

APPROVED

**MINUTES
SUN CITY CENTER COMMUNITY ASSOCIATION, INC
BOARD OF DIRECTORS MEETING
WEDNESDAY, SEPTEMBER 11, 2013
ROLLINS THEATER**

DIRECTORS PRESENT

Ed Barnes, President

Jane Keegan, Vice President

David Floyd, Secretary

Neil Rothfeld, Treasurer

Al Alderman

Chuck Collett

Howie Griffin

Mike Killian

Sam Sudman

OTHERS PRESENT

Lyn Reitz, Community Manager

Carol Donner, Recording Secretary

11 Members

I. CALL TO ORDER/PLEDGE OF ALLEGIANCE

President Barnes called the meeting to order at 9:00 a.m. All present joined him in the Pledge of Allegiance. A quorum was established with 9 members present. With the consensus of the Board, President Barnes stated that the approval of A/C units for the Florida Room had been added to the Agenda.

II. APPROVAL OF THE MINUTES

There being no objections or corrections, the minutes of the Board Meeting held on August 14, 2013 were approved as presented.

III. SECRETARY'S REPORT

Acknowledgements –Secretary Floyd reported that The Merry Makers donated \$100 to the Hardship Fund and the CA had received Monday Movies donations of \$769 to offset license fees. The Community Foundation of Greater Sun City Center gave the CA a grant of \$5,500 from the “Spirit Fund”.

IV. PRESIDENT'S REPORT

President Barnes' report is attached.

V. TREASURER'S REPORT

Treasurer Rothfeld reported on financials through August 31, 2013. The Operating Fund has a net cash balance of \$1,642,378. In the Capital Fund, there is a balance of \$1,864,567. In the Replacement Fund, there is a balance of \$1,616,103. The Renovation Fund has a balance of \$31,335. He also stated that Capital Fund Fees were received for 47 homes in August with a total of 323 homes year-to-date against a budget for the year of 300 homes. The CA is currently under budget in Operations for the year.

IV. MANAGER'S REPORT

Community Manager Lyn Reitz's report is attached.

VI. STANDING COMMITTEE REPORTS (None)

VII. SPECIAL PURPOSE COMMITTEE REPORTS

• LPFM Radio Task Force

Mr. Carl McGary, Chairman of the LPFM Radio Task Force, which included John Bowker, Jennifer Edwards, John Price and Dan Tackitt, stated they had completed a feasibility study on whether or not it may be possible to go ahead and acquire a low power FM radio station. That report was presented to the Board on September 1st (copy attached).

The Task Force believes that the operation of the station at this point in time is quite feasible and they asked that the Board approve their recommendation to move forward. Mr. McGary emphasized that at any stage of the process, the application could be withdrawn with no liability incurred.

Secretary Floyd **MOVED** to accept the report from the LPFM Radio Task Force. **SECOND:** Director Sudman. **VOTE:** Unanimous in favor by voice vote. Motion carried.

President Barnes stated that on May 9, 2012 the Board approved expending up to \$1,000 concerning the application for a LPFM Radio Station and he advised the Task Force to continue to go ahead with the application.

VIII. UNFINISHED BUSINESS (None)

IX. NEW BUSINESS

1. Appointment of Vice Chairperson of the Elections Committee
Director Griffin **MOVED** that the Board approve the appointment of Barbara Rein as Vice Chairperson of the Elections Committee. **SECOND:** Director Collett. **VOTE:** Unanimous in favor by voice vote. Motion carried.
2. Appointment of Co-chairs of the Consumer Affairs Committee
Director Killian **MOVED** that the Board approve the appointment of Dale Potter and Gerald Decker as Co-chairs of the Consumer Affairs Committee. **SECOND:** Director Collett. **VOTE:** Unanimous in favor by voice vote. Motion carried.
3. Approve contract for Billy Joel Tribute on April 27, 2014
Director Griffin **MOVED** that the Board approve a contract with Allengang Entertainment in the amount of \$5,900 for a Billy Joel Tribute to be held on Sunday, April 27, 2014. **SECOND:** Director Collett. **VOTE:** Unanimous in favor by voice vote. Motion carried.
4. Approve re-allocation of fund expenditure for roof coating
Secretary Floyd **MOVED** that the Board approve the re-allocation of fund expenditure of \$64,858 for the roof coating approved at the July 10, 2013 Board Meeting from Capital Fund Account #90023-000-2 to Replacement/Reserve Fund Account #76401-000-4. **SECOND:** Director Sudman. **VOTE:** 8 – 1 in favor. Treasurer Rothfeld opposed. Motion carried.

