



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Regular Meeting
July 24, 2023
5:30 p.m.

****PLEASE NOTE****: The meeting will be held at Community Television of Santa Cruz County offices. Members of the public may attend at <https://us06web.zoom.us/j/84049770637>

A G E N D A

1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Janis O'Driscoll, Tom Manheim, Mathilde Rand, Elizabeth Shaw, David Warren

[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 meeting agenda*
5. Approve Board meeting minutes of June 26, 2023*
6. Accept June 2023 financial reports*

REGULAR AGENDA

7. Executive Director's report*

8. Education Committee's report*
9. Board Chair's report
10. Board member / staff requests for specific items to appear on next meeting agenda
11. Announcements
 - a. CTV newsletter released, view it at <https://conta.cc/3NYfhQ3>
12. 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

July 24, 2023
5:30 p.m.

A G E N D A

1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Janis O'Driscoll, Tom Manheim, Mathilde Rand, Elizabeth Shaw, David Warren

[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
June 26, 2023
5:30 p.m.

MINUTES

1. Roll Call at 5:34 PM
Present: Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Janis O'Driscoll, Mathilde Rand, Tom Manheim
Joe Hall and David Warren via Zoom
[quorum is five]
Absent: Elizabeth Shaw

Staff: Executive Director Becca Reed

2. Oral Communications Any person may address the Board during its oral communications period.
Director Maziarz noted the passing of Clay Butler, who used to produce Book TV.
3. Consideration of late additions to the agenda; additions and deletions to consent and regular agendas.
None.

CONSENT AGENDA

4. Approve meeting agenda
5. Approve Board meeting minutes of May 22, 2023
6. Accept May 2023 financial reports

Moved acceptance by Director Rand, seconded by Director Maziarz. Director Manheim abstained, all others approved.

REGULAR AGENDA

7. Executive Director's report

In May, the coworking center surpassed the budget goal for the year. E.D. Reed mentioned that the ERTC funds arrived today. She also noted that the building construction is complete.

The equipment grant for RCNV is arriving. In a discussion about social media, Director Manheim asked about tracking users who heard about CTV from social media.

8. Discuss and accept the Education Committee report

Director Warren discussed the proposal to have a seminar series with the Library. He asked for Board Member input about the series. Director O'Driscoll is interested in how AI is affecting the artist community. Director Maziarz hopes we can find a balance for artists, as some AI input can help. Director Hall suggested we examine how it will affect everyday life, such as privacy and ethics. Director Manheim suggested that we record the seminars for our playback on CTV.

9. Board Chair's report

Chair Lasnier reported that the window is opening for the LPTV auction on November 1. There is some record management work to do as well as preparing for our upcoming retreat. He's had some talks about getting UCSC content for CTV playback.

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

None.

11. Announcements

None.

12. Adjournment

Director Rand moved adjournment. Adjourned at 6:00 PM.

Community Television of Santa Cruz County
Operating Profit Loss Budget Performance
June

