger stated that board business cards are ready for proof. Cards have a free day of use when handed out. VR demo will be available after the meeting.

11. Board Member / Staff Requests for Specific Items to Appear on next Meeting Agenda
None

12. Announcements

Chair Gudger thanked the volunteers working of the meeting

13. Motion to adjourn Vice Chair Rand. Director Fisher Second 6:21 p.m.

Approved: _____
Board Chair

Attest: _____
Board Secretary

**Community Television of Santa Cruz County
Executive Director's Report to the Board
February 27, 2017**

1. Administration

• **Financial**

Coworking

- o Revenue is on the upswing in our coworking center. Last month we had 85 members. This month we have 110. 25 new members. All of our office are rented but one which we leave open for those who reserve offices by the day.
We are also seeing more use of the open space.

Studio

- o The studio has been rented for two productions in March / April. We've been doing a tour a month.

Paid Productions

- o Victor and his team recorded the SCCAL Wrestling Championships.
- o The team is also scheduled to record an event in March.

Government Meeting Services:

- o CTV will provide coverage for 18 government meetings in February.

• **Facilities:**

Our offices are rented, but more people are requesting private space. We have purchased 4 cubicles, which will be installed on Friday.

2. Equipment :

We have purchased an encoder that will make it possible for us to telecast live from the studio without Victor's involvement. It will take some outside technical expertise to install. We are looking forward to having it operational soon.

3. Membership Development

- CTV/Satellite will participate in the SC Business Fair this year.
- We have arranged an in kind sponsorship of Angels by the Sea, a local Venture Capital group. We are trading a sponsorship for use of our conference room a couple of times a month. Angels by the Sea will be holding pitch & update meetings in our conference room. Those meetings will bring a stream of entrepreneurs through out building. We are also listed on their webpage and other collateral. I attend their meeting in February and spoke to their group about our facility and what it has to offer.
- We have arranged an in kind sponsorship with Santa Cruz Works. Their mission is to help local people start, sustain, and grow science & technology companies in town. We are listed on their website as a resource for entrepreneurs. They will hold 2 events here each year.

4. Outreach:

- I met with the Economic Development Department. They have offered to share their booth with us at the Business Fair. They will promote us when appropriate in the course of their work to help businesses be successful. They are also excited to become organizational members of CTV. Their goal is to learn to use the studio and produce informational pieces about business.

5. Communications

We have created a new, stand alone, website to promote the studio and video equipment to professional producers.

We have a new Marketing Intern who will promote this website and our facility to video producers in our region through social media, newsletters and email marketing.

I appeared on Bruce Bratton's radio show to talk about CTV's rebirth as a coworking and digital media center.



COMMUNITY TELEVISION OF SANTA CRUZ COUNTY

THIRD PARTY AGREEMENT FOR PAID PRODUCERS

All parties involved understand that this agreement confirms that (Producer) _____ is being paid by (3rd Party) _____ to produce (Please give a brief description of the program/production) _____.

The Total Amount of Payment (in actual or in-kind value) is \$ _____

- 1) The independent producer is working **independently** and is not working as a staff person or official representative of Community Television but rather is utilizing the resources of Community Television to produce the program.
- 2) All aspects of the production (e.g. deadlines, deliverables. etc.) are the responsibility of the independent producer and not Community Television.
- 3) Programs produced with Community Television of Santa Cruz County (CTV) equipment and / or facilities are intended for cablecast on access channels and may not be used primarily for commercial purposes or the solicitation of funds unless they are produced by local 501 (c)(3) nonprofit organizations that are members of the organization, or as decided by the Board of CTV. The one exception is if the equipment (including the studio) are paid for at commercial rates.
- 4) Access equipment and facilities are provided to individuals and organizations who are members using Volunteer Credits and at low cost for production of programs to be cablecast on the community access channel(s).
- 5) A producer may not additionally charge for use of access equipment, facilities or channel time and all such use must be in compliance with the policies in the Rules and Procedures of Community Television of Santa Cruz County. Channel time is provided at no cost and shall-not be charged for.
- 6) If the facilities or equipment is rented using Volunteer Credits and / or at the member price, a fee in the amount of fifteen percent (15%) of sponsorship funds totaling over one hundred dollars (\$100) per production (exclusive of goods and services) given to the producer(s) and/or production crew shall be paid to CTV.

This Agreement Is entered into by the following parties:

Independent Producer (Please Print): _____

Signed: _____ Date: _____

Organization (Please Print): _____

Representative: _____

Signed: _____ Date: _____

CTV Staff Signed: _____ Date: _____



SPONSORSHIP AGREEMENT

Producer/Provider's Name: _____

Name of Program: _____

Describe Type of Sponsorship received: _____

Amount of Sponsorship received (excluding goods and services) _____

Date received: _____ Form of Payment: _____

Amount due to Community Television: \$ _____ (15% of in-kind or cash amounts above \$100)

Date Received: _____ Receipt #: _____ Staff Init: _____

I understand that any financial or other support that I have given to the above Producer / provider is for support of the program listed. I understand further that the Producer / provider is not an agent or representative of CTV and that the program I am supporting is strictly the Producer's responsibility and expression. I understand that I may receive a sponsorship credit, but will not receive commercial advertising including the promotion of products or services.

I agree that the information provided above is accurate.

Name of Sponsor (Individual or Business) _____

Signature of Sponsor _____ Date: _____

This signed agreement must be provided prior to the use of any CTV facilities or equipment.

Approved by: _____ Date: _____