5. Approve contract for North Pebble Beach and Welcome Center parking design, plans, and permitting

Director Alderman **MOVED** that the Board approve a contract with Hardeman Kempton & Associates for Phase II design for civil engineering for the North Pebble Beach Blvd. and Welcome Center parking lots at a cost of \$46,450 to be paid out of the Capital Fund Account #64350-000-2. **SECOND:** Director Collett. **VOTE:** Unanimous in favor by voice vote. Motion carried.

6. Approve contract for CERT and stage area paving

Director Alderman **MOVED** that the Board approve a contract with All Phase Paving & Sealing to pave the CERT and stage area at a cost of \$13,560 to be expensed from Operations Account #66800-000-1 Contingency. **SECOND:** Director Collett. **VOTE:** Unanimous in favor by voice vote. Motion carried.

7. Approve contract for Florida Room A/C Replacement

Director Alderman **MOVED** that the Board approve a contract with NM Cool Today to replace both A/C units in the Florida Room at a cost of \$17,094 to be expensed from the Replacement/ Reserve Account #76100-000-4. **SECOND:** Director Collett. **VOTE:** Unanimous in favor by voice vote. Motion carried

X. GOOD & WELFARE (none)

XI. ADJOURNMENT

Director Collett **MOVED** the meeting be adjourned. **SECOND:** Director Alderman. **VOTE:** Unanimous in favor by voice vote. The meeting was adjourned at 9:25 a.m.

AUDIENCE PARTICIPATION



David Floyd
Corporate Secretary
DF:cd
Attachments (3)

President Ed Barnes' Report – Board of Directors Meeting – September 11, 2013

We have a short agenda of Official Business today so this should be a relatively short meeting, but no promises. With the concurrence of the Board, we are going to add an item to the agenda – a contract for emergency replacement of the air conditioners for the Florida Room.

The Master Plan is progressing very well. The Phase II – construction drawings for the Information Center, Library addition and the Central Campus Parking Area are moving along and will meet the expected delivery date. Phase I design for the Multi-Purpose Building and the CA Office expansion are on track to meet the scheduled delivery dates. In the next week or so we will post in the Atrium an architectural rendering and basic floor plan of the Multi-Purpose Building. As you may recall, the Multi-Purpose Building will be occupied by the Photo Club, MAC Club, Dance Studio and the Samaritans – about a 5,600 square foot building. We should have the Phase II construction drawings completed by mid to late November. The Samaritans will have about 1600 square feet of space in this building and will be paying for their share of the design, planning and construction costs of that space.

We have met with four firms to act as our General Contractor for construction of the buildings and parking lots. We narrowed the selection down to two candidates – we interviewed both of these companies on Tuesday. I have decided with concurrence of the Board to select one of the firms as our General Contractor. There is no money involved at this point in time but we are preparing a Letter of Intent to bind the General Contractor to us. We need to get the General Contractor involved in the design process to provide input from a construction point of view as the plans are being prepared by the architect. It is important that we integrate the General Contractor as part of the team at an early date to provide input to the design and planning process. Early involvement of the General Contractor is necessary to insure we spend our time and money wisely.

As most of you know, there will be a vote on the Multi-Purpose Building on October 14 & 15. The Samaritans will reimburse the CA for their share of the design, planning and construction costs estimated to be about \$241K while the CA's share of the cost will be about \$664K (which includes a 10% contingency). The vote will be to approve funds not to exceed \$664K for the building. The funds to pay for this construction will come from the Capital Fund. This project will be on a pay as you go basis when the funds are available in the Capital Fund. I encourage everyone to get out and vote and approve this much needed building.

