CITY OF LOS ALAMITOS

3191 Katella Avenue
Los Alamitos, CA 90720

AGENDA
CABLE TELEVISION COMMISSION
REGULAR MEETING

THURSDAY, July 10, 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 May 8, 2014.

6. ACTION ITEMS

A. Request for Equipment Purchases for LATV Studio 1

Vice Chair Underwood has requested re-examination of equipment needs for LATV Studio 1 and consideration for specific hardware recommendations listed within his email to City Manager Plumlee. (See email attached)

Recommendation: Discuss and make recommendations as necessary.

B. Discussion of City's Franchise Agreement with Consolidated Disposal

(There is no hard copy staff report. Verbal only.)

At the May 8, 2014 meeting during discussions of LATV budget issues, the annual donation of $6,500 for "Event Filming" related to LAUSD sporting events was questioned. Vice Chair Underwood requested further information regarding this expenditure. City Manager Plumlee will provide a verbal report on this item.

Recommendation: Discuss and make recommendations as necessary.

7. COMMISSIONER REPORTS

8. ADJOURNMENT

The next regular meeting of the Cable Commission is scheduled for Thursday, August 14, 2014, at 4:00 PM in the City Council Chamber Conference Room.

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 7th day of July 2014.**

Bret M. Plumlee
City Manager

MINUTES OF CABLE TELEVISION COMMISSION SPECIAL MEETING

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

May 8, 2014

1. CALL TO ORDER

A Regular meeting of the Cable Television Commission was called to order at 4:00 PM on May 8, 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

None

4 PRESENTATIONS

None

5. MINUTES

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

MOTION: Hasselbrink/Underwood
Motion unanimously carried to approve the March 13, 2014 Cable Television Commission meeting minutes.

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

6. ACTION ITEMS

Draft

A. Discussion of Using Underwriting as a Means to Fund LATV Programming

City Manager provided a brief summary of the report and the information contained within. At previous meetings Commissioner Jempsa expressed her reservations about advertising, suggesting that underwriting or sponsorships would be a better way to engage the community in support of LATV programming. Within the report, the City Attorney summarized the legal position, concluding that LATV could allow underwriting (by anyone) under the current guidelines.

MOTION: Hasselbrink/Clayton
Motion unanimously carried to accept the City Attorney's recommendation.

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

B. LATV Studio Program Productions Cost Breakdowns

City Manager Plumlee provided a brief summary of the report and the information contained within. He referred to Attachment 1: "LATV Fund History" detailing revenue and expenditures, budgeted and actual, going back to Fiscal Year (FY) 10-11 through February 28, 2014. The City's current budget workshop for FY14-15 includes an analysis of the FY13-14 LATV budget. The City's incoming revenue for LATV stems from PEG funds of $1 per household from Verizon and Time Warner.

Vice Chair Underwood questioned the line-item of $6,500 for "Event Filming" for FY12-13. City Manager Plumlee replied that those funds derive from a franchise agreement with Consolidated Disposal.

Commissioner Jempsa asked if the "Event Filming" funds could be used for other studio expenses. Could it be used, for example, to film the Fourth of July Parades in Suburbia or College Park? City Manager Plumlee replied that he believes those funds are dedicated towards specific events filmed out in the community.

Vice Chair Underwood stated that he would like to review the particulars of that contract. City Manager Plumlee responded he would bring it back to a future commission meeting.

Commissioner Clayton stated that LATV used to have a station manager who coordinated studio and van operations, but it's extremely difficult to maximize LATV's value in the community with minimal funding. He underscored the importance of obtaining underwriters and sponsors.

City Manager Plumlee advised that the current FY14-15 budget shows a General Fund gap of $520,000. On the budget gap closure list is the future funding for LATV; anything that impacts the General Fund is up for Council discussion.

Commissioner Hasselbrink questioned the continuation of LATV broadcasting Rossmoor Community Services District (RCSD) meetings, for which they still pay nothing and, additionally, even though Rossmoor makes up a good percentage of the LATV viewership, why do those funds go directly to the county not to Los Alamitos?

Commissioner Clayton stated that when those funding decisions were made, Los Alamitos didn't really "have a proper voice" in that discussion.

Vice Chair Underwood stated that he had made several verbal overtures to the Office of the 2nd County District Supervisor to discuss this travesty.

Commissioner Hasselbrink stated that with pending county elections in November, she doubted this issue would be on the top of a candidate's list; this issue might be better revisited after November.

Commissioner Clayton suggested that this matter might be more appropriately addressed and handled by the City Council, with their knowledge, input, and direction.

Commissioner Hasselbrink suggested that this issue might be discussed in the City's current budget workshop discussions, with City Council assisting in redirecting that $12,000 to the Los Alamitos General Fund.

