



Meeting of the San Bernardino Community College District Board of Trustees
Study Session Minutes
District Board Room
September 14, 2017, 1:00 p.m. – 3:00 p.m.

Members Present:

Joseph Williams, President
Gloria Macias Harrison, Vice President
Donna Ferracone, Clerk
Dr. Donald L. Singer, Trustee
Dr. Anne L. Viricel, Trustee
John Longville, Trustee
Frank Reyes, Trustee

Members Absent:

None

CALL TO ORDER – PLEDGE OF ALLEGIANCE

President Williams called the meeting to order at 1:00 p.m. Trustee Longville led the pledge of allegiance.

PUBLIC COMMENTS ON AGENDA ITEMS

Darnell Hutch
Vester Banner
Michelle Bernay

PRESENTATIONS

KVCR Interim General Manager Lágrimas and several members of the KVCR staff, as well as the FNX Interim Chief Content Manager Micah Wright, addressed the Board of Trustees regarding the future focus of KVCR. They expressed excitement over the station's potential. The presentation and discussion included the following.


- There was a proposal to reorganize staff and add several positions to improve productivity, management efficiency and fundraising capabilities.
- New programming is under development and includes in-house productions, co-productions with regional partners, and new acquisitions like EastEnders, one of Britain's number one programs. Trustee Longville expressed appreciation that KVCR was able to obtain this show for only \$500 per episode.
- A rebranding effort was discussed that would bring KVCR TV 24, FNX, KVCR 91.9 and a new media-based digital magazine platform called TheInland under the umbrella identity of Empire Network.
- The presentation touched on KVCR's vision of partnering with Crafton Hills College to establish a digital arts academy involving CHC creative arts and technologies disciplines. Also included was information about SBVC and KVCR working together to form the Inland Empire Media Academy and other instructional programs.
- President Rodriguez spoke about SBVC's perspective of the current opportunity as the boost its media program needs. She reported that Arts & Humanities Dean Kay Weiss and Faculty Members Diane Dusick and Margaret Worsley are very excited about this program.
- Trustee Longville commented that several board members have been concerned about meshing KVCR more thoroughly into the academic programs. Listening to this presentation makes him more positive that he has been in a long time. He commented on the great deal of work that had obviously gone into this presentation and thanked everyone involved.
- A plan is in place to create a homegrown news production called Empire News that will work with the colleges to integrate faculty and students while providing many intern opportunities.




- General Manager Lágrimas presented the following slide depicting KVCR's request for expenditure of FCC Auction Proceeds. Trustee Harrison asked for confirmation that the total of the figures on this slide is the total amount of the proceeds being requested. Mr. Lágrimas confirmed that it is.

Our Proposal for Spectrum Funds


KVCR fulfills its true potential and serves the community of the Inland Empire




TV/FM FCC Requirements / Studio Upgrade
✓ \$18,000,000



Co-Production Event Series with PBS
✓ \$1,000,000



3 Year Transitional Support Into Sustainability
✓ FY2017-2018 -- \$2,350,000
✓ FY2018-2019 -- \$2,700,000
✓ FY2019-2020 -- \$410,000



Empire News Production Annual Budget
✓ Year 1 -- \$330,000
✓ Year 2 -- \$632,000
✓ Year 3 -- \$941,000

KVCR
1924.91.9

KVCR
NIGHTLY
NEWS

SLIDE = 25

Chancellor Baron commented that the budget presented covers the FCC upgrade and sustainability of KVCR. What is not included at this point are funds to support the Inland Empire Media Academy. He advised that a unified academy budget is going being requested that includes an endowment for funding the academy in perpetuity.

President Williams verified that \$1.5 million of the costs listed on the Mandatory Transition Funding slide are for the purchase of hard equipment in relation to the transition required by the FCC. Mr. Lágrimas added that the other costs listed in Phase 1 are linked to the installation of this hard equipment because of its anticipated effect on other existing, outdated equipment. President Williams further asked for confirmation of the expenditure initially approved for the transition. Vice Chancellor Torres advised that \$5 million was set aside for the transition in the March 9, 2017 board item tasking the Board of Trustees Budget Committee to develop a strategic plan for the FCC Auction Proceeds.

Mandatory Transition Funding FY2017-2018

*Updated Three Phase Technological Modernization Plan

Phase	Equipment	Total USD
Phase 1: FCC Repack / VHF Transition and Urgent Control Room and Equipment Upgrade	1 VHF TRANSMITTER AND ANTENNA SYSTEMS	\$1,503,149
	1 CENTRAL APPARATUS ROOM CONSISTING OF 24 RACKS OF EQUIPMENT	\$3,608,259
	1 RADIO TOWER AND ASSOCIATED EQUIPMENT	\$821,119
	1 MASTER CONTROL ROOM AND SUPPORTING SYSTEMS	\$246,559
	1 FIELD PRODUCTION EQUIPMENT	\$167,434
	1 COMPUTER UPGRADES	\$277,400
	1 TRAINING BUDGET - PHASE 1	\$84,657
	1 SERVICES - PHASE 1	\$513,132
	1 ANNUAL SUPPORT CONTRACT	\$65,657
	Phase 2: Production optimization, Inland Media Academy launch and ATSC 3.0	2 EDIT SUITES (6)
2 RADIO STUDIOS		\$592,404
2 KU BAND UPLINK		\$100,480
2 K CAMERA TELEVISION STUDIO & AUDIO CONTROL ROOM		\$3,192,252
2 TRAINING BUDGET - PHASE 2		\$84,657
2 SERVICES - PHASE 2		\$513,132
Phase 3: KVCR / FNX Expansion into Innovation and IE Accelerator	3 ANNUAL SUPPORT CONTRACT	\$65,657
	3 K CAMERA NEWS GATHERING PANEL VAN	\$2,295,056
	3 NEWS ROOM SYSTEM	\$677,344
	3 SERVICES - PHASE 3	\$513,132
	3 TRAINING BUDGET - PHASE 3	\$84,657
	3 LOGISTICS	\$169,334
3 CONTINGENCY	\$1,100,000	
Grand Total:		\$17,944,017

*Figures revised since April Board Presentation

SLIDE = 28

Trustee Harrison commented that the Board of Trustees has not received any prior information on an academy endowment. Associate Vice Chancellor Galope confirmed that this is a new concept which is why staff from Crafton had not had time to prepare anything and did not speak earlier. Trustee Viricel confirmed with Associate Vice Chancellor Galope that the proposed funding for the academy would be through FCC auction proceeds. He responded that the concept is in response to Trustee Longville's initiative that students be more involved in KVCR and has been discussed in the CTE Committee.



President Williams advised that his vote on the proposed funding for KVCR would be contingent upon the additional funding requirements for the academy.

PUBLIC COMMENT ON NON-AGENDA ITEMS

Cassie MacDuff

ADJOURN

The next meeting of the Board: Business Meeting, 4 p.m., September 14, 2017. President Williams adjourned the meeting at 3:07 p.m.

A handwritten signature in cursive script that reads "Donna Ferracone".

Donna Ferracone, Clerk
SBCCD Board of Trustees