In December the membership will vote for three Directors' positions for the Community Association Board. Applications are currently available in the CA office and are due no later than Wednesday, October 2. This year the current terms for myself, David Floyd and Sam Sudman expire – Dave and Sam are eligible to run for another term. I am not. We will hold a Candidates Night on November 13 in the Community Hall. Candidates Night will be moderated by John Bowker with assistance by Shelba Fields.

Campus Upgrades are moving along – we have construction barriers up around the old CERT Building area and the Atrium Band Stand. We hope to get those areas asphalted in the next week or so to prevent erosion from the rain. You might have also noticed that the bricks and wall between the Art Club and Ceramics have been removed. The Community Manager will have more on this change and other Campus Upgrades in her report.

I want to remind everyone that over the next year or so there will be a lot of construction with heavy equipment on the campus. In the construction areas we will put up barriers and warning tape. Please do not cross or go under or over these barriers. The caution tape and barriers are for your safety and protection.

The Pebble Beach Medians Task Force has scheduled several Coffee and Conversations and other sessions this fall. The Task Force has updated some of the information regarding the maintenance of the medians. Anyone who thinks that letting the maintenance of those medians go back to Hillsborough County will not impact the home values in all of SCC is sadly mistaken. That impact will be felt in all of Sun City Center. It doesn't matter whether you use Pebble Beach Boulevard or not. What will matter is the appearance of the medians to the people buying our homes.

If you want to see what the future of those medians will look like under county maintenance, just go look at the S.R. 674 medians west of Cortaro Drive. You can see the huge difference between the medians maintained by the county and those maintained by the Beautification Corporation. With the rain, the weeds must be at least two feet tall on SR 674 west of Cortaro.

Just to review once more - the dues collection process will change for 2014. Dues will not be collected in the CA office. CA dues will be paid just like the bills you get with the payment going directly to the bank. The 2013 stickers will be valid through February 28, 2014. The 2014 stickers will be available about two weeks after your check is mailed to the bank. We plan to advertise this in the Newsletter and email blasts over the next few months to ensure everyone gets the word.

As of the end of August we had outstanding liens on 90 houses. Of those 90, 4 are owned by financial institutions – this is a decrease of 12 outstanding liens and 6 bank owned properties. Of the 90 houses with liens 38 are in foreclosure. The outstanding lien value is \$101, 327. We have two active foreclosures in process which we hope to clear up in the next few months.

There are two important meetings coming up in the near future. On October 15, we will jointly host with Lou Ellen Wilson Management Company, a meeting lead by local attorney Steve Mezer. Mr. Mezer will address the changes in the Florida Statutes that impact HOA's and other associations. It is primarily for HOAs but may be of interest to others. The second meeting is the Membership Meeting on October 23 in the Community Hall at 7 PM.

Sun City Center Community Association Board of Directors Meeting

September 11, 2013 from Lyn Reitz, Community Manager

Florida/Armstrong/Heritage Rooms --- This project has started and will be completed September 15th. Stay tuned for the new paint, carpet, chairs, bathrooms and other renovations to beautify and update these last three rooms in the Atrium Building.

2014 Budget --- I am working with the Budget Committee and Treasurer on the 2014 budget. It will be another tight one. We will let the clubs know after the budget passes if their request was granted or denied.

CERT and Stage Removal --- This has been completed and the paving will begin in the next week.

Fountain Area Refurbishment --- This is in process and will be completed in the next few weeks.

Building Painting --- We have started to paint the interior buildings on the central campus, with the new building color, please be respectful of the cones and tape and stay clear of the painted areas.

Building Removal and Construction --- Please do not go through cones and caution tape or safety fences. These are in place to protect you and you can get hurt with debris and/or open footing areas. Please go around these areas for safety.

Resident Count --- As of July 31st total residents were 10,509 and total membership dues were 11,178. We are now tracking the residents and vacancies separately to have a true accounting for our records and budgeting processes.

**H. Carl McGary
730 Camellia Green Drive
Sun City Center, FL 33573**

**Mr. Edmund Barnes, President
Sun City Center Community Association
1009 N. Pebble Beach Blvd.
Sun City Center, FL 33573**

Dear Ed:

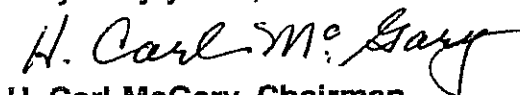
I am responding to your letter of July 2, 2013, naming me as chairman of the task force to study the feasibility of a non-commercial FM radio station in Sun City Center. In your letter, you asked that I provide specific information in this regard on September 1, 2013, today.