MOTION: Hasselbrink/Clayton
Motion unanimously carried to receive and file.

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

C. Develop Comprehensive Plan to Simulcast LATV Programming

City Manager provided a brief summary of the report and the information contained within. A more detailed cost analysis would be necessary, but the initial approximate general start-up costs would be a one-time PEG-Vault fee of $3,500 and a PEG Central annual fee of $2,000.

Commissioner Hasselbrink believes that having this simul-casting broadcast ability is the greatest way to increase the viability and value of the studio, by allowing people from any and every where to access LATV programming. Currently, parents of LAUSD students who live in Seal Beach are *unable* to watch their child's sporting event or performing arts, because LATV is not accessible to

them even though they are a part of the LAUSD system. With such a limited broadcasting capacity and viewership, how can sponsors or underwriters be motivated to become involved in supporting LATV programming? She estimated that 40% of LATV's viewership relates to LAUSD activities, and a large part of that 40% encompasses Seal Beach residents. Families living in Seal Beach, whose children attend McGaugh Elementary, are unable to view LATV programming, even though their children attend the LAUSD. Moreover, she stated that 35% of LAUSD students do not live in Los Alamitos, but are out of district transfers from Long Beach or Cypress, and those families are also unable to view LATV programming.

Commissioner Clayton expressed his surprise with those estimates and stated that if those statistics are even remotely accurate, then the City has a duty to make programming available to those LAUSD families.

Vice Chair Underwood stated that improving programming for their target audience is as valuable, if not more so, than just reaching more people. Allowing community members to come into the station to produce their own programming should be a priority.

Commissioner Hasselbrink cited as an example, the LAYB Bronco World Series competition coming up in August with only nine families able to watch it; no other participating family members will be able to view this major event. Last year's competitors came from Sacramento, Indiana, North Carolina, Korea, and Mexico; underwriting possibilities for this event could be significant. Imagine how invaluable it would be for grandparents in North Carolina to be able to go to the internet to watch their grandchild in a LAUSD sport or school event. This would be a pro-active, viewership-building, solid proposal to request City Council review.

Commissioner Clayton suggested that they could work together with the City to investigate what options other cities are using to stream local programming and events, and then review options towards a mutual solution.

City Manager Plumlee suggested that this plan should include factors such as, who will oversee this, how it will be handled and, if staffing is needed, to keep in mind the City's staffing capabilities are currently stretched to the limit. He cautioned the commission to be mindful of working within the City's means.

Vice Chair Underwood said that more research on streaming is necessary to explore less expensive options to decide on a system scaled and tailored to the needs of our City. He suggested possible alternatives such as You Tube, which is inexpensive, archives, streams, and available worldwide.

At 5:14 PM, Commissioner Jempsa excused herself from the meeting.

Commissioner Hasselbrink agreed that further research was needed, but did not want this issue bundled with other requests. She suggested that each

Commissioner could research this issue and bring back various options to the Commission's next meeting.

At 5:15 PM, Commissioner Hasselbrink excused herself from the meeting.

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

7. COMMISSIONER REPORTS

Vice Chair Underwood revisited the issue of studio equipment upgrades. He has been approached by representatives from the Youth Center, St. Isadore's Historical Church, the Los Alamitos Museum, Precious Life Shelter, OC Hotline, and Grateful Hearts who would like to produce or assistance to produce programs showcasing their organization and/or events. To accommodate their requests, studio equipment would require some upgrades. Purchasing more up-to-date equipment would help increase local community programming. He is able to produce programming because he uses his personal camera and equipment. He would like consideration of central equipment needs list. He requested his request be agendized for the next meeting.

Commissioner Clayton asked Vice Chair Underwood to explain the letter he distributed to the community soliciting his production services for $300. He suggested that these rogue attempts to acquire studio equipment go against previous commission discussions about generating an equipment needs list with some degree of commission consensus. To date, no requests for the purchase of new equipment have been approved by the City Council. Entertaining yet another request list compiled and submitted solely by Vice Chair Underwood is unproductive.

City Manager Plumlee suggested that this issue would be better discussed with the full commission present.

Chair Rothwell approved the request to agendize this item for the next meeting.

9. ADJOURNMENT

At 5:28 PM, the Cable Television Commission meeting was adjourned.

The next regular meeting of the Cable Television Commission is scheduled for Thursday, June 12, 2014, at 4 PM, in the City Council Chambers Conference Room.

_____
Tom Rothwell, Chairperson

ATTEST:

_____
Bret Plumlee, City Manager

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4/22/14

To: Brett Plumlee, Los Alamitos City Manager
From: John Underwood, LATV Commissioner

Re: Agendized item for May LATV Commission Meeting

Brett:

I am requesting that the following item be agendized for the upcoming May 2014 LATV Commission meeting:

Discussion and possible vote on essential equipment upgrades (as listed below) for the LATV Studio 1 facility as a priority need for LATV operations.

