



Shasta County Arts Council

SCAC TV - Board Meeting of September 23, 2014

IN ATTENDANCE - SCAC Board:

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

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

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

SCAC TV Advisory Board:

Fancie Sullivan.

Excused absence: David Palin, Carl Bott, John Truitt, Matt Davison.

CALL TO ORDER:

Advisory Board meeting was called to order on Tuesday, September 23, 2014 at 5:35pm by Debra Lucero, SCAC Executive Director.

INTRODUCTION

THE CURRENT AGENDA WAS APPROVED

DIRECTOR'S REPORT – SCAC TV:

- Report on facility remodel – upstairs spaces of former green room and makeup room to transition into a new, smaller recording studio [green room] and control room [makeup room]. New green room to be set up in the space currently occupied by the unused control room.
- Report on finances – copy of financial report was made available to view for all attending the meeting.
 - A \$28,000 grant was awarded to SCAC by the McConnell Foundation, towards the upgrade of the cablecasting system. Thanks to that grant, the PEG fees have the opportunity to accumulate and be spent to finish the remodel and equipping of the new studio.
 - Report on recent purchases of necessary equipment – microphones, mini portable mixer, cables, etc.
- Director gave a brief report on events that SCAC TV has recorded, including the September 12, 2014 Candidate Forum for Redding City Council elections. Forum was moderated by Redding League of Women Voters, in co-ordination with VIVA Downtown and was held at the Cascade Theatre. The Forum was available on Shasta County Arts Council's YouTube Channel, and on Shasta Community Access Channels, Channel 181. SCAC TV is to film the Candidate Forum for Congressional Elections, which is to be held on Wednesday, October 8, 2014 at the Redding Library.
- Director reported that SCAC TV was notified by the Shasta County Board of Supervisors that their meetings would no longer be broadcast through cable channel, and the BoS is instead moving to the Internet for the broadcasting of their meetings. Executive Director, Debra Lucero met with a representative of the Board of Supervisors and was informed that SCAC TV is welcome to take the matter to the public meetings of Board of Supervisor, should they wish to discuss it further.

SCAC TV received two phone calls and several email messages from the public about the broadcasting situation





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of the Board of Supervisors meetings. SCAC TV staff was encouraging the inquiring public to express their opinion in front of the Board of Supervisors or Board of Supervisors Staff, by placing phone calls with them.

- Open House date moved for January or February of 2015, depending on Studio build out.
- Executive Director, Debra Lucero has met with representatives of Oasis school in Redding, which works with at-risk youth, with an offer to open an opportunity to about 10 of their students to take up digital media as career elective, complete with a certification program. The 10-week program would commence in January 2015.
 - Digital Media Arts curriculum also to be offered to Anderson New Technology High School and Redding School of the Arts. Effort is being made to put pressure on schools to adjust their course curriculum to include digital media careers.
 - Assistance from professionals in the field – such as lighting, animation, video production, video editing. Focus is to be placed on developing skills.
 - New York City specialist to help create curriculum for the startup program with Oasis – program is called YouthForce.
- Executive Director reported, that a new legislation was recently passed, pertaining to the funding of Public Access Media. For California, the legislation is called 'DIVCA'. The legislation will affect Redding in 2017 – which is when the current franchise agreement with City of Redding comes due. DIVCA legislation would make greater sums of money available to Public Access Channels, especially if they are performing educational roles.
- Debra Lucero reported on the State of the City Luncheon. SCAC was mentioned by the Mayor during the address, and received praise for the events SCAC organized and supervised during the year, i.e. Sundial Music Festival. The Luncheon address was filmed by Bethel Media and will air on Channel 181
- The Executive Director also reported that Butte County's Friends of The Arts organization was granted the running of Public Access Channels for Butte County, being the second Arts Council in California to manage Public Access programming.

DISCUSSION:

- Gary Gerhard inquired if the taking over of Charter by Comcast is going to make the cable coverage area greater?
 - It is unlikely that the area covered should increase, though there is a requirement that the government programming cover area outside of the government's jurisdiction.
- Catie Barr inquired if children and youth learning digital media arts would be able to film performances of their peers, e.g. Enterprise Starship, or go on video shoots off-site?
 - Yes, YouthForce is designed to enable just that.

ANNOUNCEMENTS: none

UNFINISHED BUSINESS: none

NEW BUSINESS: none





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ADJOURNMENT:

Meeting was adjourned by Debra Lucero, at 6 pm.

Respectfully Submitted,
Agata Maruszewski
Gallery Curator
SCAC Office Manager

