



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Regular Meeting
February 24, 2020
5:00 P.M.
Offices of the Corporation

A G E N D A

1. Roll Call

Maitreya Maziarz (Chair), Joe Hall, Mathilde Rand, Tom Manheim, Larry Laurent, Janis O'Driscoll, Guy Lasnier, Elizabeth Svensson, Keith Gudger

[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 *

Board Meeting Minutes of January 22, 2020

5. Approve Recommendation of Finance Committee to Accept the January 2020 Financial Reports *

6. Acknowledgement and Expression of Gratitude for the Contributions of Chris Leahy

REGULAR AGENDA

7. Report on Executive Director Salary

8. Form Ad-Hoc Committee to Explore Potential Additional Location

9. Approve Mid-Year Budget Adjustments *

10. Oral Report of Executive Director *

11. Oral Report from Volunteer Advisory Committee (VAC) Committee Chair
12. Oral Report of Board Chair
13. Board Member / Staff Requests for Specific Items to Appear on next Meeting Agenda
14. Announcements
15. 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 24, 2020
5:00 P.M.
Offices of the Corporation

A G E N D A

1. Roll Call

Maitreya Maziarz (Chair), Joe Hall, Mathilde Rand, Tom Manheim, Larry Laurent, Janis O'Driscoll, Guy Lasnier, Elizabeth Svensson, Keith Gudger

[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
January 27, 2020
5:00 P.M.
Offices of the Corporation

MINUTES

1. Roll Call

Present: Maitreya Maziarz, Joe Hall, Mathilde Rand, Tom Manheim, Larry Laurent, Elizabeth Svensson, Keith Gudger

Absent: Janice O'Driscoll, Guy Lasnier
[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.

None

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

None

CONSENT AGENDA

4. Approve Minutes *

Board Meeting Minutes of December 2, 2019

5. Approve Recommendation of Finance Committee to Accept the November 2019 Financial Reports *

6. Approve Recommendation of Finance Committee to Accept the November 2019 Financial Reports *

Director Hall thanked those who worked on the committee for the Executive Director hiring. Director Manheim mentioned that the final salary approval will be on a future agenda

Director Hall motioned to approve consent agenda; Director Manheim seconded. Approved unanimously.



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Regular Meeting
January 27, 2020
5:00 P.M.
Offices of the Corporation

REGULAR AGENDA

7. Oral Report of Executive Director

Given. Director Manheim asked if monument sign was going to be updated. Executive Director Reed replied yes. Director Hall wanted to recognize the donation. Executive Director Reed replied that filmmaker Chris Lahey had made the donation of equipment.

8. Oral Report from Volunteer Advisory Committee

Director Gudger reported that not a lot had taken place over the holidays. Shoptalk with Producers and Directors will take place on February 14th, Executive Director Reed will speak. Candidate statement date is February 7th. All Candidates running for office can make a 2-minute statement that will air on Community Television. Executive Director Reed added that Victor and staff are working on a voting information video. Director Rand commented that the Election Department came to CTV last year to record short videos about the election process. Executive Director Reed answered that they would be incorporated.

9. Oral Report of Board Chair

Chair Maziarz reported that he had sent email to County regarding tying the statements in with the election. Added that there is a good Art/History display at the County elections office.

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

Director Manheim requested report and action on the Executive Director's compensation package. Director Hall requested Mid-Year budget statement and adjustment. Director Hall also would like official board acceptance and acknowledgement of the donation.

11. Announcements

Chair Maziarz thanked the volunteer crew working the meeting.

12. Adjournment.

Director Rand Motioned to adjourn and Director Svensson seconded. Approve unanimously.

Approved: _____
Board Chair

Attest: _____
Board Secretary



Board of Directors Agenda Report

DATE: 2/20/2020

AGENDA OF: 2/24/2020

SUBJECT: Mid-Year Budget Adjustments

RECOMMENDATION:

- a. Approve Finance Committee recommendation of a budget adjustment to increase to full time the Executive Director position.
- b. Approve Finance Committee recommendation of a budget adjustment to increase funding for the Capital Budget Category 7062 Software as Services

BACKGROUND: The Board of Directors generally, at mid-year, adopts a budget adjustment for that year's CTV budget to reflect financial changes which have occurred since the adoption of the budget in the previous June. This report covers two budget adjustments for the CTV Fiscal Year (FY) 2019-20 budget.

The first budget adjustment encompasses those changes to the FY 2019-20 CTV Operating Budget which are necessary to allow for the increase to full time of the CTV Executive Director position. The CTV Board at its December 2nd meeting took the various administrative actions necessary to increase the Executive Director position to full time. The action outlined below is the follow up of CTV's FY 2019-20 budget adjustment necessary to implement this change.

	ORIGINAL BUDGET	ADJUSTED BUDGET	NOTES
OPERATING BUDGET			
INCOME:			
4120 Facility & Equipment Use	150,000	162,250	Increase Co-working, equipment & studio rental
4260 Equipment Lease	3,600	13,600	Additional leases
CTV 2018/19 Surplus	0	11,620	
TOTAL INCOME	153,600	187,470	
EXPENSES:			
7007 Contract Services - CMAP Services	35,598	17,316	Contract Terminated
7525 Executive Director	0	45,423	Salary

7530 Co-working Community Coordinator	35,020	31,820	Reallocate 20% to Capital
7542 Media Services Coordinator	52,000	46,700	Reallocate 20% to Capital
7621 Payroll Taxes	12,000	20,030	Executive Director
7630 Health/Dental Benefits	12,000	19,200	Executive Director
TOTAL EXPENSES	146,618	180,488	
NET	6,982	6,982	

The second budget adjustment is a change to the FY 2019-20 CTV Capital Budget Category 7061 Software as a Service. This category is where licenses and other related costs are paid from for the various software programs used by CTV in its program production and other support services. The cost of these has increased in the current year and a budget adjustment is required to pay for this increase. Savings in other budget categories are being reallocated in the adjustment included below to fund the cost increase in Category 7061 Software as a Service.