HISTORICALS

For some time I have been attempting to draw attention to the inadequacies of the LATV studio and of the urgent need to address specific equipment deficiencies that keep the studio from expanding in its public access outreach to the community it has provided since 1984. On many occasions members of that community have asked me how they can produce programs in the studio and around town. I am reluctant to tell them the studio is in disarray and requires some fundamental updating in order to "do what I do."

With programs such as City Watch which I have been able to produce in the studio I have shown that quality community programming can be produced within the modest confines of Studio 1. I am able to do so at this point only because I am fortunate enough to have certain atypical resources and skills I can bring to bear on the production process that are not available to other worthy community producers. I am only able to recreate a production environment because I am using mostly my own equipment and support personnel each time I go into the studio to produce a program. This is no way to sustain a public access operation. Studio 1 needs to stand on its own with a basic compliment of dedicated equipment assets to accommodate a variety of organizations, agencies, and individuals from the community who have expressed an interest over the years in accessing and utilizing the studio for one use or another.

I have taken the liberty recently to reach out to some of these potential LATV producers and have compiled the following list of interested parties I refer to as a "Producers Pool" who have expressed a desire to act as producers themselves to utilize the LATV studio on behalf of their organizations. A number of local individuals over the years have also expressed a desire to use the studio as well. Sadly, for lack of equipment in place, lacking their own video equipment, and without managerial support from LATV most of these local individuals with otherwise good programming ideas and talents have come and gone. A few remain, and two of those are

included in the following list of potential producers anxious to utilize the studio as soon as possible:

PRODUCER'S POOL

1. Casa Youth Shelter- Commanders Ball pre/ Kenny Brandyberry
2. Precious Life Shelter- Year round services
3. The Youth Center of Los Alamitos- April Annual Fundraiser Kickoff-April
4. Los Alamitos Chamber of Commerce- WWR pre-October
5. Rotary Club of Los Alamitos and Seal Beach-Fishing Derby Pre-Sean Payne
6. Grace Counseling Group- Program services rollout
7. OC Hotline- ongoing services with location B-roll/ Judith Murphy
8. Grateful Hearts- New location/outreach services
9. Lestonnac Free Clinics- Los Al open house/ related satellite services
10. St Isidore's Historical Plaza- Purchase sustaining grant efforts w/ Pres
11. The Los Alamitos Museum- Docent Corner
12. American Legion Post 631-
13. Rick Paap - City Watch
14. Jeffrey Whitten - Conversessions

The above "Producers Pool" represent local organizations and individuals who have stated their interest in participating in a producers pool and are currently interested in utilizing the LATV studio to produce programs of varying lengths and topics of interest to them and the immediate Los Alamitos community. They have also expressed a willingness to cover whatever minimal material and personnel costs associated with producing a Public Access program in the LATV studio, making each of their studio productions cost neutral to LATV.

A consistent pool of established community producers accessing the studio with similar technical and personnel needs could be accommodated and repeated on a regular scheduled basis at a high rate of efficiency and low minimal costs to them and to the studio by standardizing and simplifying the studio production process, and by utilizing technical personnel at LATV who already have the expertise and experience in the studio to help them accomplish this.

The overriding and to date unresolved factor still to be determined is whether the studio can acquire the necessary production hardware to accommodate a relatively steady flow of community producer needs. Given the number of interested parties involved and the level of studio access they have collectively requested, I estimate that the studio would be in use for principle recording sessions and post production approximately three days a week, with principle on-set recording taking place primarily in the evening hours. Besides myself, other senior production personnel may also be available to assist community producers with technical aspects of their production.

Accommodating these community producers with a steady flow of production in and out of the studio and the overriding mission of LATV to increase relevant local origination programming are complimentary goals that serve everyone's needs. But they are predicated on the presence of adequate, reliable, dedicated equipment in place at the studio which can be counted on to replicate production quickly and on a predictable basis.

Last year at this time a similar equipment purchase proposal was brought forward by the LATV Commission and presented to the council for approval. It was not approved, citing a lack "general parameters" of studio needs and objectives, and disagreement among the Tech advisors as to which specific core equipment brands should be purchased to accomplish those objectives. On November 12th 2013 a revised recommendations list vetted by the LATV tech advisory members was submitted to the council establishing certain general "assumptions of minimal necessary equipment" specifications needed to service the studio. Subsequent to that document more specific core items of equipment (switchers and cameras) have been discussed at various times since and consensus achieved as hardware appropriate to studio operations.

