



Shasta County Arts Council

SCAC TV - Board Meeting of January 27, 2015

IN ATTENDANCE - SCAC Board:

Debra Lucero, Michael Karns, Gary Gerhard, Catie Barr, Conica Patnaik.

Absent were: Sharon Panich, Miguel Cruz and Steve Solorio.

Staff: John Stymus, Agata Maruszewski. Volunteers: Karl Pavlik, Independent Contractor: Maggie Hochstatter.

SCAC TV Advisory Board:

In attendance: John Truitt

Excused absence: David Palin, Fancie Sullivan.

Absent: Matt Davison, Carl Bott.

CALL TO ORDER:

Advisory Board meeting was called to order on Tuesday, January 27, 2015 at 5:35pm by Debra Lucero, SCAC Executive Director.

Minutes from meeting on November 18, 2014 were ratified. Karl Pavlik made motion, Gary Gerhard seconded – Minutes were ratified unanimously.

THE CURRENT AGENDA WAS APPROVED

DIRECTOR'S REPORT – SCAC TV:

- New Cablecasting System – Update:

- The system SCAC TV is looking to purchase has full HD capability and will have to encode the output signal to SD for Charter Cable.
- DVD output and web is HD standard.
- In July 2014, SCAC TV based their quote for the purchase and installation of the system on a second-hand setup. That quote came to \$25,000.00. After updates in specifications for what SCAC TV technical requirements are, a quote for a brand new system managing three channels is \$68,000.00. It is recommended to purchase new equipment on basis of dependability. The price of the new system includes warranties.

- PEG Fees Update

- o \$11,000.00 is expected to be deposited into the PEG account by the end of February or early in March.
- o Financing options are available for the purchase of cablecasting equipment. SCAC TV is eligible for 3 year financing. Monthly cost: \$1,344.00. There is no early payment penalty. Financing is provided by a third party. This payment method ensures the PEG account will not become suddenly depleted. The decision to finance has to be voted on by SCAC Board during a regular meeting. Financing paperwork has to be sent back by end of February 2015.
- o Some of the new capabilities of the system, combined with hardware already in place at Old City Hall:
 - Hard cable connection to the fiberoptic cable installed at OCH allows for:
 - live broadcast of events [e.g.: Performing Arts Society; live specials from Old City Hall]
 - live radio broadcast
 - live webcasting and pay-per-view
 - Built-in audio level adjustment
 - Broadcast will automatically switch to bulletin if programmed content doesn't play

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- Broadcast can be programmed remotely, from any PC around the globe
 - Drag-and-drop scheduling interface
 - Training and installation included
 - System is capable of handling multiple media formats
 - System can manage DropBox submissions of content [preferred to cut down on Staff time]
 - Submitted content [i.e.: DVDs] can be previewed before ingesting [current Leightronix system has no such option]
- **New Content Filmed or Scheduled to Film – presented by John Stymus:**
 - Dr. Martin Luther King Jr. Day – bell ringing ceremony at Old City Hall. Organized by Redding Police Department, MLK Center, First Baptist Church. Lynn Fritz – Master of Ceremony. The event featured twelve speakers, video and audio presentations. The material will be edited, uploaded and aired for free – as a training opportunity for SCAC TV Staff.
 - Shasta Historical Society presentation on the McConnell family. Recording and broadcast – free or charge.
 - Women's Fund event in February 2015, to take place at Shasta Public Libraries, Redding. Paid recording and broadcast, possibly edited as well.
 - **Update on the YoutForce Initiative – PG&E Grant**
 - Program to start in spring, working with at-risk-youth from Oasis High School.
 - **Building Construction Update:**
 - Roof was re-surfaced by City of Redding
 - **Second Baptist Church – Request to Run Content:**
 - SCAC TV has received first official request to run content on regular basis. The Church will have edited the material themselves, before submitting it to SCAC TV. Initially, content will arrive on DVDs. Fee based on membership. A membership will include x-number of broadcasts per year.
 - Membership pricing suggested at \$175/year, includes four broadcast and pay-per-minute.
 - To keep bookkeeping costs low, broadcast fee to be offered as a flat annual payment.
 - Special events – charged on “per-case” basis. If editing is to be included, charge \$100/hour of editing.

Question posed by Catie Barr:

Can SCAC TV air Go-Pro videos of commercials?

Question answered by Debra Lucero:

Yes, if the video informs of sponsorship or is a program about the sponsor. No pricing can be mentioned.

ANNOUNCEMENTS: none

UNFINISHED BUSINESS: none

ADJOURNMENT:

Meeting adjourned by Debra Lucero at 6:05pm

Respectfully Submitted,
Agata Maruszewski
Gallery Curator
SCAC Office Manager

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