2023

	Amended Budget 2022-23	May 2023	June 2023	June Year to Date	% of Annual Budget	Amount Remaining
4300 · OPERATING REVENUE						
4101 · County BOS Meetings	23,732.00	1,342.50	2,737.50	14,272.25	60%	9,459.75
4103 · City of Capitola Gov. Meetings	10,314.00	904.00	1,779.75	14,229.50	138%	(3,915.50)
4104 · SCMTD Meetings	3,440.00	364.00	339.00	4,357.65	127%	(917.65)
4106 · City of Santa Cruz Gov. Mtg.	35,238.00	3,060.25	4,668.00	45,252.75	128%	(10,014.75)
4108 · SCCRTC Meetings	5,058.00	452.00	593.25	5,949.75	118%	(891.75)
4109 · SCWD Meetings	0.00	0.00	897.00	897.00	0%	(897.00)
4120 · Facility & Equipment Use	105,750.00	10,509.79	11,469.27	118,007.96	112%	(12,257.96)
4121 · SLVWD Meetings	7,859.00	904.00	678.00	7,690.00	98%	169.00
4122 · PVUSD	12,072.00	703.00	957.25	11,112.50	92%	959.50
4130 · Classes	0.00	0.00	0.00	0.00	0%	0.00
4165 · Donations	3,645.00	10.62	0.00	2,593.02	71%	1,051.98
4180 · Interest Earned	0.00	538.88	144.69	6,321.64	0%	(6,321.64)
4185 · Misc. Income	30,840.00	1,269.20	25,521.30	28,350.50	92%	2,489.50
4190 · Gain/Loss on Sale of Assets	0.00	0.00	0.00	0.00	0%	0.00
4196 - Unrealized Gain/(Loss)	0.00	0.00	4,931.13	4,931.13	0%	(4,931.13)
4200 · Production Services	4,000.00	0.00	0.00	3,530.00	88%	470.00
4250 - Closed Captioning	34,920.00	2,325.00	4,800.00	27,187.50	78%	7,732.50
4260 - Equipment Lease	8,600.00	567.42	567.42	7,392.36	86%	1,207.64
4700 - CA Relief Grant	0.00	0.00	0.00	0.00	0%	0.00
CTV Reserves	0.00	0.00	0.00	0.00	0%	0.00
Total 4300 · OPERATING REVENUE	285,468.00	22,950.66	60,083.56	302,075.51	106%	(16,607.51)
TOTAL INCOME	285,468.00	22,950.66	60,083.56	302,075.51	106%	(16,607.51)
6000 · OPERATING EXPENSES						
6100 · Advertising	8,000.00	20.00	20.00	613.24	8%	7,386.76
6300 · Bank Charges	2,000.00	292.48	243.96	2,835.36	142%	(835.36)
6350 · Interest Expense - EIDL	0.00	2,513.13	15.34	4,472.47	0%	(4,472.47)
6600 · Dues & Subscriptions	1,000.00	0.00	0.00	609.63	61%	390.37
7100 · Office Supplies	800.00	35.62	13.07	256.16	32%	543.84
7105 - Production Expenses	200.00	0.00	0.00	198.00	99%	2.00
7200 · Postage/Freight	500.00	307.90	418.65	1,632.14	326%	(1,132.14)
7205 · Printing	100.00	0.00	0.00	18.51	19%	81.49
7401 · Facility Supplies	2,000.00	648.55	293.47	2,418.96	121%	(418.96)
7640 · Licenses/Fees/Misc. Taxes	100.00	107.08	100.00	324.40	324%	(224.40)
7700 · Telephone/Telecommunications/Internet	2,920.00	306.76	334.31	3,708.45	127%	(788.45)
Total 6000 - Operating Expenses	17,620.00	4,231.52	1,438.80	17,087.32	97%	532.68
6800 · Contracted Services						
6900 · Contract Services-Audit Services	1,500.00	1,630.00	0.00	1,630.00	109%	(130.00)
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	3,500.00	600.00	600.00	2,429.40	69%	1,070.60
7110 · Contract Services-Legal	3,000.00	0.00	0.00	1,826.00	61%	1,174.00
7910 - Contract Services-Equipment Technicians	2,520.00	0.00	0.00	0.00	0%	2,520.00
7920 · Contract Services-Captioning	12,000.00	0.00	529.88	11,984.54	100%	15.46
Total 6800 · Contracted Services	22,520.00	2,230.00	1,129.88	17,869.94	79%	4,650.06

Community Television of Santa Cruz County
Operating Profit Loss Budget Performance
June