The report of the task force is enclosed herewith with attachments explaining our actions in deriving conclusions.

In summary, the task force finds that the operation of a non-commercial, low power FM radio broadcasting station would be an enhancement to the lifestyle of our residents at little or no expense to the Community Association or its residents.

We solicit the CA Board's cooperation in preparing an application to the Federal Communications Commission (FCC) for a Construction Permit and, if the required information can be assembled to the Board's satisfaction, that the board then authorize the filing of the application in accordance with FCC rules and procedures.

Very truly yours,



**H. Carl McGary, Chairman
Broadcasting Task Force**

Benefits to the Community

In the process of gathering opinions on the benefits of a SCC radio station, one of the respondents stated that to have its own radio station “would enhance the appeal of the community and the quality of life for the residents of Sun City Center.” If we were to stop here and develop the meaning and implications of that statement, I suspect that our page could be full of reasons why we should want a radio station right within our community broadcasting the very sources of their interest its residents represent. But since we have been asked for examples, those which follow are by no means exhaustive, only obvious benefits to support our interest in putting a radio station on the air.

- **Broadcasting information and instructions in the event of a hurricane or other community emergency.**
- **Real-time Information and Educational News and Views reporting**
- **Community Information “window” for SCC shut-ins**
- **Daily source of community club, activities/events**
- **Cancellation Notices of Community/Club meetings/events and changes in room assignments/meeting dates**
- **Radio entertainment by local residents**
- **Broadcasting of Music to suit the tastes of SCC listeners**
- **Civic broadcasts of events**
- **Interviews of visiting dignitaries and selected residents**
- **Opinion Sampling by CA Board of Directors**
- **Community Service Announcements**
- **Over night breaking news**
- **Local Weather Reports**

Radio Survey Tabulation**Interest Levels - Survey Questions**

Opinions on the interest in a radio station for Sun City Center were sampled through three different media---The News of Sun City Center, Task Force direct solicitation and feedback from internet articles published by eNews. Approximately out of the total of 120± who took time to offer their opinions and comments, approximately 35 came from those who clipped the survey form from the Newsletter, 60 from solicitation in the Atrium and the balance through internet feedback.

While the sample was small considering the membership of the Community Association, it is also true that the establishment of a radio station at little or no cost to the residents is not a major issue that has captivated the attention of all residents. We do recognize, however, the need to continue sampling opinions to validate our findings should the process continue towards applying for an FCC license to operate a radio station here in Sun City Center.

Question #1: "Based upon Program Possibilities, i would listen to a SCC operated FM radio station with news about our community."

Responses: *There were 75 of the 95 (79%) respondents who said that they would listen to a SCC operated FM radio station. Of the 95 possible, 19 (21%) marked "no" on the survey form.*

Question #2: "I would listen to a SCC FM station that broadcasts music that I like."

Responses: *There were 77 of the 95 (81%) who said they would listen to music that they liked while 18 (19%) marked this box with a "no."*

Question #3: "I would listen to a SCC FM station in my car SCC."

Responses: *Of the 95 possible respondents, 52 (55%) said they would listen to the station on their car radio. Those 31 who would not listen represented only 35% of the total possible number of respondents.*

Question #4: "I have an FM radio in my home."

Responses: *Most of the respondents have radios . . . 77 out of the 95 do. That represents 81% of the respondents. Only 18 or 19% indicated that they do not have an FM radio in their home.*

Question #5: "I do not have an FM radio, but would buy an inexpensive FM radio to listen to a SCC community operated radio station."

Responses: *Not all respondents marked the question based upon their previous response to an earlier question. But the numbers indicate that 12 said they would buy a radio while 17 said they would not. The latter number is probably the one most related to a previous question. There were 18 who said they did not have a radio. I suspect that these are the folks who see no need for a SCC radio station.*

Question #6: "I am a leader in my club, organization or home owner's association."

