



325 Soquel Avenue
Santa Cruz, CA 95062

BOARD OF DIRECTORS
Regular Meeting
February 24, 2025
5:30 p.m.
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/84049770637>

A G E N D A

1. Roll Call

Guy Lasnier (Chair), Maitreya Maziarz, Keith Gudger, Joe Hall, Tom Manheim, Janis O'Driscoll, Mathilde Rand, 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 January 27, 2025*

6. Accept January 2025 financial reports as recommended by the Finance Committee*

REGULAR AGENDA

7. Executive Director's report*

8. Discuss option to extend studio lease for five years.
9. Board member / staff requests for specific items to appear on next meeting agenda
10. Announcements
11. 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, 2025
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, Mathilde Rand, Tom Manheim, 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
January 27, 2025
5:30 P.M.

MINUTES

1. Roll Call at 5:41 PM
Present: Guy Lasnier, Keith Gudger, David Warren, Janis O'Driscoll, Joe Hall, Maitreya Maziarz, Mathilde Rand
[quorum is five]
Absent: Tom Manheim
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 consent and regular agendas.
None.

CONSENT AGENDA

4. Approve meeting agenda.
5. Approve Board meeting minutes of November 25, 2024
6. Accept November and December 2024 financial reports as recommended by the Finance Committee

M/S Hall / Rand. Motion passed unanimously.

REGULAR AGENDA

7. Executive Director's report

Executive Director Reed reviewed her written report. E.D. Reed discussed her budget analysis and possible adjustments. With these changes CTV should meet the bottom line of the budget. She also discussed the co-marketing agreement with Satellite.

<https://satelliteworkplaces.com/locations/santa-cruz/>

8. Volunteer Advisory Committee Report

Keith Gudger described the music video training class. Director Maziarz talked about possible equipment changes for the studio. We also discussed doing this again.

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

None.

10. Announcements

None

11. Adjournment

Director Rand moved adjournment. Adjourned at 6:20 PM.

Community Television of Santa Cruz County
 Operating Profit Loss Budget Performance
 January
 2025

	Approved Budget 2024-25	December 2024	January 2025	January Year to Date	% of Annual Budget	Amount Remaining
4300 · OPERATING REVENUE						
4101 · County BOS Meetings	14,093.00	2,450.00	2,930.00	13,158.75	93%	934.25
4103 · City of Capitola Gov. Meetings	10,750.00	2,154.50	1,067.50	9,584.50	89%	1,165.50
4104 · SCMTD Meetings	3,432.00	513.00	635.00	2,036.00	59%	1,396.00
4106 · City of Santa Cruz Gov. Mtg.	24,644.00	2,120.00	1,800.00	12,343.75	50%	12,300.25
4108 · SCCRTC Meetings	3,917.00	427.00	635.00	3,613.25	92%	303.75
4109 · SCWD Meetings	7,822.00	585.00	1,014.00	3,861.00	49%	3,961.00
4120 · Facility & Equipment Use	130,230.00	10,138.75	9,935.96	64,450.40	49%	65,779.60
4121 · SLVWD Meetings	9,226.00	1,153.50	909.50	7,871.75	85%	1,354.25
4122 · PVUSD	14,084.00	3,848.00	2,140.00	12,473.75	89%	1,610.25
4130 · Classes	0.00	0.00	0.00	0.00	0%	0.00
4165 · Donations	675.00	0.00	0.00	0.00	0%	675.00
4180 · Interest Earned	12,917.00	868.93	804.75	6,299.87	0%	6,617.13
4185 · Misc. Income	45,000.00	17,710.31	8,330.41	26,621.21	59%	18,378.79
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	0.00	0.00	0%	0.00
4200 · Production Services	3,000.00	0.00	0.00	0.00	0%	3,000.00
4250 - Closed Captioning	21,394.00	2,662.50	2,325.00	14,212.50	66%	7,181.50
4260 - Equipment Lease	9,450.00	491.24	491.24	3,438.68	36%	6,011.32
Total 4300 · OPERATING REVENUE	310,634.00	45,122.73	33,018.36	179,965.41	58%	130,668.59
TOTAL INCOME	310,634.00	45,122.73	33,018.36	179,965.41	58%	130,668.59
6000 · OPERATING EXPENSES						
6100 · Advertising	7,705.00	210.76	327.20	1,242.96	16%	6,462.04
6300 · Bank Charges	3,267.00	228.20	307.07	2,012.32	62%	1,254.68
6350 · Interest Expense	200.00	0.00	0.00	0.00	0%	200.00
6600 · Dues & Subscriptions	1,172.00	0.00	152.55	717.55	61%	454.45
7100 · Office Supplies	1,400.00	0.00	51.46	550.57	39%	849.43
7105 - Production Expenses	100.00	0.00	0.00	0.00	0%	100.00
7200 · Postage/Freight	600.00	41.80	0.00	315.60	53%	284.40
7205 · Printing	100.00	0.00	0.00	0.00	0%	100.00
7401 · Facility Supplies	3,824.00	522.02	244.88	2,834.95	74%	989.05
7640 · Licenses/Fees/Misc. Taxes	100.00	0.00	18.00	45.84	46%	54.16
7700 · Telephone/Telecommunications/Internet	4,073.00	158.65	238.00	2,221.25	55%	1,851.75
Total 6000 - Operating Expenses	22,541.00	1,161.43	1,339.16	9,941.04	44%	12,599.96
6800 · Contracted Services						
6900 · Contract Services-Audit Services	1,500.00	0.00	0.00	0.00	0%	1,500.00
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	958.98	0.00	0.00	0.00	0%	958.98
7110 · Contract Services-Legal	3,500.00	0.00	0.00	725.00	21%	2,775.00
7910 - Contract Services-Equipment Technicians	1,000.00	0.00	0.00	0.00	0%	1,000.00
7920 · Contract Services-Captioning	9,228.00	943.57	379.06	4,998.13	54%	4,229.87
Total 6800 · Contracted Services	16,186.98	943.57	379.06	5,723.13	35%	10,463.85

