



**NORTH SUBURBAN ACCESS CORPORATION  
May 2, 2013  
NSCC/NSAC  
2670 Arthur Street, Roseville, MN  
Regular Meeting  
Immediately following NSCC Meeting**

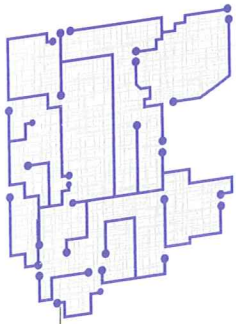
**A G E N D A**

- I. Call to Order
- II. Roll Call
- III. Approval of Agenda
- IV. Approval of Minutes
- V. Reports
  - A. Executive Director
  - B. Finance Committee Report
  - C. Production & Outreach Manager
  - D. Senior Technician/Facilities Coordinator
- VI. General Business
  - A. Treasurer's Report – March 2013
  - B. Strategic Planning Update
- VII. Announcements
  - A. Crew introductions
- VIII. Adjournment

*Please call the office if you are unable to attend the meeting.*

Next Regular Meeting – June 6, 2013

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North  
Suburban  
Communications  
Commission



**NORTH SUBURBAN ACCESS CORPORATION**  
**MINUTES**  
**April 4, 2013**

**I. Call to Order**

Board President Steve Beilke called the meeting to order at 8:25 pm at the CTV North Suburbs facility in Roseville.

**II. Roll Call**

The following Board Members were in attendance:

Craig Wilson, Arden Hills  
Rick Talbot, Falcon Heights  
Jeff Dains, Lauderdale  
Rick Montour, Little Canada  
Barb Haake, Mounds View  
Gina Bauman, New Brighton, Secretary/Treasurer  
Steve Beilke, North Oaks, President  
Dan Roe, Roseville  
Hal Gray, St. Anthony  
Terry Schwerm, Shoreview, Alternate

Others Present:

Coralie Wilson, Executive Director  
Tim Domke, Production and Outreach Manager  
Val Kosky, Business Manager

**III. Approval of Agenda**

Ms. Haake, moved, seconded by Mr. Wilson, to approve the agenda. The motion was approved unanimously.

**IV. Approval of Minutes**

Ms. Bauman, moved, seconded by Mr. Schwerm, to approve the minutes. The motion was approved with two abstentions, Ms. Haake and Mr. Schwerm.

**V. Reports**

**A. Executive Director**

Ms. Wilson announced the Volunteer Recognition Awards (VRA) banquet to be held on April 17 at Bethel University and the upcoming Alliance for Community Media conference at the end of May in San Francisco.

### **B. Committee Reports – HR Committee**

Mr. Roe reported Ms. Bauman chaired the Executive Session held earlier in the evening and requested that recommendations, as requested, be completed for follow-up by the May 2, 2013, Board Meeting.

### **C. Production and Outreach Manager**

Mr. Domke reported the completion of multiple projects including an editing project for the National Guard and video training for the Department of Human Services.

Mr. Domke announced the hiring process for the Youth Media CTEP position had begun and that award season has started. He reported that CTV had won two awards at the Midwest Video Festival: The "North Oaks Old Time Quick Steps All Star Baseball" was a winner and a second place went to the Mounds View Community Theatre presentation, "Pirates of Penzance." Upcoming award opportunities include the Midwest Regional Emmy®, the Alliance for Community Media, NATOA, and the Perpich Awards

### **C. Senior Technician and Facilities Coordinator**

Mr. Domke, on behalf of Mr. Cook, reported the truck rewiring projects are underway. The white truck rewiring is on schedule and will be completed in about two weeks.

## **VI. General Business**

### **A. Treasurer's Report**

Ms. Bauman moved, seconded by Mr. Gray, to approve the February 2013 Treasurer's report. The motion was approved unanimously.

### **B. 2012 Audit Report**

Mr. Fraley from Harrington and Langer presented the 2012 Management Report and Audit for the North Suburban Access Corporation (during the NSCC meeting).

Mr. Montour moved, seconded by Mr. Schwerm, to accept the 2012 Audit Report and Management Letter for the North Suburban Access Corporation and to direct staff to send copies to the member cities. The motion was approved unanimously.

### **C. Minnesota Annual Report and IRS 990**

Mr. Schwerm moved, seconded by Ms. Bauman, to approve the Minnesota Annual Charity Report and IRS 990 for the North Suburban Access Corporation. The motion was approved unanimously.

