



325 Soquel Avenue  
Santa Cruz, CA 95062

**BOARD OF DIRECTORS**  
**Regular Meeting**  
**July 24, 2017**  
**5:30 P.M.**  
Offices of the Corporation

## **A G E N D A**

1. Roll Call

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

[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 Minutes \*  
Regular Board Meeting Minutes of June 26, 2017
5. Approve Minutes \*  
Finance Committee Meeting of June 23, 2017
6. Approve Recommendation of Finance Committee to Accept the June 2017 Financial Reports \*

### **REGULAR AGENDA**

7. Consider Appointment of New Board Member \*  
Proposed Board Member Janis O'Driscoll
8. Written Report of Executive Director \*
9. Consider Approval of enCaption3 R3 \*

Authorize Executive Director to spend up to \$12,000 for automated hardware/software system that automatically generates captioning on live or

recorded video.

10. Oral Report of Board Vice Chair

Volunteer Advisory Committee Report

11. Oral Report of Board Chair.

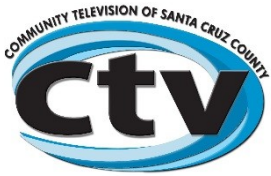
12. Board Member / Staff Requests for Specific Items to Appear on next Meeting Agenda

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

**BOARD OF DIRECTORS**  
**Regular Meeting**  
**June 26, 2017**

**MINUTES**

**5:30 P.M.**  
**Offices of the Corporation**

1. Roll Call

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

Absent: None

2. Oral Communications

None

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 May 22, 2017.

5. Approve Recommendation of Finance Committee to Accept the May 2017 Financial Reports \*

6. Consider approval of Finance Committee Minutes of May 18, 2017 \*

Director Hall reported that finances are evening out and that trends are good

Motion to approve Director Hall, Second Director Rand.      Approved Unanimously

**REGULAR AGENDA**

7. Written Report of the Executive Director  
Given.

8. Consider Approval of TriCaster in portable case \*

Authorize Executive Director to spend \$11,000 for TriCaster in portable case for mobile meeting coverage.

Executive Director reported that the portable unit is to do remote meetings. The current ATEM system is aging and Victor is the only person with experience. All technicians are familiar with the TriCaster. Money is available for equipment. System can stream meetings.

Motion to approve purchase Director Maziarz, Second Director Fisher. Approved Unanimously.

9. Consider Approval of TriCaster TC1 Purchase \*

Authorize Executive Director to spend \$16345.00 for new TC1 for Studio.

Chair Gudger reported that they are currently having hardware problems with the existing studio and that there is no backup if there is a failure. Would use current TriCaster as the backup. TC1 has 4K capabilities and it will work with existing control surface. New system supports 16 internet protocol cameras. Director Maziarz asked if the system could use remote cameras. Chair Gudger believes the cameras have to be on the local network.

Motion to approve purchase Director Manheim, Second Director Maziarz. Approved Unanimously.

10. Oral Report of Vice Chair  
Volunteer Advisory Committee Report

Continuing to offer camera classes. Some class participants come to be shadow camera operators. Field camera and editing classes are growing. Getting new programs.

11. Consider Change to Rules and Procedures \*  
Authorize Proposed Rule Change.

Vice Chair Rand reported that the recommended changes would allow Public Access producers to schedule farther out. There would be no grace period for cancellations for time reserved beyond one month. The longer time is so producers can schedule talent. VAC approved the change. Director Manheim felt that it should be clear that the time reserved more than one month in advance is not refundable.

Director Maziarz commented that the cancellation fee should not be cost prohibitive for someone, asked if there is currently a way to reserve a series of times. Vice Chair Rand responded that people cannot currently reserve a series, but change would allow it. Vice Chair Rand believed that those who reserve do not need motivation to make sure they cancel the time if they cannot make it, people work on the honor system. Chair Gudger stated that the reservation system can track when the reservation was made.

Motion to approve changes to the Rules and Procedures with the addition of a non-refundable statement Director Manheim, Second Director Hall. Approved Unanimously.

