

MINUTES
Sacramento Educational Cable Consortium
Board Meeting
Thursday, October 19, 2018

Present:

*Elliot Lopez	Sacramento City Unified School District
*Jerry Jones	SCOE
Joe Parente	Process Theater Inc
*Gabe Ross	Los Rios Community College District
*Kim Harrison	Folsom Cordova Unified School District
*Marvin Lord	Center Unified School District
*Russ Selken	Twin Rivers Unified School District
*Steve Mate	Elk Grove Unified School District
Gerardo Martinez	Gault Joint Unified School District

Liz Rhodes	SECC
Doug Niva	SECC
Abby Jaske	SECC
Jessica Rhodes	SECC

Dillon Miles	Hullen & Ross
Daniel D. Ross	Hullen & Ross

Not Present:

*Mark Lawler	Robla School District
*Barbara Schiffner	Natomas Unified School District
Jon Cornelison	San Juan Unified School District
Michael Borgaard	Elverta Joint Unified School District

(* Indicates SECC Executive Board Member)

Call to Order & Order Agenda:

Steve Mate called the meeting to order at 12:07pm. Introductions were made.

Reports:

Steve Mate acknowledged Dan Ross and Dillon Miles of Hullen & Ross who compiled the Annual Financial Review. There was one adjustment to the financial review that was received via email prior to the meeting and there will be another adjustment before the review is final.

A. Annual Financial Review:

Dan Ross handed out two reports. The first was the Financial Statements and Independent Accountant's Review Report. Ross went through the main points of each page including page three which is an opinion letter as a result of the work done. The letter states that there is nothing that needs significant adjustment and overall the report was positive.

Page four is the statement of financial position including a balances sheet and cash balances, which are broken down in a schedule towards the end of the report. There were no major changes from previous years. Ross drew the boards attention to the line item Short Term Corp Bond listed under Current Assets. These are excess funds, in the form of an investment in short term bond, that are waiting to be used. These funds have been losing more than they are gaining for the past two years and it is Ross' recommendation that the account be closed and the funds transferred into an account with a local bank where they can earn a nominal amount, which will be more than they are currently earning. The only risk is that only \$250,000 will be covered in insurance, but the funds can be put into multiple banks so the full amount is covered. Ross stated that on page 15 there is a breakdown of Cash and Equivalents that includes the two Liberty Group accounts that would be closed. Ross recommended First Northern Bank for the funds.

Page five is the statement of activities with revenues and summary of total expenses. It is standard to keep the administration costs less than 25% which SECC is well below. The net assets are currently in excess as a positive number.

Page six is a breakdown of program and administrations costs by functional group such as BESTNet, SEVA and Award Night. The Supporting Services column is any overhead.

Page seven of the report is the cash flow statement This is a reconciliation of cash balance, the breakdown of the \$1.6 million is listed on page 15.

Page eight has notes that make up the details of the report and explain any particular line items.

Rhodes requested that item two on page nine be removed as it is a historical item and is no longer relevant Steve Mate and Ross agreed that this item should and will be removed.

On page 13, note four explains that there is a permanent restriction from the board on a group of funds that are to be used in case there is a need to close down operations. This amount does fluctuate minimally based on interest each year.

Page 15-17 are a breakdown and detail and equipment and accumulated depreciation.

The last page of the report is a breakdown of personnel costs.

Rhodes and Doug Niva mentioned that the Production Video and Office Equipment noted at on page 16 seemed high. Ross explained that the schedule is made up of all assets that are over \$1,500. This amount is chosen based on rules of accounting. Niva and Ross discussed that there are often times where small items are purchased for one project or to make up a larger component in which case they need to be listed.

Russ Selken asked if cash flow for the current year as well as the future was listed anywhere. Ross explained that on page five there is a list of incoming revenue, but this is not necessarily all cash. Selken inquired about predications for the future. Rhodes went into detail explaining that SECC does not fit into typical categories in terms of future cash flows given the breakdown of funding received from the Cable Commission. There is a base that is received for operating expenses that can be predicted, but the PEG fees are contingent on what is requested for projects that year. It is Rhodes' understanding that the Cable Commission is operating under a franchise agreement until 2023 so the base amount for operating expenses should be covered till that date. At this point, there is no indication that funding will be interrupted any time before this but anything can change in a political situation.

