



# Shasta County Arts Council

## Shasta Community Access Channels

### Advisory Committee meeting on Tuesday, March 17, 2015

#### IN ATTENDANCE - SCAC Board:

Debra Lucero, Michael Karns, Gary Gerhard, Catie Barr. Conica Patnaik arrived at 5:45pm.

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

Excused absence: Independent Contractor Maggie Hochstatter .

Staff: Susan Emerson, John Stymus, Agata Maruszewski.

#### SCAC TV Advisory Board:

In attendance: John Truitt

Excused absence: David Palin.

Absent: Matt Davison, Carl Bott, Brent Weaver [Brent Weaver replaces Francie Sullivan].

#### CALL TO ORDER:

Meeting was called to order on Tuesday, March 17, 2015 at 5:38pm by Debra Lucero, SCAC Executive Director.

Minutes from meeting on January 27, 2015 were ratified. Catie Barr made motion, Gary Gerhard seconded – Minutes were ratified unanimously.

#### THE CURRENT AGENDA WAS APPROVED

#### DIRECTOR'S REPORT:

##### - Financial report:

- o PEG funds – from Jul 2014 – February 2015 - YTD comp:
  - \$62,551.00 in 2015 to \$24,000.00 in 2014
  - \$31,331.00 currently in account.
  - Financing of the cablecasting system - about 1,300.00 a month for 3 years

#### STAFF REPORT:

- John Stymus provided overview of system capacity in a nutshell.
  - o Still need website to take full advantage of system and allow for webcasting.
  - o Web needs to be setup. Proposed timeline - about November 2015.
- Overview of training - provided by Debra Lucero.
  - o System components not currently included in setup – SpyGlass to act as safeguard from channel going down for Channel 180 and 182. Compound may be added as more original programming is added to channels.
  - o Director proposes to write a letter to CoR Council to forgive the loan to SCAC TV - would generate \$12,000.00 a year added into the budget.

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- Current state of programming – report by Debra Lucero:
  - o Working out the protocol for inputting programming, encoding programming, programming show blocks.
  - o New opportunities to teach digital media classes from Old City Hall, through possible partnership with BuildIt Redding. Details still to be worked out.
- NSPR relationship update
  - o NSPR ready to purchase equipment specific to needs of Old City Hall. Equipment will be owned by NSPR, Old City Hall users will be able to use it, as long as they're recognized as authorized, knowledgeable users. 38 shows still planned to be produced from Old City Hall.
  - o Proposed meeting of Debra Lucero, John Truitt and Steve Lanning to talk about the NSPR operation.
  - o John Truitt also suggested talking to the head of Jefferson Public Radio.
- Also possible relationship with KTHM - further down the road; so far, no plan of operations. The group took a tour of Old City Hall on 3.17.2015. SCAC interested as long as KTHM can bring some funds or staff to offset the cost of operations.

Question from Mike Karns:

Where will all the radio equipment be housed? How will the staff use the building.

Answered by Debra Lucero:

Matter still under discussion.

Question from Mike Karns:

Won't the combined staff teams get in each other's way?

Answered by Debra Lucero:

Not likely. What's more, other properties downtown can be involved. McConnell foundation would likely wish to see a whole media complex downtown Redding. Plan was introduced to McConnell foundation for a media center. Debra Lucero was approached by McConnell foundation who were interested in holding radio station operations at Old City Hall.

KTHM was introduced to the True North Arts & Culture idea.

**ANNOUNCEMENTS: none**  
**UNFINISHED BUSINESS: none**

**ADJOURNMENT:**  
Meeting adjourned by Debra Lucero at 6:10pm

Respectfully Submitted,  
Agata Maruszewski  
Gallery Curator  
SCAC Office Manager

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