12. Oral Report of Board Chair

Chair Gudger reported that the next Elected Spotlight will be Capitola Mayor Harlan.

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

14. Announcements

Chair Gudger reported that Nathan Benjamin has resigned from the board and will be greatly missed. Thanked the volunteers working the meeting.

15. Motion to adjourn Vice Chair Rand. Director Manheim Second 6:15 p.m.

Approved: \_\_\_\_\_  
Board Chair

Attest: \_\_\_\_\_  
Board Secretary



325 Soquel Avenue  
Santa Cruz, CA 95060

**BOARD OF DIRECTORS  
Finance Committee Meeting  
June 23, 2017**

**MINUTES**

**9:00 A.M.**  
**Offices of the Corporation**

1. Attendance

(Chair) Joe Hall, Keith Gudger and Tom Manheim

2. Oral Communications

Any person may address the Committee 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 Committee.

There were no oral communications.

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

There were no additions or deletions to the Agenda.

**REGULAR AGENDA**

4. May 2017 Financial Report

The discussion of the May 2017 Financial Report was opened and Mel Sweet discussed her progress and work to reconcile the income figures reported by Satellite and those received from Satellite to be deposited into the CTV bank. Becca Reed had not had time to arrange a meeting with Barbara Springer of Satellite to discuss this matter further, but will now work on setting up the meeting. Mel sweet also mentioned that the health care costs increased because some old invoices were received from the insurance company. Tom Manheim asked several question concerning cost items. Keith Gudger presented a report showing the cost and revenue from CTV's government meeting broadcasting

The May 2017 Financial Report was approved on the motion of Tom Manheim and second of Keith Gudger.

5. Adjournment.

On the motion of Keith Gudger and second of Tom Manheim the meeting was adjourned.

Community Television of Santa Cruz County  
Operating Profit Loss Budget Performance

June  
2017

	Annual Budget 2016-17	June 2017	June Year to Date	% of Annual Budget	Amount Remaining
<b>4300 · OPERATING REVENUE</b>					
CTV Operating Reserves	8,700.00	0.00	0.00	0%	8,700.00
4101 · County BOS Meetings	21,000.00	2,015.00	16,197.50	77%	4,802.50
4102 · Watsonville Government Meetings	8,000.00	0.00	1,310.50	16%	6,689.50
4103 · City of Capitola Gov. Meetings	6,000.00	855.50	9,192.00	153%	-3,192.00
4104 · SCMTD Meetings	1,600.00	265.50	2,142.50	134%	-542.50
4106 · City of Santa Cruz Gov. Mtg.	30,000.00	6,122.50	27,242.50	91%	2,757.50
4108 · SCCRTC Meetings	2,000.00	236.00	2,628.50	131%	-628.50
4109 · SCWD Government Meetings	4,800.00	413.00	4,237.00	88%	563.00
4110 · Memberships	60,000.00	722.67	19,390.97	32%	40,609.03
4111 · Administration Fees	0.00	0.00	0.00		0.00
4112 · Media Services	500.00	0.00	0.00	0%	500.00
4114 · Underwriting & Sponsorships	0.00	0.00	0.00		0.00
4115 · Digital Media Sales	500.00	0.00	0.00		500.00
4120 · Facility & Equipment Rental	143,000.00	13,730.76	90,372.10	63%	52,627.90
4121 · SLVWD Meetings	7,600.00	324.50	4,446.00	59%	3,154.00
4122 · PVUSD	6,100.00	678.50	4,875.00	80%	1,225.00
4130 · Classes	0.00	800.00	2,013.52		-2,013.52
4165 · Donations	1,000.00	0.00	90.00	9%	910.00
4166 · Grants/Production Grants	0.00	0.00	0.00		0.00
4180 · Interest Earned	0.00	59.99	693.74		-693.74
4185 · Misc. Income	0.00	0.00	236.00		-236.00
4190 · Gain/Loss on Sale of Assets	0.00	0.00	2,252.72		-2,252.72
<b>4200 · Production Service</b>					
4240 - Production-CMAP	0.00	0.00	0.00		0.00
4200 · Production - Other	0.00	2,025.00	11,855.50		-5,261.00
<b>Total 4200 · Production Service</b>	<b>0.00</b>	<b>2,025.00</b>	<b>11,855.50</b>		<b>-11,855.50</b>
4600 · Special Events Revenue	0.00	0.00	0.00		0.00
<b>Total 4300 · OPERATING REVENUE</b>	<b>300,800.00</b>	<b>28,248.92</b>	<b>199,176.05</b>	<b>66%</b>	<b>101,623.95</b>
4170 · Fiscal Sponsorships Income		0.00	0.00		0.00
<b>TOTAL INCOME</b>	<b>300,800.00</b>	<b>28,248.92</b>	<b>199,176.05</b>	<b>66%</b>	<b>101,623.95</b>