### **D. 2013 Committees**

Ms. Wilson reported the current list of committee members was distributed. Plans for the year include finalization of the financial procedure manual, revision of the personnel policy/employee handbook and a structured review of the staff compensation plan. Ms. Bauman reported a meeting of the finance committee was being scheduled.

President Beilke thanked Board members for their participation on the committees.

### **E. Strategic Planning Update**

Ms. Wilson reported that she will be calling a meeting of the full strategic planning committee to discuss strategic plan timelines/deadlines and responsibilities.

**VII. Announcements**

**A. Crew introductions**

Mr. Beilke introduced the production crew:

Daniel Roeun, Camera

David O'Sullivan, Camera

Ben Groetsch, Camera

Kevin Schmitz, Master Control

Alex Betzler, Graphics

Kevin O'Brien, Audio

**VIII. Adjournment**

Mr. Montour moved, seconded by Ms. Bauman, to adjourn the meeting. The motion was approved and the meeting adjourned at 8:40 pm.

Respectfully Submitted

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Gina Bauman, Secretary/Treasurer

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**NSAC Item V.A.  
April 27, 2013**

**to:** Board of Directors

**from:** Cor Wilson  
Executive Director

**subject:** April Report

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Volunteer Recognition Awards – We had another really successful Volunteer Recognition Awards program on April 17. We'll report on the number of attendees at the meeting on May 2.

Awards Season – We have been notified that staff and community producers have won four Hometown Awards this year, including another one for "Disability Viewpoints." Kevin, Shannon and Teresa attended the ACM Midwest Regional conference, held in conjunction with the Wisconsin Community Media conference and awards, this past week in Madison and picked up two more awards there. And our youth media group, CreaTV, picked up a regional Emmy Award and another Perpich Award for best in show.

Truck Shoots – Thanks to the winter that wouldn't quit, we had 11 truck shoots, all outdoor sports events, cancelled in April.

See staff reports following for more details.

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NSAC Item V.C.  
April 22, 2013

To: Cor Wilson  
Executive Director

From: Tim Domke  
Production and Outreach Manager

Subject: April 2013 Report

**Truck Productions – (10 in all) (11 truck cancellations)**

- Area school events
  - Roseville High School – 4 events
  - St. Anthony High School – 1 event
- Public events
  - NET Lifeline – Keith Flanagan
  - FIRST Robotics Competition – Brian Brady
  - Sheldon Theatre Brass Band – John Rusterholz
- Staff produced
  - Irondale High School – Chalkboard Capers
  - Volunteer Recognition Awards

**Studio/Misc. Productions – (to name a few)**

- Staff
  - North Suburban Beat – (Two shows)
    - Guests/Organizations
      - Destination Imagination
      - Falcon Heights’s Neil Kwong Award
      - Splatter Sisters
      - Shoreview Lions Club
      - ACM Hometown Award winners
      - CreaTV Youth Group’s Emmy win
      - Irondale High School Softball Preview
      - Mounds View’s Spring Fling
  - Financial Literacy – Coproduced by CTV and the MN Department of Human Rights (This project included closed captioning.)
  - Sen. John Marty/Rep. Alice Hausman Town Hall Meeting.
- Volunteer
  - WWA Talk Show – 2 events
  - Disability Viewpoints
  - Focus Forward
  - Christ the King – 3 events
  - RAMS Kokonut Kapers
  - Legislative Update Special
  - The Illustrious Mayhem of Rjmo Sixer – 3 events
  - Bethel University Chamber Orchestra
  - On the Margin – 2 events
  - Easter Cantata – Come Follow Me

