

SAN BERNARDINO COMMUNITY COLLEGE DISTRICT  
114 South Del Rosa Drive, San Bernardino, CA 92408

Minutes of the Regular Meeting of the Board of Trustees  
Thursday, March 28, 2013 – 4:00 p.m. – Board Room

1. CALL TO ORDER

Dr. Singer called the meeting to order at 4:00 p.m.

Members Present:

Dr. Donald L. Singer, President  
John Longville, Vice President  
Donna Ferracone, Clerk  
Gloria Macias Harrison  
Dr. Kathleen Henry  
Joseph Williams  
Nickolas W. Zoumbos

Members Absent:

Kyle Hundley, Student Trustee, CHC  
Ferny Arana Garcia, SBVC

Administrators Present:

Bruce Baron, Chancellor  
Dr. Cheryl Marshall, President, CHC  
Charlie Ng, Vice Chancellor Fiscal Services  
Tanya Rogers, Interim Vice Chancellor Human Resources

Administrators Absent:

Dr. Glen Kuck, Interim President, SBVC

2. PLEDGE OF ALLEGIANCE

Mr. Zoumbos led the Pledge of Allegiance.

3. PUBLIC COMMENT

None.

#### 4. INSTITUTIONAL PRESENTATION – KVCR-TV-FM STATUS REPORT

Chancellor Bruce Baron said this is the first time in several years that an update on KVCR has been presented to the Board. The Chancellor stressed that the Board will not be taking any action regarding the disposition, selling or leasing of KVCR and no such recommendations have been made to the Board. The report was an opportunity for the trustees to hear about the status of KVCR and to ask questions.

Kenn Couch, the Interim General Manager of the station, presented the update and addressed the Board's questions.

The following items were noted in Mr. Couch's presentation:

- KVCR-FM has been on the air for 60 years; KVCR-TV has been on the air for 50 years.
- KVCR's mission is to be the educational, entertainment and voice of the Inland Empire and to be a training facility for students to learn about TV and radio.
- Goals of the station include being the premier station in the Inland Empire and becoming a national and international network for FNX. FNX is currently the only channel in the world for Native Americans.
- Operational changes included compliance with audit and district processes.
- The KVCR Educational Foundation is refocusing on a strategic fundraising plan.
- It is the intent of the station to be self-supporting and increase fundraising.
- KVCR has broadened its reach into education and the community with the expansion of its internship programs and the Inland Empire Media Academy, which is part of the SBVC Radio, Film and Television program.
- KVCR-FM has taken significant steps to operate economically, reducing its allocation from the district general fund from \$1.7 million in 2011-2012 to \$900,000 in 2012-2013. The plan is to be self-supporting by July 1, 2014.
- The five-year revenue and expense plan was detailed. Planned revenue increases are projected to be phased-in to achieve self-sufficiency by June 30, 2014.
- The district currently pays KVCR's salaries and benefits through the general fund contribution. KVCR does not pay any overhead for office space, custodial, maintenance, phones and lights. After the station reaches its goal to be self-sustaining, the station will plan further to cover these overhead expenses.
- To achieve the fundraising goals, the station plans to hire managers to handle each division and hire a Director of TV/Station Manager so the General Manager can focus not only on day-to-day activities but meet with potential major donors.
- The station is confident it will reach its \$1.2 million fundraising goal for this year, based on a 20% increase over last year. The station should receive a \$400,000 increase in pledges for the first year because its signal will be going

into Los Angeles and Ventura Counties, with 400 more Nielson ratings boxes in place, later this spring.

- Royalties could be received if the FNX programs are played in other countries. FNX currently pays none of the indirect costs to KVCR. The plan is to have FNX pay for bandwidth and then pay for facilities and other overhead.
- Negotiations are in process with DirecTV to carry FNX nationally and in areas where there is no PBS coverage. The station is planning a strategy to ask DirecTV for \$3 million annually for giving them rights as the sole provider of FNX.