Responses: *Twenty-five (25) of the respondents took time to let us know that they do hold leadership positions in the community. Compare this to the results of question 7 to get a better idea of their leadership view of use for their organization.*

Question #7: "As a leader, I can see my group broadcasting a program occasionally."

Responses: *Twenty-one (21) of the twenty-five (25) who hold leadership positions expressed possible use of the radio station to broadcast a program. Again, only 31 of the 49 who said "no" to question #6 answered.*

Question #8: "I am not a leader in any group, but have interest in some possible programs to be offered by a SCC radio station."

Responses: *Thirty-six percent (36%) responded that they had an interest in offering a program for broadcasts. A lesser number -26 (27%) indicated no interest.*

Question #9: "I would be interested in serving on an advisor group if one is formed."

Responses: *A good sample of the 95 --- 77 --- responded to the question. Of that number 21 or 22% have enough interest in the station to serve on an advisory group. A larger number---56, indicated no interest in serving on an advisory group.*

Radio Survey Tabulation

Paper Surveys

1	1	2	2	3	3	4	4	5	5	6	6	7	7	8	8	9	9
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
75	19	77	18	52	31	77	18	12	17	25	49	21	31	36	26	21	56

Comments:

I would love it.
 I think this is a great idea.
 Keep up the good work
 Public affairs; helpful information; like PBS.
 Easy Listening; Light Classical.
 Need a forum for input from listeners.
 Nice idea, occasionally I like Irish songs/groups.
 I tend to listen to rock from the 70's, 80's, 90's.
 Christian music.
 Would be nice to have a "problem fix" section people could call in when need for advice with problems & listeners could
 advice.
 Let's have 30', 40's, and Big Band.
 John Foster could read poetry on the radio---this day in SCC history.
 Good for community.
 STUPID! How about Schwa-fi for our internet!!!
 Good idea.
 Club events broadcasts.
 Radio---a great idea---have it all news, except have music by the Keggy group (see Kelly & Gary).
 My wife and I would be very interested in hosting or helping with an interview show. There are many interesting people in
 this area. "Everyone has a story!"
 FM Broadcast radio is not high on our list.
 We do not need FM or any other radios.
 We don't need radio.
 Have our local news and weather with easy listening music from the 50's & 60's. Sounds like a great addition for our
 lovely community.

Comments (continued)

Would like to hear a program about what is happening today in Sun City Center.

Wish news of Sun City Center ; broadcast events of Sun City Center.

I would like to see a talk radio program and some country and western music like the Front Porch Pickers.

I think at first these would be a lot of interest. Afterwords I think it will be hard to staff.

Why have this survey when snowbirds are still up north?

Great idea.

I think there are many other ways to learn of the news and activities going on in SCC without going to the expense of having a FM broadcast.

INformation is easily available for those who are interested.

Great idea.

I believe that we all have our listening habits and change is not indicated. Seems like a great expense t satisfy a small group hobby. I am sure there is a better use for this money.

A a musician in the Sun City Concert Band I would enjoy hearing performances of the band. Also, there are numerous jazz and big band listeners in Sun City Center. I have an interest in volunteering as a Jazz nightly DJ on the FM station.

This radio station would quickly become a sounding board for political junkies in SCC.

No thanks!

Waste of time and money. We have good ways to communicate news thru newspaper and internet.

This would be the best medium there is to communicate with ALL residents. The listeners can hear in "real time" what is happening without interfering with care of themselves and households---and without having to guess when something is on computer or phone to be called up. Also, without added cost unless they have to buy a cheap radio. No having to mess with computers or phone once you already know "something" is supposed to be available "sometime."

Fixed time slots for specific news or topics would allow tuning in for pertinent information mixed with entertainment and varying programming. There is opportunity to get broadcasts from County and universities covering topics that are area to national in scope including FSU broadcast of Florida legislature and committees. Maybe can elevate our thinking above the media manipulators and loud parrots on cable TV!

Only negative I foresee is having reliable group of volunteers to maintain current, accurate information from the CA and to produce/present broadcasts all day. The CA office staff has been less than outstanding in maintaining information in the past such as on www.SunCityCenter.org.

I urge the CA Board to commit spca/resources and every kind of support for this radio project and to create a standing committee in our Bylaws for it.

