

CITY OF LOS ALAMITOS

3191 Katella Avenue
Los Alamitos, CA 90720

AGENDA CABLE TELEVISION COMMISSION REGULAR MEETING THURSDAY, March 13, 2014 – 4:00 p.m.

NOTICE TO THE PUBLIC

This Agenda contains a brief general description of each item to be considered. Except as provided by law, action or discussion shall not be taken on any item not appearing on the agenda. Supporting documents, including staff reports, are available for review at City Hall in the City Clerk's Office or on the City's website at www.cityoflosalamitos.org once the agenda has been publicly posted.

Any written materials relating to an item on this agenda submitted to the Cable Commission after distribution of the agenda packet are available for public inspection in the City Clerk's Office, 3191 Katella Ave., Los Alamitos CA 90720, during normal business hours. In addition, such writings or documents will be made available for public review at the respective public meeting.

It is the intention of the City of Los Alamitos to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee, or a participant at this meeting, you will need special assistance beyond what is normally provided, please contact the City Clerk's Office at (562) 431-3538, extension 220, 48 hours prior to the meeting so that reasonable arrangements may be made. Assisted listening devices may be obtained from the City Clerk at the meeting for individuals with hearing impairments.

Persons wishing to address the Cable Commission on any item on the Commission Agenda will be called upon at the time the agenda item is called or during the Commission's consideration of the item and may address the Cable Commission for up to three minutes.

1. CALL TO ORDER

2. ROLL CALL

Chair Rothwell
Vice Chair Underwood
Commissioner Clayton
Commissioner Hasselbrink
Commissioner Jempsa

3. ORAL COMMUNICATIONS

At this time any individual in the audience may address the Cable Television Commission and speak on any item within the subject matter jurisdiction of the Commission. Please state if you wish to speak on an item on the Agenda. Remarks are to be limited to not more than five minutes.

4. PRESENTATIONS

None

5. **MINUTES**

Approval of the minutes for the Cable Television Commission meeting of February 13, 2014.

6. **ACTION ITEMS**

A. Report on Van Operations

At the Cable Commission meeting on February 6, 2014, Chair Rothwell requested periodic updates concerning van operations. Mr. Larry Strawther will provide a summary report to the commission.

Recommendation: Discuss and make recommendations as necessary.

B. LATV Studio Program Productions

Commissioner Hasselbrink requested an itemized list of LATV programs detailing which City funds and/or accounts pay for which programs. City Manager Plumlee agreed that the development of a list which itemizes specific costs of each LATV program would be helpful when determining LATV budget guidelines. Vice Chair Underwood has provided a summary list for commission review.

Recommendation: Discuss and make recommendations as necessary.

C. Development of a LATV Maintenance and Discrepancy Log

Vice Chair Underwood suggested the creation of an LATV Maintenance and Discrepancy Log to document technical discrepancies, regular maintenance, unscheduled repairs, upgrades, downtime, blackouts or program glitches, and include viewer complaints, in an effort to stay informed of the status and operational issues concerning LATV.

Recommendation: Discuss and make recommendations as necessary.

D. Discussion of Using Underwriting as a Means to Fund LATV Programming. (There is no hard copy staff report. Verbal only.)

At the Cable Commission meeting on January 9, 2014, Commissioner Jempsa expressed her concern about the issue of advertising and suggested that sponsorships or underwriting could provide an alternative means to achieve LATV funding. City Manager Plumlee has discussed this issue with the City Attorney and will provide a briefing to the commission.

Recommendation: Discuss and make recommendations as necessary.

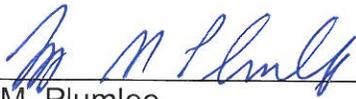
7. **COMMISSIONER REPORTS**

At this time, Commissioners may also report on items not specifically described on the Agenda that are of interest to the community, provided no action or discussion is taken except to provide staff direction to report back or to place the item on a future Agenda.

8. **ADJOURNMENT**

The next meeting of the Cable Commission is scheduled for Thursday, April 10, 2014, at 4:00 PM in the City Council Chamber.

