



# Shasta County Arts Council

## Board Meeting of March 18, 2014

**IN ATTENDANCE:** Debra Lucero, Michael Karns, Conica Patnaik, Gary Gerhard, Agata Maruszewski and John Stymus. Excused absence was Sharon Panich and Maggie Hochstatter. Absent were: Miguel Cruz and Steve Solorio.

**SCAC TV Advisory Board:** Carl Bott, Mat Davison. Excused absence: David Palin.

Also present were: Catie Barr – candidate for Board Member, Donna Carroll – director of DC Complex of Performance Outreach, Jarett Yount – Bike in Movie organizer and SCAC TV volunteer.

**CALLED TO ORDER:** Board of Directors meeting was called to order on Tuesday, March 18, 2014 at 5:40pm by Michael Karns, Board Vice-President.

**GUEST INTRODUCTION:** Donna Carroll and Catie Barr were introduced, as director of possible SCAC Fiscal Project and prospective Board Member, respectively.

**APPROVAL OF MINUTES:** from the January 7, 2014 meeting were rehashed and approved. Conica made the motion to approve minutes, Michael seconded the motion and the motion was passed by all.

## THE CURRENT AGENDA WAS APPROVED

### DIRECTOR'S REPORT – SCAC TV:

- City of Redding Council Meeting presentation of SCAC TV operations - Debra reported on the presentation she made during the City of Redding Council meeting on March 4, 2014. The same Power Point presentation that the Councilmembers saw was presented to the group.
- Potential partnerships:
  - o SCAC TV to partner with VisitRedding for promotional services involving Channel 8; partnering for WinterFest 2014 – spanning and highlighting activities in Redding area over the months of December, January and February with the goal of increasing tourist traffic in the area. Endeavor modeled after ARTOBERFEST in Chico.
  - o Partnership with KCNR 1460 – this endeavor aims at combining the outreach of Shasta Community Access Channels with local radio programming, giving the audience access to some 17 local programs covering a vast array of topics. Plans are being made to construct a studio that would allow for video and sound recording of those programs, with the intention to air them later during the day of their recording. The video part of the recording to be available on SCAC TV channels. It would allow the station to establish and maintain regular programming and get the public acquainted with a regular programming schedule. The contents would fill the void in local programming. Political issues would be part of programming – SCAC TV to have the ability to film candidate debates live, with audience. Volunteer force needed to cover the technical aspects. Initial original content programming obtained via an exchange with RCAC – a \$31,000 value. Operations financed through fundraisers, radio advertising, selling of air time.

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- Proposed Partnership with Shasta College – aiming to highlight courses, teachers, graduations; Possibility to extend the formula of the College's student newspaper, The Lance. Students would thus gain the opportunity to learn video (and radio) production.
- Rehabilitation of the building and equipment purchased with PEG funds:
  - Capital improvements so far cost SCAC TV \$41,000, and included the purchase of Leightronix broadcast equipment from RCAC. An upgrade of the system is needed in order for SCAC TV to be able to use broadband internet broadcasting. Cost of improvement - \$6,000. Further work on SCAC TV's classroom and recording studio is needed.
  - An Open House event is planned for fall 2014. Event would present SCAC TV to the public and sound and video production professionals in the area.
- Charter TV update – proposed channel changes: Charter TV wants to reorganize their channels while digitizing Charter broadcast. SCAC TV channels are about to be bumped to high channel numbers. Charter has franchise agreement with City of Redding, not SCAC TV directly. The way the agreement is formulated allows Charter to change channel assignment without consideration of the impact that has on SCAC TV. Charter agreed to reimburse SCAC TV \$2,000 for re-branding expenditures. The cost to SCAC TV to develop branding was \$3,000. City of Redding wrote a letter in support of leaving SCAC TV channels – or at least Channel 11 – in their current spot. Debra will make the same appeal to Charter's representative. If Charter offers no response, then quite possibly, the matter will be taken to public media. The reorganization of channels is to be completed by May 15, 2014. SCAC TV in cooperation with City of Redding is taking steps to postpone the move of channels to 2016. At the same time, Debra is contacting Marin County public access television to obtain advice on the matter.

**DISCUSSION:** Gary Gerhard, who attended the City Council meeting on March 4, commented on the reception of Debra's presentation to the Council. The City seemed pleased with the progress and direction SCAC is taking with SCAC TV.

**ADJOURNMENT OF SCAC TV ADVISORY COMMITTEE MEETING:** There being no further business, Mike made a motion to adjourn the meeting and Gary seconded. The meeting was adjourned at 7 pm.

Respectfully Submitted,  
Agata Maruszewski  
Gallery Curator  
SCAC Office Manager

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