Play old radio shows & Big Band music; would be interest in being a DJ for Big Band music. ---615-227-1854 (called and left message of acknowledgement)

Radio Survey Tabulation

ATTACHMENT B

24/7 is an overkill ---6AM-10PM would be better. Why didn't the survey ask for name---

Tom Bennis 633-5188 (Called and left message)

Great idea---hope it happens.

Thank you for considering this project.

Excellent idea---would certainly improve communications. Go ahead.

I am homebound and would listen most of the day.

We need more employees like we need a restaurant---no at all.

If this is a club that pays its way then OK.

Listen mostly AM.

eNews Comments

I suggest that a local radio station could be of great help in notifying club participants of cancellations of activities (such as tennis courts closed for rain or maintenance, activity rooms unavailable for regular meetings and moved, etc.).

Response on line to survey: Yes to questions 1-4; N/A 5-7; yes to 8; possible yes to 9 although gone 5 months of year. I would like to hear classical music on the station.

1. Discussion of major situations affecting SCC. Example - maintenance and lighting of Pebble Beach Blvd. Please notice I said discussions. I visualize a presentation by a subject expert, perhaps an interview, and then a telephonic call-in session to answer questions, get public opinion and stimulate discussion. 2. Presentations by individual Board members, officers, and Community Manager concerning areas of responsibility, followed by a telephonic call-in session so the public can ask questions, get answers and express opinions. The President and Community Manager should have a minimum semi-monthly "whats happening" sessions. Again, there must be telephonic call-in question sessions as part of each presentation; a one-way propaganda session would make me turn off in a hurry. 3. Presentation by candidates for Board positions, again followed by telephonic call-in session. 4. You'll obviously have a calendar of events. Particular emphasis should be given to events other than regularly scheduled club meetings. If there are interesting speakers or programs being presented by clubs, and I could attend on a one-time basis, I would be interested in knowing that. Since the Board co-opted the News of SCC a few years ago they have consistently denied the citizenry an easily accessed public forum in which matters of interest can be discussed and opinions presented. (I do not consider an open floor at the end of the monthly Board meeting either easily accessed or particularly effective; nor do I consider Quarterly Member's meetings or orchestrated on-time Town Hall Meetings sufficient to allow the public to hear and digest each other's opinions.) I would look to a radio station to be independent of the Board and take a leading role in helping educate the citizenry and provide the citizenry a means of exchanging ideas and opinions in real time. Rebroadcasts of discussion sessions would help ensure the maximum exposure.

As for the radio station, I personally don't see the need for one - only time the radio is on is while driving our car and often that is out of Sun City Center. I enjoy the news via our local newspapers and your emails.

We have station here in Cincinnati at Maple Knoll Village that plays all the old music we seniors enjoyed when we were younger. It has been there for years. I think letters are 89.0 or 94.9.

I think the proposed low wattage radio station for Sun City Center news is great and I would support such a venture. Unfortunately, I will not return to SCC until after the public presentation, but will seek further info when I return. Meanwhile, several questions---1.

eNews Comments

What are the proposed hours of operation? 2. Format of hours, i.e. all talk, talk with music, talk with guests, variations of the above, etc.

Just a thought on establishing anything with grants and volunteers from my experience. Over time they end up costing money to keep them going. Not sure what the arrangement is for this, but beware of the long term implications to keep it going.

I would very much like to see a station to serve Sun City Center. We need to know what's happening in our community and while the Observer does cover some things it can't really do the job of providing vital information. Hope it can be accomplished.

I am curious, must the station be 24 hours or can the hours be limited?

I support the idea of a local station. Not sure what I might be able to do with respect to the volunteer staff, but if there is something I could do, I'd certainly consider it. I can't be at the August 29 meeting because Margie and I will be in Kentucky to attend a high school reunion.

I believe there are enough outlets for news of SCC. I would like to see a station that does nothing but play music. Perhaps a daily schedule of say 50' and 60's music from 10am to noon, then say R&B from 12-2 etc. in that way community members could tune in for their particular favorite music program. Absolutely uninterrupted music....

