



Shasta County Arts Council

SHASTA COMMUNITY ACCESS CHANNELS

Advisory Committee Meeting

8/27/13

PRESENT:

Advisory Board Members, Board Members and Employees: David Palin, Debra Lucero, Meredith Dunlap, Carl Bott, John Stymus, Mike Karns, Sharon Panich, Miguel Cruz, Steve Solorio, Maggie Hochstatter, Francine Sullivan

GUESTS: Matt Davison, Fred Chavez, Jarret Yount

Debra Lucero called the meeting to order.

Introductions were made from all present.

Debra passed three samples of logos for SCAC TV so they could be voted on. The new logo is [insert logo here]

Debra announced that the move took place on August 13, beginning at 6am and the transition was complete with all three channels going live at 1:30pm that day. To date, \$11,100 has been spent from PEG fees which included \$10,000 to purchase the master control, library and head end equipment from RCAC, and miscellaneous labor to assist with the move. Debra discussed the plan about making the building wireless, getting new computers (5 PCs and 2 MACs) with editing capabilities, security system and cage for the equipment.

David explained that meetings from all the local city councils and the board of supervisors have been ingested since the move. He also discussed ideas about training, sales and that we need producers.

Debra discussed how all the windows were going to be professionally cleaned and the current lettering on them was coming off. We will be adding new logos for SCAC TV as well as SCAC. She also talked about how we are researching and working with the city about getting a new electronic sign out front, and will be adding editing bays to the Director's office and upstairs.

Carl asked a question.

- *What are the restrictions about advertising?* An ad cannot have "Buy tickets at _____", but it can say "Tickets available at _____" or the ad can say "Presented by _____".

Matt asked a question.

- *Will you be getting a tricaster?* Yes. Matt recommends a "300 tricaster" that is available for under \$10,000. David recommends a "40 tricaster" which is available for around \$7,000.

Dave asked a question of Fred.

- *Is it possible to use material from KIXE on SCAC TV?* Yes.

The group took a tour of the new master control room.

Debra adjourned the meeting.

Respectfully Submitted.

Meredith Dunlap, SCAC Office Manager

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