



Shasta County Arts Council

SCACtv Advisory Committee MEETING

August 5, 2019

Minutes

Meeting open at 5:39 by John Truitt

Attendees:

Catie Barr, John Truitt, Debra Lucero, Michael Flanagan, Cristy Kidd, Destinee Dale, David Moore, Agata Maruszewski.

ad.I - John Truitt proposes to designate Agata Maruszewski as Acting Director. The bookkeeper, Maggie Hochstatter, is also moving towards stepping down from her current function. Debra suggests that the new bookkeeper be acquainted with the operations and record-keeping of the Arts Council while Debra is the Advisor so they can be instructed as to how to keep the books as per requirements.

Board resolution will be needed to state who the signatory for SCAC will be. John Truitt, Cathleen Barr (board members) and Agata Maruszewski shall be named. This resolution to be formalized on letterhead.

Motion made by Cristy Kidd, Catie Barr second, all in favor, motion passed unanimously.

ad.II - SCAC in contract with City of Redding for the use of the building. Just renewed. The City also provides a 'grant' in the amount of \$16,480 for FY 2019-20, payable in two payments. Agreement requires Old City Hall to be open for minimum 20 hours a week and maintain the place as affordable performance/ special event rental.

Public Access - 5-year contract, organization in year 5 now. SCACtv receives about \$120,000 a year, those payments are called PEG fees. SCACtv under franchise agreement. This is a grandfathered system, most public access channels in California are under DIVCA agreement (Digital Infrastructure and Video Competition). Franchise agreements to be grandfather out. SCAC coming under DIVCA agreement in December. CoR has to first meet with Charter to renew their agreement, then City would have to renew contract with SCACtv. Under the new agreement, the TV station could be receiving more money. City doesn't currently know what amount that contract type would bring in terms of

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funding. 5% of the funds (PEG) is supposed to go to SCOE. SCOE should be giving us (SCACTv) programming for the education channel, but that hasn't been happening so far.

Q: Is SCACTv a sub-contractor? Do some cities run their own public access?

A: Yes, tho some cities in the East Coast run their public access. In California, the Cities get a larger cut of the proceeds from the cable tv (than the station does) and under the DIVCA agreement, the City's portion of the proceeds should be larger.

Q: What can the money be spent on?

A: Equipment and capital improvements. This has allowed the SCAC to improve on the facility; repairs, re-purpose the space.

Q: What can the money NOT be spent on?

A: Personnel.

Q: How was the money used?

A: To leverage other grants, with 1:1 dollar amount match. (SLP and VIA grant (for Veterans), Poetry Out Loud grant, managed by Bernard Villavicencio. Local Impact grant)

Q: The contract with City requires SCACTv to have an advisory board?

A: Yes, the Board of SCAC was used as the Advisory Board.

Apart from the franchise agreement money, SCACTv also gets funds from contracts with City governments - Shasta Lake, Anderson and City of Redding. SCACTv does not broadcast Board of Supervisors meetings anymore.

The cost is \$1/ minute.

What SCACTv doesn't have is the contract to record the City meetings (that would bring \$25,000/ year).

Over the years of the operations of the channels, SCACTv has purchased about \$200,000 worth of equipment.

Q: Are meticulous records kept of the PEG fees spent?

A: Yes, there is a separate PnL and Balance Sheet kept of all the expenses. The PEG expenditures are the only things that SCACTv has to report to the City on.

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Money from contracts can be spent on anything, including personnel.

City is working on a new contract with Charter and also with SCACtv. The work is in progress but we don't have details yet.

Q: Does the contract go before the Council?

A: Yes.

RFP had to be written for the 1st contract. This time, we will create a one-minute video and talk about partnerships. That would cover tourism, local government and education. 180 is the tourism channel, and was programmed entirely with VisitRedding programs.

Before, VisitRedding would pay \$16,000 a year. SCACtv hasn't been able to get a financial commitment out of VisitRedding for the last 3 years.

Currently, there is a membership exchange in place with VisitRedding.

Debra suggests to update the broadcast equipment to HD standard, even tho we are unable to broadcast the HD signal. But if SCACtv gets upped to HD standard, then the equipment is there and ready. Currently, the programming is shot in HD has to be converted to SD (not an automatic process)

Cost: about \$23,000. Upgrade to HD at \$25,000 (with City to throw in the money) to make the transition to HD. Debra thinks that the new DIVCA agreement would bring in \$40,000/ year more, but the final number depends on how much the City negotiates for itself.

Tracey Cummins can help us negotiate with Charter to get newer signal modulators, Tracey has a lot of connections with cable companies.

Q: Do community events filmed get broadcast on the Channels every time?

A: Yes, plus the organization can get a copy of the recording, it's also posted on SCACtv on YouTube.

Q: Can SCACtv film local sports events?

A: Theoretically, yes but it needs a crew, a vehicle, and more equipment.

Q: Would the crew be employees?

A: No, there is no money to pay additional crew. Mike is paid from proceeds from programming of SCACtv and SCAC itself (the arts part) and facility management fees for rentals.

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Q: Can volunteers be used as the crew?

A: Volunteers need training, there is often no time for that. SCACtv is also not in close proximity to any of the campuses, high schools or college. SCACtv attempted on multiple occasions to work with deans and teachers to engage them - reinstate TV and studio classes, but there was no response.

Studios: the small green screen studio and the large performance hall studio.

Mike met with superintendent of schools to talk about possibility of having school students involved. Previously, Explorer Scouts were used to work at the access station as volunteers - the Scouts had to do some work at the stations to earn badges.

Event recording is being done outside the venues of SCAC and at Old City Hall.

One thing Debra would like to see accomplished is free non-profit PSA day. The event would produce 30-second general PSA, and SCACtv could handle about 12 organizations a day. They would be asked to bring in their graphics, materials, etc.. Will take a lot of organization, but possible.

Q: Does the TV station charge for the sale of the programming?

A: There is a DVD fee of \$10 per disc if someone wants it.

When videos need to be shot and edited, there is a starting fee of \$300.

With editing, there is about 8-10 hours in editing. The formula to measure the edit time - number of cameras x duration of event x 10. Some regular edit volunteers help out when possible.

SCACtv's Mike Flanagan is looking into hosting Citizen Journalism workshop. Aiming for 6-8 people interested in pursuing it. Oct 5th mini-conference with the author of the Citizen Journalism book. Bring in Jonathon Freeman and his Native American students - Jonathon just completed out-of-state training.

ad. D. Outside organizations that SCACtv works closely with or should work closely with?

Part of the CoR report is the partner groups: League of Women Voters, Peer Court, MLK Center. Debra suggests striking up a relationship with the Juvenile Hall for video and art work/ story telling component.

Next meeting: SCACtv website

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Debra recommends that SCActv website needs to be rebuilt, on WordPress platform, PEG fees can be used for that. Destinee and Agata to find someone to build the website.

September Board meeting date: September 11 - 5:30pm (Wednesday).

Agata to provide John and Cathleen: 2017 99 tax statement; DnO coverage (coverage), general liability and property.

Meeting adjourned at 6:55pm

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