Regarding the radio station: I am a seasonal resident of King's Point. I would tune in to the station during the time table I am in town, which is usually January through April, but expect this to extend to six or seven months over time. I don't know that I would be of much help in running the station, having absolutely no broadcasting experience of any kind and not being there all year.

I have been most interested in the proposal for a local FM radio station, and am well aware that this is a project you have been considering for many years. My first thought upon reading this report is wondering why approval from the CA is needed to apply for a license. Why is permission needed from anyone other than the FCC?

One of the primary reasons for the community's respect and trust in your eNEWS is its independent voice, free from control by any political entity. I would hope that any future news source for SCC residents would possess a similar independence. An approval required from the CA would inevitably lead to control of content and/or personnel. I strongly urge that every effort be made to make any future radio voice an independent one. Should that be the case, I will be glad to volunteer my time and effort to help in any way I can.

On the technical side (where my competence is sorely lacking) I can't help but think there must be a way to link broadcasts to the internet, which would broaden the

REPORT OF THE CA TASK FORCE

On July 10, 2013, the Community Association (CA) Board of Directors (CABOD) announced a Task Force (Group) to study the idea of the CA operating a low-power FM broadcast station in Sun City Center to be licensed by the Federal Communications Commission (FCC). The new group was charged with providing the CA Board with its recommendations on September 1, 2013.

The task force finds that the operation of non-commercial, low-power FM radio broadcasting station would be an enhancement to the lifestyle of our residents at little or no expense to the Community Association or its residents.

Task Force Procedures

Carl McGary was named Group chairman with Jennifer Edwards and John Bowker identified as team members. John Price and Dan Tackitt have since joined the Group. CA Board member Sam Sudman was appointed as our Board liaison.


Mindful of the less than positive reaction of the residents to the idea of such a station in the survey taken in 2012, the task force set out to determine if those results were still valid. The question on the survey had no indication of costs, programs or other operating details. We now know the costs for the operating equipment will be covered by a grant and, based on reports from other stations of this type, it appears that on-going operating costs through on-air "sponsorships" and donations would cover operating costs.

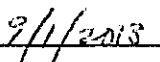
To attract attention to our project, an article was placed in the monthly newsletter, The News of Sun City Center. The Internet newsletter, eNEWS, carried several mentions of the project and responses were collected from both publicity pieces in the CA office and online through emails. The responses, while by no means entirely favorable, indicated an interest in the concept by CA members. In mid-August, an "Information Table" was set up in the Atrium Building and an open meeting was called on August 29 in the Sandpiper Room to review the ideas, plans and needs to make the station a success.

Calendar of Events

If the CABOD approves this recommendation, the needed actions are:

1. Completion of FCC Form 318, Application for Construction Permit The Group will take the lead in preparing the document, review it with the CABOD and, with the Board's approval, submit it to our attorney now under a retainer agreement with the CA in Washington, DC. The attorney will see to the actual filing not later than October 29, 2013.


Prepared by


Date

REPORT, continues

2. Continue planning for space, programs, talent and equipment while the FCC reviews and acts on our application. By law, no financial commitments are permitted until the FCC has acted favorably on our application. We have no idea how long it will take the FCC to act on our application.
3. In November, 2013, the Group will provide the CABOD with recommendations for how a "Broadcasting Authority" should be set up as a committee of the CA to establish broadcasting policies and to oversee station operation.
4. The grant of a Construction Permit by the FCC would give us 18 months to buy and install the needed equipment. The CA Board would need to provide the station with three rooms; one for on-air broadcasts, one for the technical operations and equipment, and a reception area.

FCC Specifications

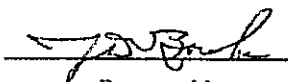
During the period October 15 – 29, 2013, the Federal Communications Commission will accept applications (filed electronically) from non-profit, educational organizations such as the Sun City Center Community Association. A copy of the FCC Application Form 318 is attached hereto. (Worksheets and Instruction sheets in our possession help explain each required entry.)

The maximum power for stations in this class is 100 Watts of Effective Radiated Power. This is most easily accomplished with a 100-Watt transmitter and a simple antenna system. The FCC predicts that this power from an antenna not higher than 100 feet above ground will provide service out to 3.5 miles in all directions.