Community Television of Santa Cruz County
 Operating Profit Loss Budget Performance
 January
 2025

	Approved Budget 2024-25	December 2024	January 2025	January Year to Date	% of Annual Budget	Amount Remaining
7000 · Staff Development & Fundraising						
7405 · Training/conferences	1,000.00	0.00	0.00	0.00	0%	1,000.00
7800 · Travel/Meals	500.00	0.00	0.00	110.76	22%	389.24
8600 · Special Events Expense	500.00	0.00	0.00	141.71	28%	358.29
Total 7000 · Staff Development & Fundraising	2,000.00	0.00	0.00	252.47	13%	1,747.53
7500 · Operating Salaries & Benefits						
7525 · Salaries - Executive Director	94,524.00	7,573.94	7,573.94	53,017.58	56%	41,506.42
7530 · Salaries - Coworking Community Coordinator	30,716.00	2,638.78	2,758.06	20,028.51	65%	10,687.49
7535 · Salaries - Accountant	11,473.00	824.03	913.38	5,147.79	45%	6,325.21
7542 · Salaries - Media Services Coordinator	56,247.00	4,761.66	4,761.66	33,148.42	59%	23,098.58
7585 · Salaries - Government Technicians	20,800.00	1,488.31	2,317.50	12,977.97	62%	7,822.03
7589 · Salaries - Extra Help Trainers, Technicians	583.02	1,022.45	0.00	1,207.16	207%	(624.14)
7621 · Payroll Taxes	26,676.00	1,760.02	2,442.73	12,814.85	48%	13,861.15
7635 · Workers Comp	2,304.00	170.75	170.75	1,289.25	56%	1,014.75
7630 · Health/Dental/Vision	21,583.00	1,772.57	1,786.47	12,681.29	59%	8,901.71
7632 · Severance/Vacation Payouts	5,000.00	0.00	0.00	0.00	0%	5,000.00
Total 7500 · Operating Salaries & Benefits	269,906.02	22,012.51	22,724.49	152,312.82	56%	117,593.20
TOTAL EXPENSES	310,634.00	24,117.51	24,442.71	168,229.46	54%	142,404.54
NET INCOME/LOSS	0.00	21,005.22	8,575.65	11,735.95	6.5%	