Therefore, I am requesting, Mr. City Manager, that you agendize for discussion and possible vote at the next LATV Commission meeting a re-examination of LATV Studio 1 equipment needs and consider the specific hardware recommendations listed below.

SUGGESTED STUDIO UPGRADES

Such equipment should be sophisticated enough to accommodate multiple guest formats and allow for alternate set arrangements and controlled preset lighting arrays. Its main digital video control room switcher should be HD/SD SDI input and output capable, as well as backward compatible with older analog equipment. Should be able to provide for multiple graphic displays (such as credits, B-roll, tags and animations) that may derive from internal and external sources. Recorder/ storage devices should have a minimum of 1 terabytes of storage capability. The switcher should be able to output its signal in high definition or standard LATV broadcast and in multiple digital/ analog formats. Switcher should be multi-view screen, tally light, and streaming output capable. Studio should possess a minimum of three (3) HD/SD SDI signal capable cameras. Recorded material should be capable of minimal editing of principle programming content compatible with LATV broadcast formats. Studio should possess basic Teleprompter capability suitable for single host usage and programmable via I-phone APP. Studio control room should have a minimum 8-input outboard audio mixer with adequate trim pot capability.

These essential television production assets do not exist in and for Studio1 at this time. The above categories of equipment have, however, been identified in several proposals that have been brought forward over the last few years that identify general categories of needs, and in some cases specific hardware. As stated above, the most recent equipment proposal for the LATV studio is the "LATV-STUDIO UPGRADE RECOMMENDATIONS document revised November 12, 2013" and submitted to the city manager and to all council members. The

recommendations below have been discussed by all members of the LATV technical advisory group, and at one time or another have agreed on these specific items as the best choices for studio operations.

The following is a list of those agreed upon essential LATV studio equipment upgrades necessary to accommodate a steady flow of community producers; vetted from the above November 12th revised recommendations and other correspondences:

1.	1-Newtek TriCaster 460 Video Switcher w/surface controller	$20,000
2.	1-AJA HA5 HDMI to HD/SD SDI Converter	$345
3.	3-Panasonic AG-AC 160 HD Camera Package	$12,681
	3- VW-VBG6 batteries	
	3- Tiffen 72mm UV Protector Filter	
	3- SanDisk 64GB SDXC Memory Card Ultra Class 10	
4.	1-Manfrotto 475B extended length tripod/ 502 head	$520
5.	2-Varizoom PZIE controllers	$830
6.	Chauvet Obey 70 Universal DMX Controller	$150
7.	4-Additional RGB lighting for stage grid area	$400
8.	2-additional Micro Wash WWCW lighting for staging area	$200
9.	Mackie 16-channel or 1-Zoom 8-channel audio mixer	$500
10.	Prompter People FLEX-D-17 Flex 17 TelePrompter	$1,400
11.	1- 3- camera Tally light kit	$900
12.	VIZIO E420-A0 42-inch 1080p 60Hz LED HDTV	$419
13.	Upgraded SDI video multiuse cabling package for cameras (3x35')	$500
	Belden 100 ft. 1505A SDI HD video cabling	
	Hosa XLR audio cabling	
	150 ft. Tally light cabling	
	Techflex split braided sleeving /150 ft. ½ in flexible	
	(before tax)	**TOTAL $38,845**

The above listed items of equipment represents a substantial but not complete list of LATV studio's future needs as the technical broadcast field expands. However, these long overdue and urgently needed hardware items, once installed, will allow the studio and LATV to begin once again to efficiently serve a steady stream of local community producers who have an interest and a right to utilize the studio and its assets. And will provide LATV with much needed new local original programming by a diverse range of producers.

Total cost for the above equipment list of $38,845 represents approximately 1/3 of the total reserve currently residing in the LATV Fund 28 account. An account that was originally meant to be allocated for digital upgrades when such improvements became timely and warranted. That time has come. In fact other elements of LATV operations in recent years have received digital hardware upgrades. Namely, server and van operations. The studio has received almost none.

The equipment identified above for dedicated studio use has been subjected to a vigorous two-year long debate by tech and commission members, first over the general production parameters and capabilities, and then over specific items of hardware and support equipment that would be compatible with existing assets and operational needs. Each item listed above has been vetted for these concerns and at one point or another has been acknowledged by the majority of tech members in writing as acceptable for use in the LATV studio.

The long neglected LATV studio deserves priority status with the acquisition of the above equipment recommendations on behalf of all of the prospective community producers who are anxious to finally access a functioning studio to create quality public access programming.

It is my hope that the LATV Commission will once again revisit these urgent studio needs and recommend to the council purchase of the above production equipment list.

John Underwood/LATV Commissioner

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