	ORIGINAL BUDGET	ADJUSTED BUDGET	NOTES
CAPITAL BUDGET EXPENSES:			
7056 Equipment Depreciated	134,916	114,869	
7062 Software as a Service	10,000	16,500	Proposed increase
7063 Building Maintenance	0	3,200	Reallocate from operating
7064 Equipment Maintenance	0	5,300	Reallocate from operating
7065 Equipment Repair & Acquisition	0	5,047	Reallocate from operating
NET	144,916	144,916	

2/24/20
Community Television of Santa Cruz County
Executive Director's Report to the Board
Covering January 2020

1. Administration

- Financial

Coworking

- Our breakeven number in the coworking center is \$10k. In January we earned \$13,015* At this writing (2/19) we have earned \$12,900 in February.
- At the time of this writing all our private offices are filled.

* This report shows funds that have been received. Our financial report shows funds that have been to our bank account. The numbers may vary slightly due to timing.

Paid Services

Completed

- Government Meeting Services
 - CTV provided coverage for 15 meetings in January

Scheduled in February

- *SCCAL Wrestling Championships*
- *Calciano Lectures*

2. Equipment / Facilities:

Building

- New Signage
 - New signs have been approved
- Painting the building
 - We are waiting on approval for our paint color



Mock-up of potential signage & paint.

Equipment

- In response to a suggestion from the board, we have implemented a new equipment procedure. We have a technician scheduled once a week to come in to inspect all the gear that has been checked out. He reports damage, wear and tear and missing parts/items.

3. Communications

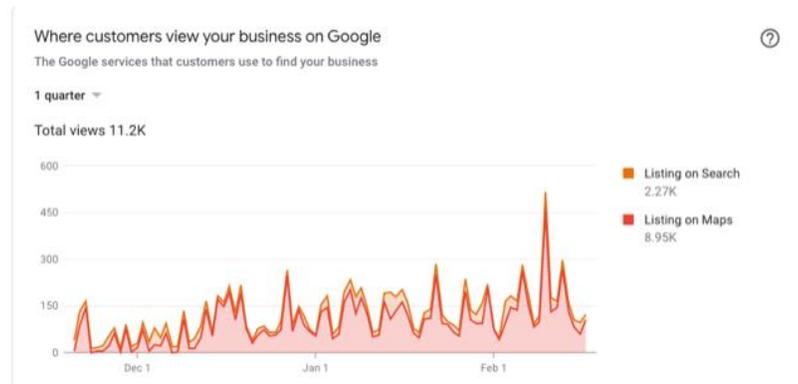
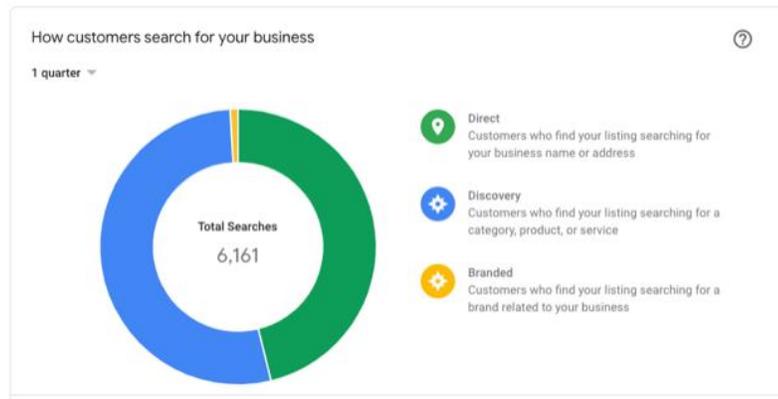
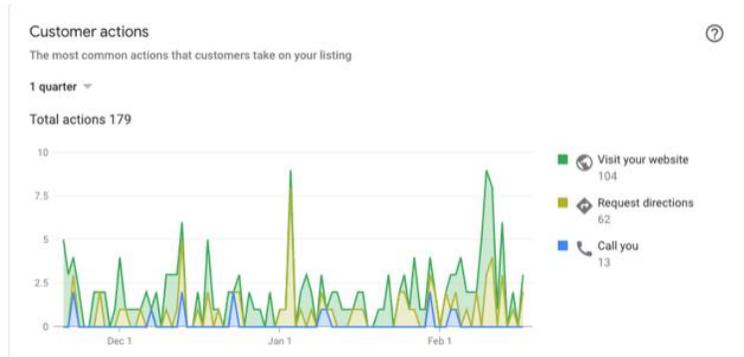
Publicity / Events

First Friday

- Ian Berry, our Community Coordinator, held a First Friday event in January.
- Other promotions included Bagel Mondays & Waffle Wednesdays

Marketing

- Google Insights



- 11,000 views on Google per quarter – most are on maps
- 179 customers took action – most visit our website

4. Outreach

- City of Santa Cruz – met with new Assistant City Manager and Administrative Clerk.