2023

	Amended Budget 2022-23	May 2023	June 2023	June Year to Date	% of Annual Budget	Amount Remaining
7000 · Staff Development & Fundraising						
7405 · Training/conferences	500.00	0.00	0.00	0.00	0%	500.00
7800 · Travel/Meals	100.00	0.00	0.00	101.92	102%	(1.92)
8600 · Special Events Expense	1,000.00	0.00	0.00	0.00	0%	1,000.00
Total 7000 · Staff Development & Fundraising	1,600.00	0.00	0.00	101.92	6%	1,498.08
7500 · Operating Salaries & Benefits						
7525 · Salaries - Executive Director	80,720.00	6,729.33	10,053.43	84,076.06	104%	(3,356.06)
7530 · Salaries - Coworking Community Coordinator	29,535.00	1,927.11	2,806.14	29,325.95	99%	209.05
7535 · Salaries - Accountant	11,032.00	931.84	1,095.36	10,809.06	98%	222.94
7542 · Salaries - Media Services Coordinator	50,778.00	4,245.14	4,941.90	51,514.57	101%	(736.57)
7585 · Salaries - Government Technicians	20,000.00	2,611.54	1,993.52	20,581.80	103%	(581.80)
7589 · Salaries - Extra Help Trainers, Technicians	2,000.00	0.00	0.00	994.33	50%	1,005.67
7621 · Payroll Taxes	24,429.00	1,848.19	1,862.08	21,126.10	86%	3,302.90
7635 · Workers Comp	2,034.00	125.40	631.64	2,297.04	113%	(263.04)
7630 · Health/Dental/Vision	18,200.00	1,576.32	1,236.49	16,128.78	89%	2,071.22
7632 · Severance/Vacation Payouts	5,000.00	0.00	0.00	760.00	15%	4,240.00
Total 7500 · Operating Salaries & Benefits	243,728.00	19,994.87	24,620.56	237,613.69	97%	6,114.31
TOTAL EXPENSES	285,468.00	26,456.39	27,189.24	272,672.87	96%	12,795.13
NET INCOME/LOSS	0.00	(3,505.73)	32,894.32	29,402.64	9.7%	

Note:

Schwab investment accrued interest and unrealized gains posted 6.30.23

Community Television of Santa Cruz County

Balance Sheet

As of June 30, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1021 Petty Cash Fund	110.82
1075 Checking - Santa Cruz County Bank	237,874.36
1080 Savings - Santa Cruz County Bank	243,266.08
1081 CDAR 1025929272	0.00
1082 CDAR 1025929809	0.00
1083 ICS Santa Cruz County Bank	250,026.60
1084 CDAR 1026064054	0.00
1085 CDAR 1026064062	0.00
1086 Schwab	1,111,268.74
Total Bank Accounts	\$1,842,546.60
Accounts Receivable	
1114 Temp A/R	0.00
1115 Accounts Receivable	31,563.74
1116 Grants Receivable	0.00
Total Accounts Receivable	\$31,563.74
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	300.00
1203 Crime Coverage	0.00
1206 Workers Comp Deposit	583.96
1209 Liability / D&O (SLIP)	0.00
1210 Property Liability (SPIP)	525.52
Total 1200 Prepaid Insurance	1,409.48
1260 Prepaid Expenses	26,914.71
1300 PFG Common Stock	4,931.00
1400 Undeposited Funds	0.00
Repayment	
Health Insurance	0.00
Total Repayment	0.00
Total Other Current Assets	\$33,255.19
Total Current Assets	\$1,907,365.53
Fixed Assets	
1600 Production Equipment	1,323,471.84
1700 Accum Depr-Production Equipment	-1,107,756.25
Total 1600 Production Equipment	215,715.59

