

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  
January 22, 2009  
6:00 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 6:00 p.m. Also present were directors David Cross and Bob Morrison and SMCTV Station Manager Alan Sutterfield.

**2. Pledge of Allegiance**

**3. Public Comment**

There was no public comment.

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

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

**5. New Business**

**a. ACTION:** Proposed amendment to Policies and Procedures.

Mr. Sutterfield explained that the proposed amendment to the SMCTV Policies and Procedures would allow, in some limited situations, the staff of SMCTV to act as production crew members, for a fee, on behalf of nonprofit agencies producing programs that would be cablecast on SMCTV channels. He said that funding for public access centers in California is tenuous and subject to

challenges from state and national regulators. Funding for SMCTV, under current state franchising guidelines, would be greatly reduced at the end of the current franchise agreement with Comcast Cable on January 1<sup>st</sup>, 2015. He indicated that it would be best to seek additional sources of income in advance of that date and that other California public access centers are attempting to diversify their income streams. He recommended amending the SMCTV Policies and Procedures to allow staff members to work on productions for a fee if certain conditions were met. These conditions would include no significant impact on membership services, be in support of a nonprofit agency, would result in non-commercial programming for SMCTV channels, that the nonprofit agency be an SMCTV member, and a written agreement be in place between SMCTV and the nonprofit agency defining the terms of the responsibilities of each party. Mr. van de Kamp inquired if the SMCTV membership had provided feedback on the fee-for-service. Mr. Sutterfield said there had been no direct feedback, but members had expressed support for nonprofits in the past and that the fee-for-service would be a pilot program subject to modification or cancellation at a later date. Mr. van de Kamp asked if the fee-for-service would place SMCTV in competition with local commercial TV production companies. Mr. Sutterfield replied that he did not think it would, given the limitations involved with the proposed fee-for-service. Mr. Morrison inquired about the fee structure. Mr. Sutterfield replied it would be based on the hourly rate and benefit package of SMCTV staff, less a 20% discount, in keeping with city policy of discounting services in support of nonprofits. The dollar amount would be \$45 per hour for one staff member and \$90 per hour for two. Mr. Morrison asked if a rate card would be printed and distributed, and Mr. Sutterfield replied that any agreement would be reached on an informal basis and be subject to availability of staff. Mr. Cross asked if the fee-for-service would be mandatory for all nonprofits. Mr. Sutterfield replied that volunteerism would still be stressed in all situations and that the fee-for-service would only represent an additional option for nonprofits. Mr. Cross inquired what impact the fees would have on the overall SMCTV budget. Mr. Sutterfield said the impact would be minimal, at least at first, but it would have the advantage of helping nonprofits define production budgets when applying for grant funding. Mr. Cross asked if the fee-for-service met City of Santa Maria guidelines. Mr. Sutterfield replied that the guidelines had met with the approval of the city attorney's office. Mr. Morrison asked about how the fee-for-service would be billed. Mr. Sutterfield said a standard television production formula of 1/3 due at the signing of an agreement, 1/3 due at completion of principal photography, and 1/3 due at completion of the project, would be applied.

Motion to approve was made by Mr. van de Kamp, seconded by Mr. Morrison.  
Motion passed 3-0.

## **6. Adjournment.**

Mr. van de Kamp adjourned the meeting at 6:31 pm.

END