Community Television of Santa Cruz County
Capital Profit Loss Budget Performance
January
2025

	Approved Budget 2024-25	December 2024	January 2025	January Year to Date	% of Annual Budget	Amount Remaining
4000 · CAPITAL REVENUE						
4100 · County PEG Fees	600,000.00	150,000.00	0.00	300,000.00	50%	300,000.00
TOTAL INCOME	600,000.00	150,000.00	0.00	300,000.00	50%	300,000.00
5000 · CAPITAL EXPENDITURES						
5100 · Facility						
7400 · Facility Lease	337,818.00	30,579.70	29,547.20	205,292.08	61%	132,525.92
6701 · Facility/Equip. Insurance	16,615.00	1,274.35	1,142.97	8,333.62	50%	8,281.38
7058 · Leasehold Improvements/Capital	10,000.00	0.00	0.00	4,216.43	42%	5,783.57
7300 · Facilities & Equipment Rental	1,000.00	0.00	0.00	0.00	0%	1,000.00
Total 5100 · Facility	365,433.00	31,854.05	30,690.17	217,842.13	60%	147,590.87
5200 · Equipment						
7215 · Copy Machine Lease	3,936.00	310.04	310.04	2,043.61	52%	1,892.39
7051 · Equipment Repair	1,000.00	0.00	0.00	0.00	0%	1,000.00
7056 · Equipment - Depreciated	34,564.00	0.00	5,750.00	5,750.00	17%	28,814.00
7057 · Equipment - Non Depreciated	9,533.00	273.19	501.35	3,164.62	33%	6,368.38
7060 · Equipment Grant Program	100,000.00	0.00	0.00	0.00	0%	100,000.00
7061 · Equipment Leases	0.00	0.00	0.00	0.00	0%	0.00
7062 · Software as a Service	15,000.00	1,134.70	1,923.10	9,026.42	60%	5,973.58
7640 · Licenses/Fees/Misc. Taxes	0.00	0.00	0.00	14,286.94	0%	(14,286.94)
7700 · Telephone/ Telecommunications/ Internet	24,000.00	1,968.85	2,127.50	11,960.77	50%	12,039.23
Total 5200 · Equipment	188,033.00	3,686.78	10,611.99	46,232.36	25%	141,800.64
Capital Maintenance & Repair						
7063 · Building Maintenance	7063.00	694.45	689.51	5,007.14	71%	2,055.86
7064 · Equipment Maintenance	13202.00	1190.42	1190.42	8,287.14	63%	4,914.86
7065 · Equipment Repair	25609.00	2060.65	2121.83	14,541.32	57%	11,067.68
Total Capital Maintenance & Repair	45874.00	3945.52	4001.76	27,835.60	61%	18,038.40
5300 · Media Licensing						
7059 · Music Library	660.00	55.00	0.00	330.00	50%	330.00
Total 5300 · Media Licensing	660.00	55.00	0.00	330.00	50%	330.00
Total 5000 · CAPITAL EXPENDITURES	600,000.00	39,541.35	45,303.92	292,240.09	49%	307,759.91
	0.00	110,458.65	(45,303.92)	7,759.91		

Community Television of Santa Cruz County

Balance Sheet

As of January 31, 2025

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1021 Petty Cash Fund	187.53
1070 Bank of America	135,410.45
1075 Checking - Santa Cruz County Bank	109,036.19
1080 Savings - Santa Cruz County Bank	143,532.11
1081 CDAR 1025929272	0.00
1082 CDAR 1025929809	0.00
1083 ICS Santa Cruz County Bank	264,700.11
1084 CDAR 1026064054	0.00
1085 CDAR 1026064062	0.00
1086 Schwab	1,281,954.21
PayPal Bank	183.91
Total Bank Accounts	\$1,935,004.51
Accounts Receivable	
1114 Temp A/R	0.00
1115 Accounts Receivable	39,579.63
1116 Grants Receivable	0.00
Total Accounts Receivable	\$39,579.63
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	125.00
1203 Crime Coverage	0.00
1206 Workers Comp Deposit	378.75
1209 Liability / D&O (SLIP)	0.00
1210 Property Liability (SPIP)	6,858.54
Total 1200 Prepaid Insurance	7,362.29
1260 Prepaid Expenses	26,452.17
1300 PFG Common Stock	4,931.00
1400 Undeposited Funds	6,374.21
Repayment	
Health Insurance	0.00
Total Repayment	0.00
Total Other Current Assets	\$45,119.67
Total Current Assets	\$2,019,703.81