Community Television of Santa Cruz County

Balance Sheet

As of June 30, 2023

	TOTAL
1602 Board of Supervisors Equipment	0.00
1620 Office Furniture/Equipment	122,181.80
1720 Accum Depr-Furniture/Equipment	-120,741.54
Total 1620 Office Furniture/Equipment	1,440.26
1625 Leasehold Improvement	207,697.15
1725 Accum Depr-Leasehold Improv.	-162,208.48
Total 1625 Leasehold Improvement	45,488.67
1670 Broadcasting Equipment	28,933.89
Total Fixed Assets	\$291,578.41
TOTAL ASSETS	\$2,198,943.94
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	8,529.45
Total Accounts Payable	\$8,529.45
Credit Cards	
2120 American Express	12,427.61
Total Credit Cards	\$12,427.61
Other Current Liabilities	
2110 Sales Tax Payable	94.07
2111 Sales Tax (Manual entry)	0.00
2140 Accrued Vacation	14,572.58
2150 PPP Loan	0.00
24000 Payroll Liabilities	1,034.98
CA PIT / SDI	482.10
CA SUI / ETT	-149.42
Federal Taxes (941/944)	2,505.52
Total 24000 Payroll Liabilities	3,873.18
Board of Equalization Payable	0.00
Direct Deposit Payable	0.00
Total Other Current Liabilities	\$18,539.83
Total Current Liabilities	\$39,496.89
Long-Term Liabilities	
2400 Business Equipment Loan 33736	0.00
2410 EIDL Loan	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$39,496.89

Community Television of Santa Cruz County

Balance Sheet

As of June 30, 2023

	TOTAL
Equity	
3000 Opening Bal Equity	0.00
3015 Net Assets-Temp Restricted	0.00
3900 Retained Earnings	532,346.07
3905 Retained Earnings - Capital Reserves	1,559,195.76
Net Income	67,905.22
Total Equity	\$2,159,447.05
TOTAL LIABILITIES AND EQUITY	\$2,198,943.94

Community Television of Santa Cruz County
 Capital Profit Loss Budget Performance
 June
 2023

	Amended Budget 2022-23	May 2023	June 2023	June Year to Date	% of Annual Budget	Amount Remaining
4000 · CAPITAL REVENUE						
4100 · County PEG Fees	500,000.00	0.00	0.00	500,000.00	100%	0.00
4105 · County PEG Fees - Youth Grant	100,000.00	0.00	0.00	100,000.00	100%	0.00
TOTAL INCOME	600,000.00	0.00	0.00	600,000.00	100%	0.00
5000 · CAPITAL EXPENDITURES						
5100 · Facility						
7400 · Facility Lease	290,396.00	26,050.79	27,609.55	288,297.90	99%	2,098.10
6701 · Facility / Equip. Insurance	13,105.00	1,082.18	913.15	12,731.13	97%	373.87
7058 · Leasehold Improvements / Capital	12,196.00	0.00	3,991.56	8,567.21	70%	3,628.79
7300 · Facilities & Equipment Rental	1,000.00	0.00	0.00	532.43	53%	467.57
Total 5100 · Facility	316,697.00	27,132.97	32,514.26	310,128.67	98%	6,568.33
5200 · Equipment						
7215 · Copy Machine Lease	2,480.00	298.34	298.34	4,053.86	163%	(1,573.86)
7051 · Equipment Repair	4,564.00	0.00	0.00	250.11	5%	4,313.89
7056 · Equipment - Depreciated	90,928.00	(558.29)	10,404.87	101,915.04	112%	(10,987.04)
7057 · Equipment - Non Depreciated	24,306.00	927.51	1,890.66	25,505.98	105%	(1,199.98)
7060 · Equipment Grant Program	100,000.00	0.00	153.15	47,290.89	47%	52,709.11
7061 · Equipment Leases	0.00	0.00	0.00	0.00	0%	0.00
7062 · Software as a Service	17,250.00	1,344.55	1,959.54	18,227.42	106%	(977.42)
7700 · Telephone / Telecommunications / Internet	0.00	863.19	863.19	10,358.28		(10,358.28)
Total 5200 · Equipment	239,528.00	2,875.30	15,569.75	207,601.58	87%	31,926.42
Capital Maintenance & Repair						
7063 - Building Maintenance	7383.00	1086.26	633.54	7,512.49	102%	(129.49)
7064 - Equipment Maintenance	12694.00	1061.28	1061.28	12,704.46	100%	(10.46)
7065 - Equipment Repair	23038.00	1899.47	1956.17	22,890.23	99%	147.77
Total Capital Maintenance & Repair	43115.00	4047.01	3650.99	43,107.18	100%	7.82
5300 · Media Licensing						
7059 · Music Library	660.00	0.00	330.00	660.00	100%	0.00
Total 5300 · Media Licensing	660.00	0.00	330.00	660.00	100%	0.00
Total 5000 · CAPITAL EXPENDITURES	600,000.00	34,055.28	52,065.00	561,497.43	94%	38,502.57
NET INCOME/LOSS	0.00	(34,055.28)	(52,065.00)	38,502.57		