## **Production For Hire – (currently in production)**

- CareMinders & Friends
- PSA for Heritage Place of Roseville

## **Youth Media**

- **CreaTV** – Part of the group went on a fieldtrip to the Zen Meditation Center to learn more about Zen Buddhism for their religion project.
- The CreaTV teens attended The National Academy of Television, Arts and Sciences Student Production Awards hosted at the Theaters of the MOA. CreaTV's "Dance Documentary" was awarded a Student Production Award in the Arts & Entertainment/Cultural Affairs category. "Lemonade" and "Ski Feature" were nominated as well.
- Other awards included: Hometown Media Award in the Music Video category "Lemonade." Also, "Evolution of the Gaming Community" was recognized by the Perpich Foundation with Best in Show at the second annual Perpich Youth Cinema Film Festival.
- **Teen Production Club**
  - The TPC teens are currently wrapping up on two projects: Irondale High School One-Act Plays and The CTV Staff interviews. They will put together micro-shorts to submit to the 10-Second Film Festival held at the Soap Factory in Minneapolis during the Northern Spark celebration in June.
- **Teen Leadership Council**
  - This newly organized youth group held its second meeting in April. This group of former and current youth participants began its first steps to organizing a fall open house to promote the youth programs at CTV.
- **Other Youth News** –
  - CTV continues its recruitment for a CTEP AmeriCorps member for the 2013-2014 program year, starting in September 2013.
  - CTV was awarded four St. Paul Youth Job Corps positions for the summer of 2013. The program will allow us to hire four teens to work on CTV and city productions during the summer. Currently there are 40 resumes to review.

## **Education and Outreach**

- **CTV Classes** – 37 Certifications/Attendees
  - **CTV 101**– (2 classes) 6 students
  - **Camcorder** – (3 classes) 9 students
  - **Basic Studio** – (2 classes) 5 students
  - **Basic Truck Crewing** – (1 session) 1 student
  - **Final Cut Pro** (2 classes) 16 students
- **Workshops (Producers Club)** – N/A
- **CTV Tours** - April 20: Cub Scouts (10)

## **Municipal Services**

- **Technical Services**
  - **Roseville** – Preparations continue for council room rebuild project.
- **Production Services**
  - **Arden Hills/Shoreview** – Completed a promo regarding their spring clean up day.
  - **Mounds View** – Produced the YMCA hosted: Spring Fling. The footage will be used for an upcoming larger project about the Mounds View Community Center.
  - **Little Canada** – Produced the city’s annual surprise recording of the Little Canada button winners.
- **City Misc.**
  - **Falcon Heights** – CTV is making dubs of all of their city council meetings until their new DVD recorder arrives.

## **Marketing and Volunteer Activity**

- **Promotional Activities**
  - **Website** – Designed images for:
    - ACM award winner announcement
    - Replay of VRA program
    - CTEP hiring add
    - St. Anthony live concert
  - **Print/ Electronic**
    - Mailed out invitations to volunteers for the Volunteer Recognition Awards (VRA’s).
    - Designed and printed programs and certificates for VRA’s
    - Prepared materials for exhibitor booth at the MN Council of Nonprofits Technology Conference.
    - Provided updates via (Facebook and Twitter) regarding: Slate Awards, LIVE sports coverage on channel and web and Youth events.
    - MACTA Communications Committee – began work on first e-newsletter: MACTA e-Brief
- **Volunteer Activities**
  - **Events**
    - Organizing a Saturday’s Producers Club to be held May 18.
  - **Volunteer Recognition Awards** – Coproduced with Shannon Hunter
  - **Volunteer Support**
    - Held a CTV 101 class

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TO: Cor Wilson, Executive Director

FROM: Terri Schultz, Technical Services Manager  
Pat Cook, Senior Technician and Facilities Coordinator

SUBJECT April 2013 Report

### **Technical Operations**

- The primary focus for the month of April has been the rehabilitation of the interior of the white truck.
- We have set up and are now hosting the Metro PEG Technical Syndicate (MPEG-TS) mail-list. This group was mentioned in last month's report and is intended to facilitate the sharing of technical information among the various PEG groups in the metro. This new mail-list should make it much easier for everyone in the group to stay informed.
- We have installed some additional converters in the machine room to allow us to correct the aspect ratio of the majority of the city meetings.
- Along with Tim Domke, Pat Cook attended NAB and spent time looking at HD equipment that we may purchase in the future. He looked at the major pieces of equipment: i.e., cameras, switchers, CG's, recorders, etc. He also tried to view a variety of price points since it is still undetermined what our future funding will look like. Ideally, we would replace our current equipment with similar quality and quantity, but also considered lesser-priced options to accomplish the same tasks, albeit not as nicely.
- Pat Cook has been assisting a number of individuals and organizations in the wake of Comcast's turning off analog signals.

### **IT and I-Net Operations**

- Using grant funding, two laptops were purchased for the youth program.
- Ian Cobb has been testing new software to add iOS and Android streaming capability to our live programs.
- Our wireless authentication has undergone some changes, which should make it more reliable.
- A monthly web streaming activity report is attached.