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the City Hall, Community Center, and Museum not less than 72 hours prior to the meeting. **Dated this 10th day of March 2014.**



Bret M. Plumlee
City Manager

MINUTES OF CABLE TELEVISION COMMISSION MEETING

CITY OF LOS ALAMITOS
3191 Katella Avenue
Los Alamitos, California 90720

February 13, 2014

1. CALL TO ORDER

A Regular meeting of the Cable Television Commission was called to order at 4:01 PM on February 13, 2014, in the Council Chambers Conference Room, 3191 Katella Avenue, Los Alamitos, Chair Tom Rothwell presiding.

2. ROLL CALL

Present: Commissioners Clayton, Hasselbrink, Jempsa, Rothwell, Underwood

Absent: Commissioners None

Present: Staff Bret Plumlee, City Manager
Catherine Howard, Police Department Secretary

3. ORAL COMMUNICATIONS

Stephan Hammond stated that City events, i.e., State of the City, Race on the Base, Fourth of July Spectacular, etc., should be paid for by the City, not with LATV funds. LATV money should only be used for new equipment purchases. The community should be encouraged to self-fund LATV programming.

4. PRESENTATIONS

Vice Chair Underwood gave an assessment of two Switchers: the For-A XT100 and the For-A XT110. He provided information on the price of each model, the costs for additional modules, peripherals, upgrades and compatibility with current studio equipment.

Commissioner Jempsa stated that equipment should be purchased carefully to ensure it could cover needs five years from now.

Commissioner Clayton stated that the tech committee was looking at another switcher that would also meet the studio's needs.

Commissioner Hasselbrink stated that purchasing equipment that is upgradable and compatible is key. The tech committee should make a recommendation, including specs, for the commission's next meeting.

Chair Rothwell stated that a report on van operations should be presented for the commission's next meeting.

City Manager Plumlee stated that he would invite Larry Strawther and/or Doug Wood to future meetings. Larry would be asked to discuss van operations and provide input regarding the purchase of a new switcher compatible for the studio and van, and Doug would be asked to discuss the filming of the Council meetings.

Commissioner Hasselbrink stated that periodic reports regarding the studio, the van, and broadcasting should be presented to the commission.

5. **MINUTES**

Approval of the minutes for the Cable Television Commission meeting of January 9, 2014.

Commissioner Clayton expressed his disappointment that the election of new officers was held at the January meeting, when two of the five commissioners were absent. He stated that the election was not pressing and could have waited for the full commission to be present.

MOTION: JEMPSA/UNDERWOOD

Motion unanimously carried to approve the January 9, 2014 Cable Television Commission meeting minutes.

Ayes: Jempsa, Rothwell, Underwood
Nays: None
Absent: None
Abstain: Clayton, Hasselbrink

6. **ACTION ITEMS**

A. Discuss Next Steps of the Cable Commission

City Manager Plumlee suggested the following goals for the commission:

- a) Plan one prioritized list of cable equipment that can be funded within the FY 2014-2015 budget and present it to City Council at a future Council meeting.
- b) Set an annual Cable budget that is funded by the PEG fees.
- c) Discuss which key events the Cable Commission should be produced and filmed within the FY 2013-2014 and FY 2014-2015 annual LATV PEG budget and bring forward a recommendation in the future to the City Council.

The Cable Commission fund balance is approximately \$100,000, with a declining revenue base, which may or may not be bolstered by the passage of the CAP Act. Broadcasting, studio and van operations must be funded and function within the

limitations of a \$36,000 annual budget; very challenging. Therefore, it is imperative that equipment needs be prioritized, with a consensus, prior to going to Council. The commission should identify how the \$36,000 will be divided amongst broadcasting, studio and van requirements.

Over the past two years, various equipment lists have been presented, however none have received consensus, leaving equipment replacement needs unmet. Developing a prioritized equipment list, which has the unified support of the entire commission, is essential to obtaining Council approval.

Another question to decide is which key City events should be funded by the LATV PEG budget?

Commissioner Clayton questioned why LATV funds should pay for City events, especially since cable revenue has ceased. If the Council wants a special event broadcast, those costs should be paid for with City funds.

Commissioner Hasselbrink requested a list of LATV programs, itemized to show which City funds pay for which programs. Vice Chair Underwood stated that he would prepare this list for the next meeting.

City Manager Plumlee agreed that the development of a list which itemizes specific costs of each LATV program would be helpful when determining LATV budget guidelines.

