

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  
December 3, 2008  
6:30 PM

Santa Maria Community Television  
910 South Oakwood Drive  
805-925-9176

**1. Call meeting to order**

The meeting was called to order by SMCTV Board Chair Mark van de Kamp at 6:30 p.m. Also present were directors David Cross and Bob Morrison and SMCTV Station Manager Alan Sutterfield.

**2. Pledge of Allegiance**

**3. Public Comment**

Mr. Jeff Wynne commented that he was pleased with the progress of SMCTV. He suggested that after a certain time frame has passed that programs previously submitted by producers be allowed to be re-cablecast on the public channel.

**4. Approval of July 3, 2008 minutes.**

**ACTION:** Motion to approve by Mr. Cross, seconded by Mr. van de Kamp. Motion passed  
3-0.

**5. New Business**

**a. INFORMATION ONLY: DIVCA and FCC updates.**

Mr. Sutterfield informed the board that the California Public Utilities Commission has stated that they have no regulatory powers under the Digital Infrastructure and Video Competition Act, but that its Division of Ratepayer Advocacy has advocated in support of certain issues on behalf of PEG, while other issues will have to be decided by court challenges. He told the board that a recent survey by the National Association of Telecommunications Officers and Advisors indicates that under state issued franchises, whose stated intentions were to foster competition and lower rates, 98% of those service areas have not seen a reduction in their rates. Some relief for PEG funding challenges may come from the Federal Communications Commission under a new federal administration. PEG advocates also hope to find a congressional sponsor for a bill that would amend the Cable and Communications Act of 1997 to allow all PEG operations to use grant funds for both capitol and operations, something not allowed under some state franchises. Mr. Cross asked how DIVCA has impacted SMCTV and was told by Mr. Sutterfield that no new video service provider is doing business in Santa Maria at the moment, and that Comcast Cable has opted to stay with their existing franchise agreement with the city which runs until Jan 1<sup>st</sup>, 2015. Mr. Morrison asked if a new video service provider for the area was anticipated was informed that Verizon would probably be offering service in the next few years. Mr. van de Kamp indicated that Comcast has taken out a state franchise for several smaller communities nearby and that he was concerned about the lack of negotiating ability for local government under DIVCA, but that SMCTV's current franchise and channel placement appear to be safe for the time being. Mr. Sutterfield commented that AT&T, while providing very little video service in California, is refusing to comply with its obligations concerning PEG channel placement and needs to be challenged in court.

**b. INFORMATION ONLY: Education Channel Update**

Mr. Sutterfield explained that the 12-hour daily block of educational programming supplied by Annenberg/CPB and sponsored by Allan Hancock College was discontinued by the service provider, but was replaced by an 11-hour daily block of programming from University of California Television. He said that this frees up the KU satellite dish on the roof of the media center for other potential uses. Mr. van de Kamp asked about the involvement of local schools in SMCTV programming. He was told that Righetti High School has programming submitted by their media students, but other schools have not responded to offers of accessing SMCTV resources. Mr. van de Kamp asked about the possibility of televising school board meetings and Mr. Sutterfield said that students were the targeted group, but that board meetings would certainly be accommodated if submitted. Mr. Morrison praised the Righetti High film program and Mr. Sutterfield told him that he will try again this year to get the students more involved with public access.

c. INFORMATION ONLY: Alliance for Community Media 2008 Conference

Mr. Sutterfield told the board that this year's conference in Denver was much more positive and upbeat concerning the future of PEG. One seminar outlined how other access centers are raising funds through activities that also complement their missions. He suggested that SMCTV look into such activities as marketing production services to nonprofits, leasing cellular phone tower locations, renting studio time during off hours, and grant-funded projects. He noted that grant-funded projects may be cut back due to the economy. Mr. van de Kamp indicated that a reading of DIVCA reveals that it favors suppliers rather than consumers. Mr. Sutterfield said that while PEG viewership is small compared to commercial TV, it provides value to the community and is appreciated by SMCTV viewers for its services, particularly for the community bulletin board. He also stressed the importance of feedback from local PEG viewers and the need to integrate PEG with internet streaming. Mr. Jeff Wynne made public comments that some access centers auction donated items on-air as a fundraiser. He also said that it was good that SMCTV is looking into fundraising efforts prior to the end of its franchise agreement.

**6. Report from SMCTV Station Manager**

Mr. Sutterfield read a list of local nonprofits that had taken advantage of SMCTV services in the last 6 months, and that SMCTV member volunteers crewed studio shoots for some of them. He said that all 3 PEG channels are cablecasting more program hours than 6 months before, with 40 to 50 active members supplying programs and that more producers are using their own equipment to make programs. He also said that a new light-weight camcorder has recently been acquired. Mr. Cross asked about the condition of the media center overall and Mr. Sutterfield said that the program playback equipment has been stable over the last few months and that a temperature alarm recently installed worked well during a weekend failure of the air conditioning system. Mr. Morrison congratulated SMCTV producer Don Tinsley on his winning a Western Alliance Video Excellence Award. He also indicated that he was pleased with the ongoing progress of SMCTV and praised the resources available to the public.

**7. Adjournment**

Mr. van de Kamp adjourned the meeting at 7:37 PM.

END