### **City and School Assistance**

- The City of St. Anthony has decided to purchase a new camera, so we are facilitating that purchase through our vendor.
- We are continuing our work with Roseville on their upgrades.

### **Trucks**

- There were ten truck shoots this month. There were eleven cancellations due to weather and postponed games. We did one shoot with the mini-mobile system.
- The white truck will be ready for its first shoot Saturday, April 27. Don has worked very hard to replace all of the video cable. We have also replaced the audio cable with new modular cable and patch bays.

http://nsacwebcasts.com - http://nsacwebcasts.com  
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Mar 25, 2013 - Apr 24, 2013

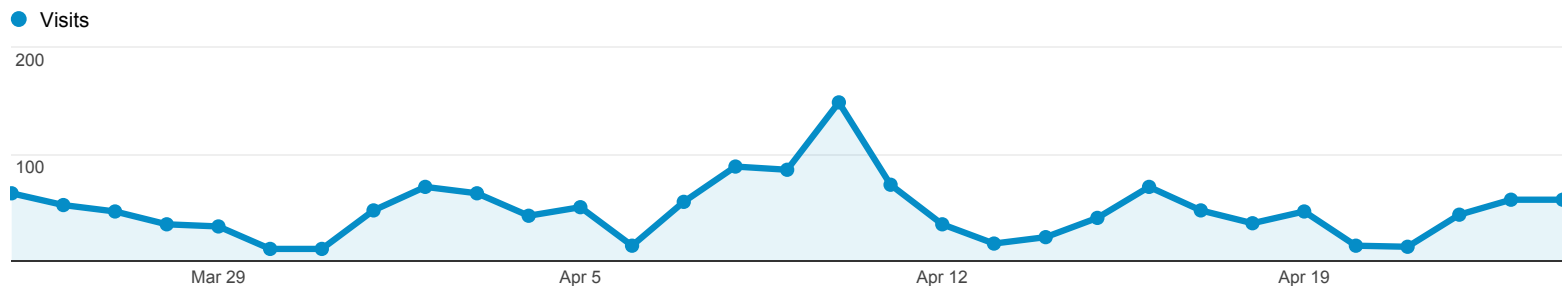
# Landing Pages

Pages are grouped by Page

100% of entrances: 100.00%

**Explorer**

Site Usage



Visits

**1,474**

% of Total: 100.00% (1,474)

Pages / Visit

**1.71**

Site Avg: 1.71 (0.00%)

Avg. Visit Duration

**00:01:56**

Site Avg: 00:01:56 (0.00%)

% New Visits

**47.83%**

Site Avg: 47.83% (0.00%)

Bounce Rate

**69.06%**

Site Avg: 69.06% (0.00%)

Hostname	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
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2. rvcc.nsacwebcasts.com	250	2.13	00:04:15	20.40%	54.80%
3. mwcc.nsacwebcasts.com	79	1.48	00:01:03	53.16%	74.68%
4. lcpc.nsacwebcasts.com	69	1.10	00:00:06	20.29%	92.75%
5. lccc.nsacwebcasts.com	68	1.88	00:02:13	30.88%	61.76%
6. sasb.nsacwebcasts.com	65	1.43	00:01:32	61.54%	80.00%
7. nohoa.nsacwebcasts.com	53	2.17	00:01:54	30.19%	62.26%
8. svcc.nsacwebcasts.com	50	1.74	00:01:45	54.00%	66.00%
9. mvcc.nsacwebcasts.com	45	1.22	00:00:31	26.67%	95.56%
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Rows 1 - 51 of 51

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#### Explanation of Columns

Visits- The number of visits to the page.

Pages/Visits-The average number of pages viewed during a visit to the site. Repeated views of a single page are counted.

% New Visits-The percentage of visits by people who had never visited your site before.

Avg. Time on Site-The average duration of a visit.

Bounce Rate-The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page).