Ross brought the board's attention to the second report that was the SECC ROI Chart. Ross stated that the return on investment trend in the last three years is in a positive swing. Selken asked if this was a return on investment and Ross said that this has nothing to do with the bonds. Rhodes added that SECC never spends more than what is brought in. The excess is due to projects that are still in process at the end of the year such as BESTNet.

Marvin Lord moved to accept the Financial Statements and Independent Accountant's Review Report, Gabe Ross seconded, and the motion passed.

Close Out and Change Liberty Group Investment Account

Jerry Jones moved to liquate the investment accounts and move funds to local banks, Russ Selken seconded, and the motion passed.

B. August Minutes and Financial Statements:

As Mark Lawler was not present there were no comments regarding the August Financial Statements.

Russ Selken moved to approve the minutes and accept the financial reports. Kim Harrison seconded, and the motion passed.

BESTNet/Cable Commission Update:

Rhodes stated that majority of the update was covered in previous conversation during the meeting. The Cable Commission did approve a 4% increase over what SECC had budgeted, this was originally discussed in June. If there is any excess in April Rhodes would like to build reserve back up as it was previously \$180,000. The Commission is still very supportive of SECC and all that it does.

Jerry Jones gave an update regarding the high-speed network that has been installed at the Sacramento County Office of Education (SCOE). SCOE now has 100 gigabytes and 40 gigabytes that connect downtown, which is now a backup connection. SCOE is currently working on upgrading the 40gb downtown. Rhodes requested that Jones put together an executive report with the information of the project that can be shared with the Cable Commission. Jones

agreed that without BESTNet being in place it would not have made sense to have the 100gb.

Elliot Lopez requested that a discussion around a strategy and timeline be added to a future meeting agenda as the board would like a roadmap for when the BESTNet project comes to an end.

Executive Director's Report:

A. Programming Update:

Doug Niva went over new programming of local content including CapCUE with Twin Rivers, literacy workshops and a College Fair with Folsom and Los Rios.

B. SEVA Labs – Update:

Niva announced that there were 10 site applications submitted by the mid-September cutoff for fall. One site has withdrawn and the budgets for the other nine were completed last week. There will be another round for winter.

Rhodes said that SECC is focusing on new sites and enhancements for older sites. Niva added that CTE classes at the high school level are providing a large amount of funding which is reducing the reliance on the district offices.

C. Production Van Update:

Niva showed a picture of the production van that purchased at Elk Grove Dodge and is being stored in the warehouse space at SECC's office. Niva looked at multiple dealerships and was able to get \$3,500 off the original price. Niva is working with VanCo in Del Paso for the customization of the interior of the van. The second portion of the funds for the van will be received in February and Niva plans to look at equipment at the NAB conference in April. There is no exact completion date for the van as of yet, but Niva has already taken it to two shoots. Rhodes added that the SEVA teachers are very excited about the van and the ability to have it at their site with their students getting hands on experience. Rhodes also emphasized that the van was purchased locally and will be equipped locally as the van is part of the community.

D. SEVA Teachers Forum & SEVA Teacher of the Week Update:

Abby Jaske shared that there has been a lot of positive feedback from the teachers regarding the SEVA Teacher of the Week. The teachers are feeling loved and appreciated. Jaske has been sending the teachers information out to their corresponding board members in advance of the release on the website.

Rhodes also announced the SEVA Studio Profiles that SECC is working on. The video for Inderkum High School's studio was shown and Niva spoke about the great program and how much Melissa May has been using the equipment in the studio. Steve Mate asked if it is in the contract for the SEVA Studio that the teachers must participate in a profile and Niva

explained that this was not necessary because the teachers have been so open and excited about the idea. There are requirements that teachers have to participate in the SEVAs and provide SECC with monthly content. Selken inquired about facilitating a user group and Rhodes spoke about the SEVA Teacher Meeting that happens several times a year. Rhodes, Niva and Jaske spoke about how well attended the meetings are and the relationships that have been built and continue outside of the meetings. Jaske announced that the SEVA Studio Profile videos will be shared out starting the beginning of next year.

E. Student Media Day Training:

Niva shared a flyer for the Student Media Day which will be held on November 10th at Center High School. The cost will be \$10 per person and has several presenters from the field. The event is open to everyone and Rhodes stated the event has been shared with the SEVA Teachers as a great training opportunity.