7/24/23

**Community Television of Santa Cruz County
Executive Director's Report to the Board
Covering June 2023**

1. Administration

Revenue

- In June, the coworking center exceeded its monthly goal earning \$10,909 and ended the year ahead of its projected revenue goal.
- The 2022/23 fiscal year ended on a high note. CTV made more revenue than projected and spent less than projected resulting in a gain of \$29, 000.
- Thanks to the finance committee for its valuable advice and support throughout this challenging year.

Paid Services

Completed

- *Government Meeting Services*
 - CTV covered 16 government meetings in June.
- CTV also covered the Artist of the Year event in June.

2. Facilities & Equipment

CTV Building.

- The building has been completely repaired.
- We have new carpet in the hallway, equipment room and large conference room. There is new tile in the restrooms as well as the equipment room and large conference room.
- The studio was used for 5 productions in June, two professional and three member productions.

3. Outreach

Equipment Grant

- We have approved an equipment lease for the Resource Center for Non-violence.
- The agreement has been signed and the equipment will be delivered at the end of July.

4. Marketing

Social Media

This is month four of our campaign. It seems we have gained some traction!

- We reached over 1,000 people during our first 90 days.
- We reached 887 in the last 30 days, so we took a big jump forward.
- Both our reach and engagement numbers are up more than double

Education Committee Meeting 7/17/23

Attendees: David Warren Keith Gudger

We discussed our plan for the AI Panel Discussions Series in partnership with the SC Library. The proposed outline follows. We're waiting for final approval from the Library.

Title: AI & Society - Issues and Opportunities.

Moderator: Becca King Reed, E.D. CTV

A series of 1 hour presentations and discussions about AI and how it will impact society. There will be a couple of experts in the subject area, each discussing the potential impacts for about 10 minutes. The remaining time is for audience participation and questions. The series will be video recorded for playback on CTV. Here are the first 3 sessions:

1. **AI & Education.** We will have a technology expert and an expert teacher from the County Office of Education. Topics include:

- a. How can AI be effectively integrated into the curriculum to enhance learning outcomes for students?
- b. What are the potential ethical implications of using AI in educational settings?
- c. How can AI support personalized learning and adapt to individual student needs?
- d. What impact will AI have on the role of teachers and the overall education system?

2. **AI & Democracy:** We will have a local politician and possibly sociology / psychology expert. There will be a demonstration of how easy it is to create "Deep Fakes". Topics include:

- a. Manipulation of public opinion: AI-powered algorithms can be used to manipulate social media platforms, spreading misinformation, and influencing public opinion.
- b. Concentration of power: The use of AI in governance can reinforce existing power structures.
- c. AI and Elections: Concerns for AI and elections include: Manipulation and tampering, etc.

3. **AI & Creativity:** There are numerous local artists that can comment on this. We will also have demonstrations of how easy it is to create artistic content of many types. Topics include:

- a. Intellectual Property: The use of AI in creating art blurs the line between originality and derivative work.
- b. Loss of Human Creativity: There is a concern that reliance on AI-generated art could diminish the role of human creativity
- c. Automation and Job Displacement: As AI technology advances, there are concerns about the impact on employment.