

Santa Maria Community Television
Minutes
SMCTV Board of Directors

Mark van de Kamp – Chair
Bob Morrison – Director
David Cross – Director

Alan Sutterfield – Clerk of the Board

Meeting
June 28, 2007
6:30 PM
Santa Maria City Council Chambers
110 E. Cook Street
805-925-9176

1. Call meeting to order

The meeting was called to order by SMCTV Board Chair Mark van de Kamp at 6:32 p.m. Also present were directors Bob Morrison and David Cross and Station Manager Alan Sutterfield.

2. Pledge of Allegiance

3. Public Comment

Tom Moore, an SMCTV member and director of the Adam Bomb Live program on SMCTV, thanked the staff of the media center for their help and mentorship. There were no other comments from the public.

4. Approval of December 14, 2006 Minutes.

ACTION: Motion to approve by David Cross, seconded by Bob Morrison. Motion passed 3-0.

5. New Business

a. INFORMATION ONLY: Update on channel 24, The Education Channel

Station Manager Alan Sutterfield informed the board that Channel 24, SMCTV's Education Channel, began cablecasting on February 1st. Sponsored by Allan Hancock College, the channel features programs supplied by the college, by Annenberg/CPB via satellite downlink, as well as programs originating from

Santa Barbara County Department of Education and Righetti High School. 91 different programs are being cablecast on channel 24 between 5 AM and 10:30 PM, 7 days a week.

b. INFORMATION ONLY: Community outreach activities

Mr. Sutterfield informed the board that 21 nonprofit groups had taken advantages of SMCTV resources in the past six months, or were planning to use them in the near future. The Nonprofit Support Center of Santa Barbara launched a new 30-minute monthly series of programs as a result of an outreach strategy initiated by SMCTV. This series, staffed by volunteers, invites the Executive Directors of local nonprofits to be on-camera guests and publicize their missions and service. Mr. van de Kamp commended SMCTV staff on their outreach efforts and their success in attracting diverse nonprofit organizations to participate. Mr Cross inquired about the challenges nonprofits face when attempting to produce programs and of any plans by nonprofits to cover community events. Mr. Morrison spoke on the challenges nonprofits face when their Executive Directors are replaced every few years.

c. INFORMATION ONLY: Playback challenges and solutions

Mr. Sutterfield informed the board that some programs being played on SMCTV's channels are cutting to black on a random basis. The vendor of the playback system, Synergy of Texas, has been informed and has worked on a solution via phone support and a site visit by a technician, but has not been able to isolate the cause. The vendor is currently testing 2 computer programs that they hope will restore normal operations. Mr. Cross inquired how much the playback equipment was worth and was informed by Mr. van de Kamp that if all component parts were included its worth would be \$170,000. Mr. Morrison inquired if it was considered top-of-the-line equipment and Mr. Sutterfield said yes. Mr. Morrison inquired if third-party local engineers might be able to assist and was informed it might invalidate the equipment warrantee.

d. INFORMATION ONLY: State cable franchising and its impact on PEG funding.

Mr. Sutterfield informed the board that AB 2987 became effective January 1st, and has been implemented as the Digital Infrastructure and Video Competition Act (DIVCA), which strips local government of the authority to negotiate and issue franchises for video program suppliers, and sets PEG funding at a maximum of 1% of subscriber fees. DIVCA does not abrogate current franchise agreements, so SMCTV's funding should not be effected until the City of Santa Maria's franchise agreement with Comcast Cable expires on January 1st, 2015.

e. ACTION: Nonprofit fundraising amendment to Policies and Procedures as proposed by PEG station manager.

Mr. Sutterfield informed the board that SMCTV Policies and Procedures currently do not allow programming content that attempts to raise funds, even in support of nonprofits, which is a common restriction for most PEG organizations. After consulting with other leaders of community access organizations who do allow fundraising by nonprofits, he was advised that legal opinions have supported fundraising by nonprofits as being a non-commercial activity and within the guidelines of cable franchise agreements unless specifically prohibited. He recommended that SMCTV's policies be revised to allow fundraising by nonprofits. Mr. Cross made a motion to approve the revisions. Mr. Morrison seconded the motion. Motion passes 3-0.

6. Report from SMCTV Station Manager

Mr. Sutterfield reported on new equipment available to members at the media center, that no SMCTV member had been sanctioned in the last six months for policy violations, that the number of programs on the public channel were down from six months previous but were still up from the prior year, and that the semi-annual membership forum would be held on July 7th.

7. Adjournment

Mr. van de Kamp made a motion to adjourn at 7:21 PM. Mr. Morrison seconded. Motion passed 3 – 0.

END