Trustee Harrison asked what is the role now of the KVCR Foundation and what is the difference between that foundation and the college foundations. Mr. Baron said the KVCR Foundation is set up specifically as an auxiliary foundation for the purpose of fundraising. The foundation is moving back to its core function and will be developing a fundraising plan at its quarterly meetings. Trustees Ferracone, Henry and Longville serve on the foundation. The college foundations are separate entities and not auxiliary foundations at the present time. Mr. Couch added he wants to share with the foundation everything that is going on because they need to be aware of the station's goals and where the station is going. He said the foundation's input is needed so it can go out armed with the knowledge to help raise funds.

Trustee Williams asked who has the fiduciary responsibility over the KVCR Foundation and the station. The Chancellor responded KVCR and FNX report to the Chancellor. He also said that the KVCR and its foundation, as an auxiliary foundation, are ultimately responsible to the SBCCD Board of Trustees.

Mr. Couch stressed the bookkeeping between the station and FNX is separate because of the FNX grants, which require separate accountability.

Trustee Harrison asked if a percentage of the FNX grant goes to the district or equipment. Mr. Couch said FNX pays only for all direct costs of the FNX project. Salaries for FNX employees are paid by the grant. Mr. Couch assured the Board that the station will meet its goal to be self-sufficient financially.

Trustee Ferracone asked about the media academy. SBVC instructor Diane Dusick said the academy has over 100 students enrolled in combined radio and TV classes. The district has a signed agreement with Fontana Unified School District and is working out details on two MOUs with Cal State San Bernardino and one with Redlands Unified School District. The academy's big fundraiser is the film festival. She said the graduation rate of the program is small because students are often "trying out" the program. Dr. Singer asked for the number of FTES generated by the program. The Chancellor said that he would provide that information.

Trustee Harrison asked about the percentage of local programming and listening demographics. For TV, Ben Holland said 10 or so local programs are aired each

week. He provided some demographic statistics for TV. Trustee Harrison asked if the demographic statistics could be provided in a written report.

5. APPROVAL OF MINUTES

Mr. Longville moved, Dr. Henry seconded, and the Board members voted as follows to approve the March 14, 2013 minutes:

AYES: Ferracone, Harrison, Henry, Longville, Singer, Williams, Zoumbos,

NOES: None

ABSENT: Garcia (advisory), Hundley (advisory)

ABSTENTIONS: None

6. ACTION AGENDA

Approve New Management Job Descriptions

Mrs. Harrison moved, Mr. Williams seconded, and the Board members voted as follows to approve the following new management job descriptions:

Director, EOP&S, CARE, CALWORKS & STAR  
Director of Library and Learning Support Services

AYES: Ferracone, Harrison, Henry, Longville, Singer, Williams, Zoumbos,

NOES: None

ABSENT: Garcia (advisory), Hundley (advisory)

ABSTENTIONS: None

Approve Revised Management Job Descriptions

Mrs. Harrison moved, Mr. Williams seconded, and the Board members voted as follows to approve the following revised job descriptions:

Director, Admissions and Records  
Director, Alternate Text Production Center

AYES: Ferracone, Harrison, Henry, Longville, Singer, Williams, Zoumbos,

NOES: None

ABSENT: Garcia (advisory), Hundley (advisory)

ABSTENTIONS: None

Approve Bond Measure M Construction Change Orders and Contract Amendments

Mrs. Harrison moved, Dr. Henry seconded, and the Board members voted as follows to approve the following Measure M construction change orders and amendments:

ADA/Signage – SBVC

C.S. Legacy, CA-1, in the amount of \$34,333.00

AYES: Ferracone, Harrison, Henry, Longville, Singer, Williams, Zoumbos,

NOES: None

ABSENT: Garcia (advisory), Hundley (advisory)

ABSTENTIONS: None

Bond Measure M Capital Improvement Program Change Orders and Amendments

Submitted for information.

7. ADJOURN

Dr. Singer adjourned the meeting at 5:35 p.m.

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Donna Ferracone, Clerk  
San Bernardino Community College District  
Board of Trustees