Community Television of Santa Cruz County  
Operating Profit Loss Budget Performance

June  
2017

	Annual Budget 2016-17	June 2017	June Year to Date	% of Annual Budget	Amount Remaining
<b>6000 · OPERATING EXPENSES</b>					
6100 · Advertising	12,000.00	0.00	3,999.31	33%	8,000.69
6200 · Bad Debt	0.00	3,476.80	3,476.80	0%	-3,476.80
6300 · Bank Charges	970.00	289.12	1,821.78	188%	-851.78
6450 · Finance Charges /Late Fees	0.00	0.00	264.50		-264.50
6600 · Dues & Subscriptions	1,500.00	65.00	1,623.32	108%	-123.32
7100 · Office Supplies	1,500.00	314.70	1,310.35	87%	189.65
7105 · Production Expenses	0.00	600.00	1,953.00		-1,953.00
7200 · Postage/Freight	1,000.00	174.00	722.02	72%	277.98
7205 · Printing	2,000.00	0.00	472.43	24%	1,527.57
7401 · Facility Supplies	4,800.00	83.04	379.82	8%	4,420.18
7640 · Licenses/Fees/Misc. Taxes	1,500.00	41.00	251.61	17%	1,248.39
7700 · Telephone/Telecommunications	9,000.00	273.94	8,921.38	99%	78.62
7900 · Facility Utilities	0.00	0.00	0.00		0.00
<b>Total 6000 · Operating Expenses</b>	<b>34,270.00</b>	<b>5,317.60</b>	<b>25,196.32</b>	<b>74%</b>	<b>9,073.68</b>
<b>6800 · Contracted Services</b>					
6900 · Contract Services-Audit/Payroll	14,500.00	12,089.45	14,116.54	97%	383.46
7001 · Contract Services-Studio Prod.	6,000.00	0.00	679.19	11%	-8,116.54
7003 · Contract Services-Janitorial	0.00	0.00	0.00		0.00
7006 · Contract Service -Satellite Consultants	18,000.00	0.00	6,000.00	33%	18,000.00
7007 · Contract Services-CMAP	30,000.00	2,500.00	27,620.43	92%	2,379.57
7010 · Contract Services-Consulting/Producing	15,000.00	427.50	2,407.50	16%	12,592.50
7110 · Contract Services-Legal	5,000.00	0.00	1,964.25	39%	3,035.75
7910 · Contract Services-Production Grants	5,000.00	0.00	0.00	0%	5,000.00
<b>Total 6800 · Contracted Services</b>	<b>93,500.00</b>	<b>15,016.95</b>	<b>52,787.91</b>	<b>56%</b>	<b>40,712.09</b>
<b>7000 · Staff Development &amp; Fundraising</b>					
7210 · Newsletter/Brochure/Annual Repo	0.00	0.00	0.00		0.00
7405 · Training/conferences	2,000.00	0.00	0.00	0%	2,000.00
7800 · Travel/Meals	2,000.00	35.31	83.04	4%	1,916.96
7920 · Retreats/Events	0.00	0.00	532.46	0%	-532.46
7950 · Misc. Expense	0.00	0.53	-3,168.71		3,168.71
8600 · Special Events Expense	2,000.00	0.00	100.00	0%	1,900.00
<b>Total 7000 · Staff Development &amp; Fundraising</b>	<b>6,000.00</b>	<b>35.84</b>	<b>-2,453.21</b>	<b>-41%</b>	<b>8,453.21</b>