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## North Suburban Access Corporation

2013 Financial Report Summary

For the Three Months Ending March 31, 2013

	Current Month		Year to Date	% Total Budget	Y-T-D Budget	Annual Budget
<b>Revenues</b>						
Tuition/Training/Misc.	488.08	a.	2,969.47	(0.25)	2,400.00	12,000.00
Cable Company Grants	351,497.41		702,994.91	(0.50)	702,995.00	1,405,990.00
Interest Income	226.31		746.39	(0.21)	840.00	3,500.00
Reimburs/WEBstream	7,451.67		7,953.09	(0.27)	7,500.00	30,000.00
Earned Income	4,249.77		8,238.05	(0.15)	10,000.00	55,000.00
Donations	0.00		0.00	0.00	0.00	1,000.00
EQUIP REPL GRANT 807	0.00		50,000.00	0.00	0.00	0.00
Transfer from Reserves	0.00		0.00	0.00	0.00	26,210.00
<b>Total Revenues</b>	<b>363,913.24</b>		<b>772,901.91</b>	<b>(0.50)</b>	<b>723,735.00</b>	<b>1,533,700.00</b>
<b>Expenses Summary</b>						
Personnel Services	67,363.12		176,314.83	0.21	176,498.18	841,000.00
Operating Expenses	40,924.49		101,689.46	0.19	112,601.94	532,700.00
Capital Expenses	38,382.64		41,426.24	0.26	42,300.00	160,000.00
<b>Total Expenses</b>	<b>146,670.25</b>		<b>319,430.53</b>	<b>0.21</b>	<b>331,400.12</b>	<b>1,533,700.00</b>
<b>Net</b>	<b>\$ 217,242.99</b>		<b>\$ 453,471.38</b>	<b>0.00</b>	<b>392,334.88</b>	<b>0.00</b>

a. Training Fees/Misc. -- Class fees and sale of DVD's

# North Suburban Access Corporation

2013 Detail Financial Report

For the Three Months Ending March 31, 2013

	Current Month		Year to Date	% Total Budget	Y-T-D Budget	Annual Budget
<b>Personnel Services</b>						
Full Time Salaries	45,365.02		108,160.07	0.19	113,038.49	576,500.00
Part Time Salaries	5,587.26		21,463.11	0.33	15,000.00	65,000.00
FICA	3,711.70		10,535.95	0.21	11,769.20	51,000.00
Retirement	1,991.58		5,914.99	0.20	7,500.00	30,000.00
Unemployment	382.87		1,104.56	0.25	1,038.49	4,500.00
Workers Comp	296.84		890.52	0.18	900.00	5,000.00
Health/Life Insurance	10,027.85		28,245.63	0.26	27,252.00	109,000.00
<b>Total Personal Services</b>	<b>67,363.12</b>		<b>176,314.83</b>	<b>0.21</b>	<b>176,498.18</b>	<b>841,000.00</b>
<b>Operating Expenses</b>						
<b>General</b>						
Printing	179.44	b.	195.92	0.04	450.00	5,500.00
Publications	0.00		0.00	0.00	125.00	500.00
Memberships	0.00		6,665.00	0.48	7,650.00	13,800.00
Entries Fees	1,838.00	c.	1,918.00	0.55	1,600.00	3,500.00
Video Programming	0.00		0.00	0.00	0.00	150.00
<b>Total General</b>	<b>2,017.44</b>		<b>8,778.92</b>	<b>0.37</b>	<b>9,825.00</b>	<b>23,450.00</b>
<b>Supplies</b>						
Office Supplies	228.59		1,293.60	0.16	1,500.00	8,000.00
Video Supplies	713.24		3,014.37	0.13	2,100.00	24,000.00
Software Supplies	5,769.82	d.	5,769.82	0.37	4,500.00	15,500.00
Volunteer Supplies	390.01		1,543.16	0.13	1,550.00	12,000.00
<b>Total Supplies</b>	<b>7,101.66</b>		<b>11,620.95</b>	<b>0.20</b>	<b>9,650.00</b>	<b>59,500.00</b>

b. Printing -- Letterhead and postcards for Creative Programming Award

c. Entry Fees -- Hometown Awards and ACM Midwest Region/Wisconsin Community Media Awards

d. Software Supplies -- OnTheAir Video Express Software and video transcoding application

