

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 10, 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 January 22, 2009 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 was an attempt to diversify income at SMCTV as there are potential challenges to future funding of PEG grants, and that it would be subject to approval of the Santa Maria City Council. Mr. Sutterfield explained that the proposed amendment to the SMCTV Policies and Procedures would allow the SMCTV television production studio to

be rented if certain conditions are met. These conditions would be that there would be no significant impact on membership services, that the rentals would be outside of regularly scheduled media center hours, all fees collected would be applied to the SMCTV operating fund, and a written agreement would be entered into that would delineate the responsibilities of both parties. Mr. Sutterfield indicated the party renting the facility would not be required to produce a non-commercial program for one of SMCTV's channels, also that the new initiative would be on a trial/pilot basis, subject to modification at a later time. He also said that Comcast, who funds SMCTV would be given a courtesy notification. Mr. van de Kamp indicated that as the studio only would be rented, without TV production equipment, it should be acceptable to Comcast, as the city owns the building. Mr. Cross asked about fees for studio rental, and Mr. Sutterfield said it would be based on \$45 per hour, which would cover the cost of having a staff member on premises, but the fee might be lower if a part-time student city employee could be utilized. Mr. Cross asked if there was anything in the Comcast franchise agreement that prohibited use of television equipment and Mr. Sutterfield indicated that there was nothing specifically addressing that issue, but that all programs played on the channels are required to be non-commercial in content. Mr. Sutterfield said there had only been one inquiry about renting the studio to date. Mr. Cross and Mr. Morrison both indicated that studio rentals could be a good source of income, and Mr. Sutterfield said that SMCTV will lose almost 50% of its Comcast funding under state franchising in 2015. Mr. Morrison expressed a concern that the studio might be used for ongoing commercial productions, and Mr. Sutterfield indicated that unlike member services, SMCTV could be selective in choosing participants. Motion to approve by Mr. van de Kamp, seconded by Mr. Cross. Motion passed 3 – 0.

b. INFORMATION. DIVCA & FCC Updates.

Mr. Sutterfield said that under DIVCA (state franchising) over 40 public access centers have closed for lack of funds but that SMCTV should be fully funded until January 1, 2015. Mr. van de Kamp indicated that DIVCA has done harm to many communities and that Santa Maria is fortunate to have a strong franchise agreement. Mr. Sutterfield said that there has been positive developments concerning PEG at both the FCC and in Congress, particularly moving PEG channels to less desirable locations on cable systems. Mr. van de Kamp asked about congressional actions and Mr. Sutterfield said there was legislation pending that would help PEG.

6. INFORMATION. Report from PEG Station Manager.

Mr. Sutterfield listed some of the local nonprofit groups that had taken advantage of SMCTV services in the last 6 months and that SMCTV's partnership with the Nonprofit Support Center, which resulted in studio-based programs, had come to an end. He said that program hours were up on channel 23, channel 24 hours dropped slightly and that Channel 25 had less programs, but more hours overall

due to longer program lengths. He said the government channel 23 now includes programming produced by SMCTV staff as well as local and national programming and PSA's. Mr. Sutterfield listed new production equipment that had been ordered and that a 1.5% surplus from fiscal year 2008-2009 was directed to the SMCTV strategic reserve fund. Mr. Morrison inquired about any new members or groups and Mr. Sutterfield said 3-4 new individuals join each month as well as one or two groups and that while many don't complete a program, those that do tend to become series producers. Mr. Morrison asked about producing SMCTV promotional spots for local channels and Mr. Sutterfield indicated that some have been placed on cable channels, but that local broadcasters probably would be reluctant to run free spots that might direct viewers to channels other than their own.

7. Adjournment.

Mr. van de Kamp adjourned the meeting at 6:50 pm.

END