Community Television of Santa Cruz County  
Operating Profit Loss Budget Performance

June  
2017

	Annual Budget 2016-17	June 2017	June Year to Date	% of Annual Budget	Amount Remaining
<b>7500 · Operating Salaries &amp; Benefits</b>					
7512 · Salaries - Executive Producer	10,000.00	0.00	9,329.90	93%	670.10
7520 · Salaries - Programming Coord.	0.00	0.00	0.00		0.00
7530 · Salaries - Coworking Community Coordinator	32,000.00	3,539.66	35,011.66	109%	-3,011.66
7535 · Salaries - Accountant	15,000.00	781.25	10,387.50	69%	4,612.50
7542 · Salaries - Media Services Coordinator	47,000.00	4,752.56	47,126.46	100%	-126.46
7545 · Salaries - Director of Content	9,000.00	0.00	0.00	0%	9,000.00
7585 · Salaries - Extra Help Govt.	12,000.00	1,626.53	14,267.66	119%	-2,267.66
7589 · Salaries - Extra Help Prod Asst	6,000.00	174.09	3,704.55	62%	2,295.45
7620 · Payroll Taxes/Workers Comp					
7621 · Payroll Taxes	11,000.00	852.56	12,099.47	110%	-1,099.47
7635 · Workers Comp	3,501.06	465.40	2,529.00	72%	972.06
7630 · Health/Dental/Vision	12,000.00	868.42	10,865.17	91%	1,134.83
7632 · Severance/Vacation Payouts	9,500.00	0.00	0.00	0%	9,500.00
<b>Total 7500 · Operating Salaries &amp; Benefits</b>	<b>167,001.06</b>	<b>13,060.47</b>	<b>145,321.37</b>	<b>87%</b>	<b>21,679.69</b>
<b>TOTAL EXPENSES</b>	<b>300,771.06</b>	<b>33,430.86</b>	<b>220,852.39</b>	<b>73%</b>	<b>79,918.67</b>
<b>NET INCOME/LOSS</b>	<b>28.94</b>	<b>-5,181.94</b>	<b>-21,676.34</b>	<b>-7.2%</b>	

Community Television of Santa Cruz County  
Capital Profit Loss Budget Performance

June  
2017

	Annual Budget 2016-17	June 2017	June Year to Date	% of Annual Budget	Amount Remaining
<b>4000 · CAPITAL REVENUE</b>					
4100 · County PEG Fees	500,000.00	125,000.00	500,000.00	100%	0.00
4106 · County PEG Fees	100,000.00	0.00	100,000.00	100%	0.00
<b>TOTAL INCOME</b>	<b>600,000.00</b>	<b>125,000.00</b>	<b>600,000.00</b>	<b>100%</b>	<b>0.00</b>
<b>5000 · CAPITAL EXPENDITURES</b>					
<b>5100 · Facility</b>					
7400 · Facility Lease	144,000.00	14,535.22	167,269.59	116%	-23,269.59
6701 · Facility/Equip. Insurance	9,294.00	948.90	11,339.45	122%	-2,045.45
7058 · Leasehold Improvements/Capital	0.00	0.00	9,067.41		-9,067.41
7300 · Facilities & Equipment Rental	1,000.00	77.58	451.09	45%	548.91
5100 · Facility - Other	0.00	0.00	0.00		0.00
<b>Total 5100 · Facility</b>	<b>154,294.00</b>	<b>15,561.70</b>	<b>188,127.54</b>	<b>122%</b>	<b>-33,833.54</b>
<b>5200 · Equipment</b>					
6650 - Interest on Leased Equip	0.00	67.43	980.85		-980.85
7215 · Copy Machine Lease	5,000.00	0.00	5,070.01	101%	-70.01
7051 · Equipment Repair	10,000.00	0.00	28.25	0%	9,971.75
7011 · Automation Equipment	15,046.00	0.00	1,500.00	10%	13,546.00
7052 · Prod. Equip. Replacement -Depr.	150,000.00	0.00	0.00	0%	150,000.00
7053 · Prod.Equip.Replacement-NonDepr.	5,000.00	0.00	756.41	15%	4,243.59
7056 · Equipment - Depreciated	150,000.00	3,753.55	88,104.54	59%	130,607.87
7057 · Equipment - Non Depreciated	10,000.00	323.86	19,392.13	194%	-9,392.13
<b>Total 5200 · Equipment</b>	<b>345,046.00</b>	<b>4,144.84</b>	<b>115,832.19</b>	<b>34%</b>	<b>229,213.81</b>
<b>5300 · Media Licensing</b>					
7059 · Music Library	660.00	55.00	660.00	100%	0.00
<b>Total 5300 · Media Licensing</b>	<b>660.00</b>	<b>55.00</b>	<b>660.00</b>	<b>100%</b>	<b>0.00</b>
<b>Total 5000 · CAPITAL EXPENDITURES</b>	<b>500,000.00</b>	<b>19,761.54</b>	<b>304,619.73</b>	<b>61%</b>	<b>195,380.27</b>
<b>NET INCOME/LOSS</b>	<b>100,000.00</b>	<b>105,238.46</b>	<b>295,380.27</b>		