F. 2019 SEVA Award Night:

Niva stated that SECC is still trying to confirm a location as Sac State is currently processing requests for next year. May 5th is the tentative date.

G. Family Engagement Forum Update/Program Schedule:

Jaske announced that the meetings have been well attended. SECC is currently working on including all programming blocks on YouTube so that they can be viewed or shared in whatever way works for the members. Rhodes shared that October is Anti-Bullying Month and because one of the Family Engagement Forum members drew SECCs attention to this the programming schedule for October was updated to include SEVA videos that had this theme. Jessica Rhodes also shared that there are great relationships being built through the forum such as that between Natomas Unified and Sac State. Natomas had filed trips for their elementary schools' students to Sac State and instead of just doing a tour, students were able to participate in activities such as meeting the mascot and seeing the bee hives that are on campus. Miss Rhodes said that the Natomas members of the forum were extremely excited about this event and the other members jumped on board and are looking to now plan similar field trips.

Niva also spoke about close captioning and shared that SECC has been using REV.com which costs about \$1 a minute and has a day turn around. Joe Parente and Gabe Ross also had positive things to say about the site. Niva asked about what materials should be closed caption and the board agreed that it would be helpful to have any videos that were being shared with them and their districts to be closed captioned. Lopez asked about costs and Rhodes explained that the plan is to use about \$3,000 this year to focus on items that are pushed out to districts to be used on websites and at school level. Next year SECC will budget to do as close to everything as possible.

H. Holiday Open House 12/11 3-5:30pm at SECC Office:

Rhodes invited everyone to SECC's new office space for a holiday open house on December 11th between 3 and 5:30pm.

Committees:

- A. **Appoint Personnel Committee:**
Steve Mate agreed to continue to be the chair and Joe Parente was willing to continue to be a member. Elliot Lopez agreed to be the additional member.

- B. **Appoint Nominating Committee:**
Rhodes explained that the past chair is typically the chair of the Nominating Committee, but given the past chair is gone requested that there be a new chair. Steve Mate agreed to be the chair, Jerry Jones and Elliot Lopez will be the members.

- C. **DMCC – Next Meeting: November 14, 2018 FCUSD:**
Kim Harrison requested that the date be changed as her staff will be gone for SEPA. Rhodes agreed to send out an email to change the date.

- D. **Capital Region Technology Cohorts: October 25, 2018 Roseville**

- E. **SEVA Teachers: November 5, 2018, Del Campo HS:**
Rhodes encouraged the board to come out to a meeting especially if it is being held in their district.

- F. **Family Engagement: January 10, 2019, Robla:**
Rhodes shared that Elk Grove had success with a film called *Angst* which is about anxiety. Rhodes has worked out a deal with the film and districts can use lower price that includes as many showings at one site as you would like in a week. Rhodes will share the details via email with the board.

Round Table Sharing:

Kim Harrison shared that during a recent professional development day, Folsom High School students worked to broadcast a key note from the superintendent across the district so that teachers could watch from their library. The feedback Harrison received was that teachers felt valued and respected. The students covered multiple angles and had perfect audio, it was a great experience that was totally ran by students. Harrison also sits on the CUE Board and is trying to get the meeting moved to Sacramento.

Gerardo Martinez explained that there is a SEVA Lab at one of the middle schools that is being pieced together. There is also a Parent Engagement night in February that Galt is interested in having SECC come out and film. Martinez will reach out once the event is confirmed with the school site.

Jerry Jones said that SCOE has received funds for professional development and will do a second round. If anyone is not receiving Jones' emails or would like more information Jones' encouraged them to reach out. Jones hopes to have a schedule of trainings for next year by early November.

Opportunity for Public to Address the Board:

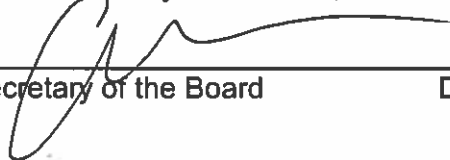
None

Future Agenda Items:

The next meeting will be held at SECC's new office located at 4630 Northgate Blvd, Sacramento, CA.

Meeting adjourned at 2:02pm.

Respectfully Submitted by Gabe Ross, Secretary, on

Approved:  _____
Secretary of the Board Date 2/14/19