



Shasta County Arts Council

SCAC TV - Board Meeting of November 18, 2014

IN ATTENDANCE - SCAC Board:

Debra Lucero, Gary Gerhard, Maggie Hochstatter, Catie Barr, Conica Patnaik.

Excused absence: Michael Karns. Absent were: Sharon Panich, Miguel Cruz and Steve Solorio.

Staff: John Stymus, Susan Emerson, Agata Maruszewski. Volunteers: Karl Pavlik,

SCAC TV Advisory Board:

In attendance: John Truitt

Excused absence: David Palin, Carl Bott, Fancie Sullivan, Matt Davison.

CALL TO ORDER:

Advisory Board meeting was called to order on Tuesday, November 18, 2014 at 5:30pm by Debra Lucero, SCAC Executive Director.

Minutes from meeting on September 23, 2014 were ratified. Karl Pavlik made motion, Gary Gerhard seconded – Minutes were ratified unanimously.

Question posed by Gary Gerhard:

Are Minutes from each meeting required to be submitted to City Council?

Question answered by Debra Lucero:

No, Minutes are available online for the public to view or download.

THE CURRENT AGENDA WAS APPROVED

DIRECTOR'S REPORT – SCAC TV:

Financial report:

- Purchases have been made recently, money from PEG fees is accumulating in the appropriate bank account.
- McConnell Foundation funds still to arrive. [for the purchase of new broadcasting equipment]

Report on public access - Ventura:

- Director, Debra Lucero toured the facilities at Ventura public access channel station and found it to be a great learning experience.
- GoPack from Sony lent out to SCAC TV to test. Cost of GoPack - \$7,000. Canons that are currently in SCAC's possession to become off-site filming and lend outs.

Report on activities:

- Filming for League of Women Voters, Redding chapter – Doug LaMalfa and Heidi Hall congressional candidate debate; candidates for City Council of City of Redding (with help of Wade Riggs)
- SafeCity meeting at The Civic. SCAC TV was filming utilizing own equipment. The filming for League of Women Voters treated as "learning shoots".

Question posed by Karl Pavlik:

Does SCAC TV currently have all the equipment needed for professional off-site filming?

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Question answered by Debra Lucero:

Some equipment still needs to be purchased to achieve best results.

Question posed by Karl Pavlik:

Is there a schedule of off-site filming in place?

Question answered by Debra Lucero:

No, request are being submitted on ongoing basis.

The Women's Fund of the Shasta Regional Community Foundation has approached SCAC TV to shoot their forum meeting in January 2015. Filming can't be done purely *pro-bono*, however much SCAC TV would like to provide *pro-bono* filming services for non-profits, etc., it is not feasible at this point. A special introductory rate of \$150 per shoot is currently in place. SCAC TV is aiming towards charging \$100 per hour.

Special packet for non-profits for SCAC TV filming will be prepared, with offers of special rates, once the non-profits become SCAC TV members.

Question posed by Karl Pavlik:

How are the shoots going to be scheduled? Who is going to be filming?

Question answered by Debra Lucero:

Right now, all decisions are being made by Debra Lucero.

SCAC TV is still in its learning stage. Studio still needs to be completed – City of Redding is expected to resume work on the Studio end of November, early December, 2014.

Question posed by Karl Pavlik:

Is there a timeline?

Question answered by Debra Lucero:

No, depends on City's schedule.

Question posed by Karl Pavlik:

A layout for equipment and power hookups, types of media that needs to be provided for it is needed for outfitting the Studio by SCAC volunteers

Question answered by Debra Lucero:

Equipment type not decided on yet. A special meeting with between Debra Lucero and Karl Pavlik is to be scheduled to talk over this matter

- Proposed way to loan out SCAC TV equipment, based on State standards – lender needs to have homeowners or renters insurance or something of equally high value to be able to loan out equipment.
- Uniform dress code starting to be implemented for SCAC TV – T-shirts with SCAC TV logo to identify crew.

Question posed by Catie Barr:

Does the \$100 fee include production?

Question answered by Debra Lucero:

Mixing is currently happening during shooting. SCAC TV has now a portable mixer, capable of managing 4 cameras.

Question posed by John Stymus:

What is the pricing for duplicate DVD?

Question answered by Debra Lucero:

Pricing depends on how much time it takes to make copy and whether the copy is raw or mixed. Edited - \$25 per DVD

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Question posed by John Truitt:

When is the pricing schedule going to be ready?

Question answered by Debra Lucero:

The pricing depends on several factors, i.e. time it takes to finish a task, how technically involved it is... leaning towards hourly charge per job. An hour of SCAC TV staff work is \$100 per person.

SCAC TV still has time to work price schedule out – contract with City doesn't require SCAC TV to present original material shot and produced by SCAC for another 2 years. (such material does actually exist and is aired on Channel 181)

Financial report - continued:

- PEG fees current \$35,000. Every quarter of year, SCAC is paying off \$4,000 towards a loan from City of Redding. \$48,000 currently available to spend on capital improvements and equipment.
- McConnell Foundation funds are separate from PEG. It's booked with income from SCAC TV operations.

Question posed by Catie Barr:

Does SCAC TV still need someone to talk to David Kehoe, Shasta County Board of Supervisors?

Question answered by Debra Lucero:

No, County made it clear it is not interested in utilizing SCAC TV services. That decision takes out \$900.00 a year of SCAC TV budget.

Question posed by Catie Barr:

What to tell BoS if someone from SCAC TV was to talk to BoS?

Question answered by Debra Lucero:

A meeting between Catie Barr and Debra Lucero is to be scheduled to discuss the matter.

BoS declined request for SCAC TV to speak during BoS hearing. There is a possibility to go over the County Staff's head, opportunity not something SCAC TV wishes to entertain.

CLOSED SESSION : pertaining to New Business.

KCHO radio station interested in moving their Redding station to Old City Hall from KIXE. KCHO would bring in a whole new, state-of-the-art recording studio, thanks to a grant they received.

New grant opportunities will open, once SCAC TV joins forces with KCHO.

Contract duration – minimum 5 years.

ANNOUNCEMENTS: *none*

UNFINISHED BUSINESS: *none*

ADJOURNMENT:

Meeting adjourned by Debra Lucero at 6:09pm

Respectfully Submitted,
Agata Maruszewski
Gallery Curator
SCAC Office Manager

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