Commissioner Jempesa stated that LATV funds should pay for equipment, studio and van costs only. She believes that local businesses and some community members would be receptive to making sustaining donations to benefit general programming and supporting LATV.

City Manager Plumlee said that he would confer with the City Attorney and return a report on underwriting to the March meeting.

Commissioner Jempesa reiterated her objection to LATV broadcasting meetings for RCSD without any compensation.

Vice Chair Underwood pointed out that when Doug Wood submits his hours to the City, the time necessary to process and upload Rossmoor business is included; so, in addition to the City receiving no compensation to broadcast RCSD meetings, we are actually paying for their broadcasting.

Commissioner Hasselbrink stated that if Rossmoor isn't paying LATV for broadcasting their meetings, at the very least, they should be required to submit a broadcast ready DVD to eliminate any work time from Los Alamitos employees.

City Manager Plumlee suggested this issue could be tied into the report on underwriting/sponsorship.

Discussion ensued regarding the importance of making a clear distinction between what is a government program versus public access and the importance of understanding the difference between what are Public (P), Education (E), and Government (G) programs.

***** END STAFF REPORTS *****

7. COMMISSIONER REPORTS

Vice Chair Underwood recommended the creation of an LATV Discrepancy Log, developed and maintained by Doug Wood, to document specific descriptions of when the station experiences technical problems such as blackouts, audio or visual failures, where in the City these problems occurred and for how long, etc. This log should document upgrades to the server, the purchase and replacement of studio equipment, and when failures occur, note whether the problem was the studio, cable, or City based, etc.

City Manager Plumlee stated that he will invite Mr. Wood to a future meeting to discuss this with the commission.

8. ADJOURNMENT

At 5:27 PM, the Cable Television Commission meeting was adjourned.

The next Regular meeting of the Cable Television Commission scheduled for Thursday, March 13, 2014, at 4 PM, in the City Council Chambers Conference Room.

Tom Rothwell, Chairperson

ATTEST:

Bret Plumlee City Manager

City of Los Alamitos

Cable Television Commission

Agenda Report
Action Item

March 13, 2014
Item No: 6A

To: Chair Tom Rothwell and the Members of the Cable Commission

From: Bret Plumlee, City Manager

Subject: Report on Van Operations

Summary: At the Cable Commission meetings on January 9 and February 6, 2014, Chair Rothwell requested periodic updates concerning van operations. Mr. Larry Strawther will provide a summary report to the commission.

Recommendation: Review and discuss as necessary.

Background and Discussion

In response to Chair Rothwell's request for periodic updates concerning van operations, Mr. Larry Strawther provided the following summary report:

Over past five years CSMP's normal schedule would be:

- LAHS Football: 4-7 games
 - LAHS Basketball: 5 games
 - LAHS Soccer: 3 games
 - LAHS Wrestling: 1 match
 - LAHS Softball: 1-2 games per season
-
- National Junior Basketball Championship Sunday (first Sunday of March)
 - We Care "From the Heart" fundraiser (1 hour edited show – usually May)
 - Friday Night Lights Championship Night (Late November)
 - Los Alamitos Girls Softball league opening day – did championship day a couple times as well
 - Taste for Los Al (1 hour edited show – shot on location)
 - Jewish Family and Children Services (JFCS) – coverage of fundraiser at Oak Middle School
 - Los Alamitos City Council Candidates Forum (usually October of election year)
 - Have also done multiple shows for McAuliffe Fit-a-Thon
 - LAYB – Bronco World Series (Aug 2013) (opening ceremonies plus four games involving Los Al team)

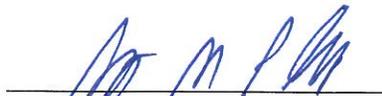
In Los Al TV Studio:

6 episodes of *A Great Place to Live*. (1 hour talking head interview show)
Paid for by CSMP

Former City Manager Jeff Stewart previously requested that we do the Chamber of Commerce *State of the City* a couple times, along with *Race at the Base*. John has done them more than us.

There may be a few more items, however the above 5-year average listed above is about 25 broadcasts a year, and, at least, 35-hours of programming.