# Community Television of Santa Cruz County

## BALANCE SHEET

As of June 30, 2017

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1010 Checking-SCCCU	2,935.82
1015 PayPal Checking-SCCCU	3,372.21
1020 Savings-SCCCU	46,534.76
1021 Petty Cash Fund	23.55
1030 Wells Fargo - 50032	0.00
1045 SCCCUC Money Market	0.00
1050 Reserve Acct-Coast Commercial	0.00
1055 CD Acct 2304 (13 month)	0.00
1060 Savings-Wells Fargo 10445	0.00
1065 CD Acct 0972 (180 day)	0.00
1070 CD 12 month Cert SCCCUC	48,130.52
1075 Checking - Lighthouse Bank	449,050.75
1080 Savings - Lighthouse Bank	501.69
1099 Cash Box	0.00
<b>Total Bank Accounts</b>	<b>\$550,549.30</b>
Accounts Receivable	
1114 Temp A/R	0.00
1115 Accounts Receivable	135,508.50
1116 Grants Receivable	0.00
<b>Total Accounts Receivable</b>	<b>\$135,508.50</b>
Other Current Assets	
1117 A/R - Temp. Restricted	0.00
1125 County Reserve Acct. Restricted	0.00
1150 Salary Advance	0.00
1200 Prepaid Insurance	
1201 Health	0.00
1202 Accident	752.30
1203 Crime Coverage	135.04
1204 Crime/(401K) Erisa Bond	0.00
1206 Workers Comp Deposit	2,805.00
1209 Liability / D&O (SLIP)	1,733.70
1210 Property Liability (SPIP)	0.00
1211 Auto-Physical Damage Coverage	0.00
<b>Total 1200 Prepaid Insurance</b>	<b>5,426.04</b>
1260 Prepaid Expenses	25,853.71
1300 PFG Common Stock	4,931.00
1400 Undeposited Funds	590.00
<b>Total Other Current Assets</b>	<b>\$36,800.75</b>
<b>Total Current Assets</b>	<b>\$722,858.55</b>
Fixed Assets	