	Current Month		Year to Date	% Total Budget	Y-T-D Budget	Annual Budget
<b>Maintenance</b>						
Office Equipment	0.00		290.58	0.06	800.00	5,000.00
Video Equipment	2,292.36		5,457.73	0.29	5,000.00	19,000.00
Van Operations	817.60	e.	2,594.81	0.13	2,100.00	20,000.00
Building Janitorial	2,386.70		12,731.51	0.20	19,000.00	65,000.00
<hr/>						
Total Maintenance	5,496.66		21,074.63	0.19	26,900.00	109,000.00
<b>Travel</b>						
Conferences	389.00	f.	1,644.54	0.14	2,400.00	11,500.00
Mileage & Meals	443.35	g.	950.14	0.27	870.00	3,500.00
<hr/>						
Total Travel	832.35		2,594.68	0.17	3,270.00	15,000.00
<b>Tuition &amp; Training</b>						
Tuition & Training	150.00	h.	450.00	0.12	550.00	3,750.00
<hr/>						
	150.00		450.00	0.12	550.00	3,750.00
<b>Utilities</b>						
Utilities	2,086.53		6,545.02	0.22	7,500.00	30,000.00
<hr/>						
	2,086.53		6,545.02	0.22	7,500.00	30,000.00
<b>Leases</b>						
Rent	6,785.60		20,356.80	0.25	20,374.97	81,500.00
Miscellaneous	0.00		0.00	0.00	150.00	2,500.00
Postage Meter	84.00		84.00	0.14	150.00	600.00
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Total Leases	6,869.60		20,440.80	0.24	20,674.97	84,600.00

e. Van Operations -- Fuel; tires for the mini-van; and cables, etc., for White Truck re-wiring

f. Conferences -- ACM Midwest Regional Conference

g. Mileage/Meals -- Includes lunch w/former commissioner re: Volunteer Recognition Awards

h. Tuition/Training -- Workshop on new health care law; wellness reimbursements

	Current Month	Year to Date	% Total Budget	Y-T-D Budget	Annual Budget
<b>Contractual</b>					
Audit	4,000.00	4,000.00	0.59	4,000.00	6,800.00
Sales Tax	3,474.62	4,457.53	0.30	3,750.00	15,000.00
Payroll	261.05	1,066.01	0.28	1,282.00	3,800.00
Insurance	700.17 i.	2,100.51	0.13	2,400.00	16,000.00
Legal	0.00	0.00	0.00	4,650.00	55,000.00
Producers/Trainers	2,772.00	5,604.00	0.28	4,500.00	20,000.00
Intrnet Connect	1,000.00	3,000.00	0.24	3,150.00	12,600.00
Miscellaneous	1,779.84 j.	3,422.67	0.08	3,000.00	45,000.00
<b>Total Contractual</b>	<b>13,987.68</b>	<b>23,650.72</b>	<b>0.14</b>	<b>26,732.00</b>	<b>174,200.00</b>
<b>Communications</b>					
Postage	707.57	1,489.24	0.29	1,250.00	5,200.00
Telephone	1,207.95	3,170.33	0.23	3,499.97	14,000.00
Advertising & Promotion	467.05	1,874.17	0.16	2,750.00	12,000.00
<b>Total Communications</b>	<b>2,382.57</b>	<b>6,533.74</b>	<b>0.21</b>	<b>7,499.97</b>	<b>31,200.00</b>
<b>Recruiting</b>					
Recruiting	0.00	0.00	0.00	0.00	2,000.00
<b>Total Operating</b>	<b>40,924.49</b>	<b>101,689.46</b>	<b>0.19</b>	<b>112,601.94</b>	<b>532,700.00</b>

i. Insurance -- Pre-paid expense

j. Misc. Contractual -- Roseville IT services; bank fees; Innovative Security for monitoring services

	Current Month	Year to Date	% Total Budget	Y-T-D Budget	Annual Budget
<b>Capital Expenses</b>					
Capital Improvements	0.00	0.00	0.03	4,000.00	18,000.00
Video Equip.	38,382.64 k.	38,382.64	0.36	32,800.00	104,970.50
Office Equipment	0.00	3,043.60	0.08	5,500.00	37,029.50
<b>Total Capital</b>	<b>38,382.64</b>	<b>41,426.24</b>	<b>0.26</b>	<b>42,300.00</b>	<b>160,000.00</b>
<b>Total Expenses</b>	<b>146,670.25</b>	<b>319,430.53</b>	<b>0.21</b>	<b>331,400.12</b>	<b>1,533,700.00</b>
<b>Net</b>	<b>\$ 217,242.99</b>	<b>\$ 453,471.38</b>	<b>0.00</b>	<b>392,334.88</b>	<b>0.00</b>

k. Video Equipment -- Includes flat screen monitors for lobby and production; camera tripods; video heads for tripods; and studio camera pedestals. Also includes laptop computers for youth media (grant).

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