A member of our task force met with the management of the Sun Towers organization and obtained their informal approval to locate out low-power transmitter and antenna on the roof of their building. This would give us the ideal height above ground from this centrally located structure.

The FCC will be measuring our plans against those of any other applicants asking to provide radio service in our area. We will need to provide details of each category of program plans to show how we are promoting the educational aspects of the Community Association in accordance with our Articles of Incorporation. We believe the necessary programs can be handled by an all volunteer staff.

The FCC requires a listing of all principal personnel of the sponsoring institution and an indication that none has substantial interests in other media organizations. This would include each member of the CA Board of Directors and their families. Our group will review these questions and all others on the application with members of the CA Board.


Prepared by

9/1/2013
Date

REPORT, continuesCosts**A. Capital:**

The initial 'start up' costs will be covered by a resident family as a donation to the Community Association as the needs arise for the purchase of equipment. This will not happen until the FCC grants a Construction Permit for the station. The only proviso is that the family can be convinced that the plan for the station serves a benefit to Sun City Center. Plans for the station are constantly reviewed with them and their reaction is positive to current plans.

Specifically, they have in mind the costs of:

- 100-Watt broadcast transmitter and antenna system.
- Installation of that equipment in an appropriate place (eg., Sun Towers)
- Studio equipment;
 - 4 microphones and earphones
 - Control Console & sound-source / streaming computer
 - Audio Delay device (for live or call-in shows)
 - Emergency Broadcast System monitor (required)
 - Studio to Transmitter and Remote Pickup audio link equipment
 - Sundry ancillary equipment; on-air lights, etc.

B. Operating:

We will need three music licenses that total just under \$700 per year at this time. ASCAP, BMI and SESAC represent "all musicians" and each has an annual fee. We will be asked to keep a careful record for one week a year by each of them showing what music we played and when.

Depending on program plans, we may need two telephone lines for call-in programs such as DIY, opinion polls, etc. There is nothing technically special about those needs. Monthly costs should be less than \$70.

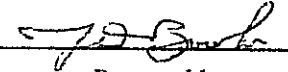
Other operating costs are the usual office costs; heat, light, a/c, telephone.

C. Special Programs:

It is likely that we will be asked to broadcast live events from outside our studio rooms. Our Broadcast Authority people would study how we will arrange for remote sound pickup, and, if necessary, ask the sponsoring organization to underwrite or share the costs with us.

D Sponsorships and Donations

Among the tasks of the Broadcast Authority will be to staff this function in as NPR or PBS solicit donations from their audience and local businesses.


Prepared by

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Staffing Needs

It is estimated that to operate a radio station for the Sun City Center broadcast area, it will require somewhere between 20 and 50 volunteers to fill a variety of assignments. From the level of interest shown to date (with no real effort to recruit until an application is filed), we feel confident that a serious campaign to discover talent will produce a reservoir of residents to draw from to fill the positions thus far identified.

If our efforts are extended by the CA BOD agreeing to file an application with the FCC, we plan to create a recruitment program to identify and enlist the help of members of the community who want to be part of this exciting project. Among the many responsibilities, besides those of Station Manager, Director of Programming and Director of Engineering, it will require others with skills, talent and interest to make the station a success. Those that follow are an initial sample of station personnel that will be needed:

- Staff Announcers
- News Staff
- Producers
- Production assistants
- Technical Staff
- Sponsorship development
- Book keeper
- Receptionists
- And others

Space Requirements for Station

The housing of a SCC radio station would require three rooms--- one for the broadcast studio, another for preparing productions and a third for receiving visitors, staff and studio guests. In addition to the staff person, an on-air and production studio must have sufficient space for the broadcasting equipment and as many as several guests or performers. The same is true for the production studio. These two spaces, therefore, should be the equivalent of a typical 10' X 10' or 10' X 12' room. The receptionist area, on the other hand, should be large enough to house a desk for the receptionist, seating for visitors or waiting radio guests and one or two additional work stations for station staff members.

We know that the assignment of space rests solely with the Board of Directors, who with CA staff, are aware of the changes and needs of the various groups who may be relocated. Should our recommendation result in the need to make plans for the possibility of a radio station, we have confidence that the Board will find suitable space from which a radio station can operate.