Submitted By:



Bret M. Plumlee
City Manager

City of Los Alamitos
Cable Television Commission

Agenda Report
Action Item

March 13, 2014
Item No: 6B

To: Chair Tom Rothwell and the Members of the Cable Commission

From: Bret Plumlee, City Manager

Subject: LATV Studio Program Productions

Summary: At the February 13, 2014 meeting, Commissioner Hasselbrink requested a list of LATV programs, itemized to show which City funds pay for which programs.

Recommendation: Review and discuss as necessary.

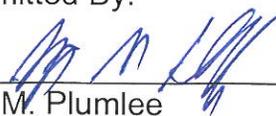
Background and Discussion

To better understand which programs are produced with which City funds, Vice Chair Underwood prepared the itemized list below of studio productions that have occurred over the last four years. These are programs that all or in part utilized the studio and its assets to produce.

City Manager Plumlee agreed that the development of a list which itemizes specific costs of each LATV program would be helpful when determining LATV budget guidelines.

1. Candidate Interviews 2010 - 5 episodes (gov)
2. Your Los Al 2011-2013 - 35 episodes (G/PA)
3. Conversessions 2011- 2012 - 2 episodes (PA)
4. Youth Center promo 2011 - 3 episodes (PA)
5. Traveling with Althea promo 2011 - 2 episodes (PA)
6. Compass Blueprint Project 2011 - 1 episode (gov)
7. Race on the Base studio interviews 2011 - 1episode (gov)
8. A Great Place to Live- In Spite of Itself 2012-2013 - 6 episodes (PA)
9. 50- Meter Miracle 2012 documentary - 7 studio interviews (gov)
10. City Watch 2012-2013 - 12 episodes w/studio produced B-roll (PA)
11. Candidate interviews 2012 - 3 episodes (G)
12. Winter Wonderland 2013 - 1 episode/ (PA)
13. State of the City Luncheon 2013 - annual (G)

Submitted By:



Bret M. Plumlee
City Manager

City of Los Alamitos
Cable Television Commission

Agenda Report
Action Item

March 13, 2014
Item No: 6C

To: Chair Tom Rothwell and the Members of the Cable Commission

From: Bret Plumlee, City Manager

Subject: Development of an LATV Maintenance and Discrepancy Log

Summary: At the Cable Commission meeting February 6, 2014, Vice Chair Underwood recommended the creation of an LATV Maintenance and Discrepancy Log

Recommendation: Review and discuss as necessary.

Background and Discussion

At the Cable Commission meeting February 6, 2014, Vice Chair Underwood recommended the creation of an LATV Maintenance and Discrepancy Log, stating the many radio and television studios keep a similar log.

Vice Chair Underwood feels that technical documentation of discrepancies, regular maintenance, unscheduled repairs, upgrades, downtime, blackouts or program glitches, or even viewer complaints are valuable data that provide clues to current transmission problems, anticipate potential transmission issues, suggest future needs and help to sustain seamless operation of any broadcast entity. He stated that this log could be accessed electronically or available to the engineer as a standard form attached to a clipboard kept at all times in the server room.

The attached sample Excel spreadsheet outlines the likely entries an LATV server and maintenance engineer might need to notate occasionally. It represents possible entries seen on station logs and Server Operations Engineer Doug Wood might find useful and applicable to LATV needs. The sample provided date specific, covers a one month period, and allows for hand written engineering notes, if warranted, by anyone with authorized access to the server facility.

Vice Chair Underwood is seeking feedback from the other members of the Cable Commission.

Submitted By:



Bret M. Plumlee
City Manager

Attachment 1: Excel Spreadsheet: Sample Log

LATV-3 MAINTENANCE, DISCREPANCY & RESOLUTION LOG

DATE	STATION BLACKOUT	RES. TIME	SCHED MAI NT.	UNSCHED M AINT.	HARDWARE UPGRADES	SOFT. ISSUES	INDIVIDUAL PROGRAM ISSUES	UPGRADE RECOMMEND.	VIEWER COMPLAINTS/ISS UES	ENGINEER NOTES	INITIALS
3/1/2014											
3/2/2014											
3/3/2014											
3/4/2014											
3/5/2014											
3/6/2014											
3/7/2014											
3/8/2014											
3/9/2014											
3/10/2014											
3/11/2014											
3/12/2014											
3/13/2014											
3/14/2014											
3/15/2014											

LATV-3 MAINTENANCE, DISCREPANCY & RESOLUTION LOG