Community Television of Santa Cruz County

Balance Sheet

As of January 31, 2025

	TOTAL
Fixed Assets	
1600 Production Equipment	1,422,032.27
1700 Accum Depr-Production Equipment	-1,178,708.87
Total 1600 Production Equipment	243,323.40
1602 Board of Supervisors Equipment	0.00
1620 Office Furniture/Equipment	125,536.41
1720 Accum Depr-Furniture/Equipment	-121,422.59
Total 1620 Office Furniture/Equipment	4,113.82
1625 Leasehold Improvement	218,014.36
1725 Accum Depr-Leasehold Improv.	-169,126.67
Total 1625 Leasehold Improvement	48,887.69
1670 Broadcasting Equipment	28,933.89
Total Fixed Assets	\$325,258.80
TOTAL ASSETS	\$2,344,962.61
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	13,212.08
Total Accounts Payable	\$13,212.08
Credit Cards	
2120 American Express	-2,262.63
Total Credit Cards	\$ -2,262.63
Other Current Liabilities	
2110 Sales Tax Payable	0.07
2111 Sales Tax (Manual entry)	0.00
2140 Accrued Vacation	10,721.87
2150 PPP Loan	0.00
24000 Payroll Liabilities	1,034.98
CA PIT / SDI	-13.86
CA SUI / ETT	-539.30
Federal Taxes (941/944)	-190.38
Total 24000 Payroll Liabilities	291.44
Board of Equalization Payable	0.00
Direct Deposit Payable	0.00
Total Other Current Liabilities	\$11,013.38
Total Current Liabilities	\$21,962.83

Community Television of Santa Cruz County

Balance Sheet

As of January 31, 2025

	TOTAL
Long-Term Liabilities	
2400 Business Equipment Loan 33736	0.00
2410 EIDL Loan	0.00
Total Long-Term Liabilities	\$0.00
Total Liabilities	\$21,962.83
Equity	
3000 Opening Bal Equity	0.00
3015 Net Assets-Temp Restricted	0.00
3900 Retained Earnings	641,113.61
3905 Retained Earnings - Capital Reserves	1,662,390.38
Net Income	19,495.79
Total Equity	\$2,322,999.78
TOTAL LIABILITIES AND EQUITY	\$2,344,962.61

2/24/25

**Community Television of Santa Cruz County
Executive Director's Report to the Board
Covering January 2025**

1. Administration

Revenue

- In January the coworking center earned \$9,935.
- Overall, CTV had a net income of 6.5 %
- We are showing a net positive on our bottom line, but our revenue is lower than we projected. We are compensating for that by managing the expenses.

Paid Services

- *Government Meeting Services*
 - CTV covered 24 government meetings in January

2. Media Partnerships

- Santa Cruz Voice
 - Held a podcasting class for our members and others in January.
 - 21 students joined us for a 4-week class.
- *Santa Cruz Vibes Magazine*
 - Our second full-page advertisement in Santa Cruz Vibes is in the Winter edition.
 - We are planning the Spring ad now.
 - Our coworking space is also highlighted in their social media and newsletter.

3. Facilities & Equipment

- Facilities
 - We have been in our building for nearly 10 years.
 - In April, it will be time to exercise the first of our 2-five-year options.

- o I'm working with Barbara and an attorney to prepare for that process.
- Equipment Review
 - o We are nearly done with our equipment review.
 - o We have identified many items to sell
 - o We sold a Tricastor in February.

4. Outreach

- I will attend the ACM West Conference the first week of March.
- While there, I will participate in a panel discussion about outreach, where I will talk about our local partnerships.
- I will also learn more about the FCC's attempt to restrict, and /or eliminate a community's ability to manage their property, receive fair compensation for the private use of public assets, cable franchising and more.
- This could impact the funds the county receives from Comcast. Our capital budget comes from those funds.