	TOTAL
1600 Production Equipment	697,722.98
1700 Accum Depr-Production Equipment	-493,235.15
<b>Total 1600 Production Equipment</b>	<b>204,487.83</b>
1602 Board of Supervisors Equipment	0.00
1702 Accum Depr-Board of Supervisors	0.00
<b>Total 1602 Board of Supervisors Equipment</b>	<b>0.00</b>
1620 Office Furniture/Equipment	95,916.41
1720 Accum Depr-Furniture/Equipment	-83,663.58
<b>Total 1620 Office Furniture/Equipment</b>	<b>12,252.83</b>
1625 Leasehold Improvement	183,560.92
1725 Accum Depr-Leasehold Improv.	-114,773.76
<b>Total 1625 Leasehold Improvement</b>	<b>68,787.16</b>
1650 Future Equipment Replacement	0.00
1750 Accum Depr-Future Equip Replace	0.00
<b>Total 1650 Future Equipment Replacement</b>	<b>0.00</b>
1660 Production Vehicle	0.00
1760 Accum Depr-Production Vehicle	0.00
<b>Total 1660 Production Vehicle</b>	<b>0.00</b>
1670 Broadcasting Equipment	28,933.89
<b>Total Fixed Assets</b>	<b>\$314,461.71</b>
<b>TOTAL ASSETS</b>	<b>\$1,037,320.26</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	2,280.21
<b>Total Accounts Payable</b>	<b>\$2,280.21</b>
Credit Cards	
2000 VISA-SCCCU	-8.99
2002 76 Gas Card	0.00
<b>Total Credit Cards</b>	<b>\$ -8.99</b>
Other Current Liabilities	
2102 Earnings Withholdings	0.00
2110 Sales Tax Payable	0.08
2111 Sales Tax (Manual entry)	0.00
2112 Direct Deposit Liabilities	0.00
2120 Accrued Payroll	0.00
2125 Payroll Tax Payable	0.00
2130 Accrued Pension	0.00
2140 Accrued Vacation	2,683.20
2145 401K Tax Shelter Annuity	0.00
2160 Deferred Income-Special Project	0.00
2165 Salaries Payable	0.00
24000 Payroll Liabilities	1,034.98
CA PIT / SDI	124.65
CA SUI / ETT	-463.10
Federal Taxes (941/944)	984.84
<b>Total 24000 Payroll Liabilities</b>	<b>1,681.37</b>

	TOTAL
Board of Equalization Payable	0.00
Direct Deposit Payable	0.00
<b>Total Other Current Liabilities</b>	<b>\$4,364.65</b>
<b>Total Current Liabilities</b>	<b>\$6,635.87</b>
Long-Term Liabilities	
2300 Pacifica Capital Equipment Loan	0.00
2400 Business Equipment Loan 33736	18,078.79
<b>Total Long-Term Liabilities</b>	<b>\$18,078.79</b>
<b>Total Liabilities</b>	<b>\$24,714.66</b>
Equity	
3000 Opening Bal Equity	0.00
3015 Net Assets-Temp Restricted	0.00
3900 Retained Earnings	551,964.07
3905 Retained Earnings - Capital Reserves	186,937.80
Net Revenue	273,703.73
<b>Total Equity</b>	<b>\$1,012,605.60</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$1,037,320.26</b>

## Janis O'Driscoll, Proposed CTV Board Member

I have been a resident of Santa Cruz County since Fall 1985 and have worked for the Santa Cruz Public Libraries (SCPL) since March 1986. I began as a half-time Children's Librarian and have had the opportunity to serve in many capacities at SCPL since that time. Currently I am Assistant Director of Libraries.

I served as Interim Director of Libraries for 13 months as the Library worked through a transition in governance of the Library Joint Powers Agreement at the same time as it developed and successfully passed the Measure S facilities bond measure (2016) and conducted a national search for a new Library Director.

I have had the opportunity to work with Community TV on many occasions to highlight specific Library programs such as our Tales to Tales literacy service and a county-wide BIG READ of the Grapes of Wrath. The Library considers Community TV an important local partner.

I am also a printmaker and am a member of the Printmakers @ the Tannery co-op where I serve on the Executive Board. Our studio is one of the original studios in the Tannery Arts complex.

My daughter grew up in Santa Cruz and considers it her hometown. She is a photographer/videographer in Brooklyn, New York.

In appreciation of the contributions this organization has made to our community, I would welcome the opportunity to learn more about Community TV's future and to become an informed advocate for it.

Community Television of Santa Cruz County  
Executive Director's Report to the Board  
July 24, 2017

1. Administration

- Financial

  - Coworking

    - The Coworking center was in profit for June in terms of income vs. expenses for that month. Income continues to trend upward although we may see a bit of a dip in July because American Title moved back to their own offices at the end of June and one member paid 6 months in advance for a private office - making June look much more profitable than it really was. However; as of this writing (July 19) our private offices are all full and we are very close to our breakeven number, which will we likely surpass by the end of the month.

  - Paid Services

    - Our proposal for captioning was accepted and approved by the board of supervisors along with our budget for this year. We will order captioning equipment this month. Our plan is to test the system during August and launch our captioning service in September. This will be an additional revenue stream for CTV.

      - Government Meeting Services:

        - CTV will provide coverage for 5 government meetings in July.

      - Event Documentation Service

        - We did a two camera remote shoot for the city at the civic auditorium in late June.

    - Paid Classes:

      - We have a new "Photoshop for Beginners" class scheduled this month, taught by Ed Batres, who taught our Adobe Premier class.

    - Staff

      - We have hired a new government technician.

- Insurance
  - We recently did an insurance review and found our insurance was lacking in some areas.
    - We were in a large risk pool that wasn't appropriate for the way we do business.
    - We were insured by companies that were unlicensed in California. If they were to become insolvent, they would not be backed by a guarantee fund. Our claims might not be paid.
    - We didn't have E&O insurance for social media or the internet.
    - Our equipment wasn't insured outside of the building or in transit.
    - Our D&O insurance was limited.
  - We contacted Cal-Nonprofits to find better options.
    - We are now with a new insurance carrier, licensed in California, and have upgraded coverage and a small savings.
  - Upgrades include:
    - D&O upgrade: Defense costs are *in addition* to the limit of liability
    - Broadcaster's insurance AND Internet Liability for social media, websites, blogs & our stream
    - Our equipment is insured in transit
    - Our annual process is now streamlined. We have one account manager, who is local, and all policies renew on the same date.

## 2. Equipment / Facilities:

### Equipment

Led by Mathilde, a few dedicated volunteers inventoried our equipment including every cable and clamp. Each piece now has an asset tag for easy and accurate tracking.

## 3. Equipment Grant Program

- We have notified our grantee. We received a verbal acceptance but we have not received a signed contract yet.
- We have a time set to meet with the other two applicants.



## enCaption3 R3 from ENCO

A totally automated hardware/software system that can automatically generate captioning on live or recorded video.

enCaption 3 uses an enhanced speaker independent neural network-based speech recognition engine to closely inspect and transcribe audio in near real-time (typically 4-6 seconds). The system consists of a rack-mount processor unit that provides a serial data stream (CEA-608) feeding captioning encoder.

Linking enCaption 3 to your system allows it to automatically access current and historical script information to build a local dictionary which allows the system to improve accuracy over time. You can also easily feed enCaption specific scripts for presentations, meetings or other productions.

**North Penn TV** uses enCaption to make captioning affordable. Although community members have requested closed captioning (CC) for several years, the cost of previous technologies had always been out of reach for the district, said Bob Gillmer, North Penn School District coordinator of communications media. "In the past, you literally had to have someone transcribing the audio in real time," he said. The ENCO system adopted by the district uses a computer to do the same thing, which brings down the cost by about 95 percent.

**WCTV Chesapeake Television** relies on enCaption3's automated captioning for its city council, school board and planning commission meetings. They wanted to reach additional residents throughout the Chesapeake, Va., viewing area, and looked toward an automated system that could be customized to the Tidewater area of Virginia, which has its own unique diction and dialect. The system could "learn," too, as it went along, automatically increasing accuracy.

**Boulder 8 TV** in Colorado serves a politically active and civically minded city of more than 103,000, and found itself in a unique position after the local city council asked the station to provide closed captioning of every city council meeting for the city's hearing-impaired viewers. The concept was admirable, but having an on-call captioner on-staff would be a costly venture. With the channel's limited staff and budget, this kind of undertaking would undoubtedly be expensive, said the station's senior producer and engineer.

The station found a solution in an automated captioning system. The PEG channel installed an automated system that the station's operators can turn on and off during live programming as needed, which directly addressed the cost issue. Installation ended up being less than half the cost of operating a traditional closed captioning process, the producer said.