

CITY OF LOS ALAMITOS

3191 Katella Avenue
Los Alamitos, CA 90720

AGENDA CABLE TELEVISION COMMISSION SPECIAL MEETING THURSDAY, NOVEMBER 13, 2014 – 4:00 PM

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

Commissioner Underwood
Commissioner Clayton
Commissioner Hammond
Commissioner Jempsa

3. ELECTION OF OFFICERS

Usually, a Chairperson and Vice Chairperson are elected at the first regular meeting in the month of January. However, with Chair Rothwell relocating out of the City, the commission will determine whether to conduct an election at this meeting or, alternatively, have Vice Chair Underwood serve as Acting Chair until Election of Officers is held in January 2015. In any case, election shall be by a majority vote cast by those commissioners present and voting at the meeting at which the election is held. Officers shall assume office immediately. Any vacancy in office shall be filled at the next regularly scheduled meeting. (Ord 555 § 1 (part), 1992; Ord 486 § 2 (part), 1986)

4. **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.

5. **PRESENTATIONS**

None

6. **MINUTES**

Approval of the minutes for the Cable Television Commission meeting of September 11, 2014.

7. **DISCUSSION ITEM**

A. Request from Vice Chair Underwood

On October 28, 2014, Staff received an e-mail from Vice Chair Underwood requesting several items be placed on the November agenda. The City Manager will provide a verbal update on those requests that he can provide an update on. The other items on the agenda will be discussed by the Commission to determine the scope and consensus to bring back at a future Cable Commission Meeting.

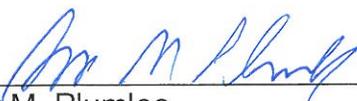
Recommendation: Receive and file. Provide direction to Staff as appropriate.

8. **COMMISSIONER REPORTS**

9. **ADJOURNMENT**

The next Special meeting of the Cable Commission is scheduled for Thursday, December 11, 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 10th day of November 2014.



Bret M. Plumlee
City Manager

City of Los Alamitos

Cable Television Commission

Agenda Report Staff Reports

November 13, 2014
Item No: 7A

To: Vice Chair Underwood & Members of the Cable Television Commission

From: Bret M. Plumlee, City Manager

Subject: Request from Vice Chair Underwood

Summary: On October 28, 2014, Staff received an e-mail from Vice Chair Underwood requesting several items be placed on the November agenda. The extensive list is attached for review and the City Manager will provide a verbal report on those items that he is prepared to give an update.

Recommendation: Receive and file. Provide direction to Staff as appropriate.

Background

On August 18, 2014, the City Council did not approve moving forward with the equipment list as recommended by the Cable Commission and not approve moving forward with an analysis on streaming video. Staff received direction to move forward with a Request for Proposal regarding Los Alamitos Television (LATV) including the operations, distribution, sustainability, how such an arrangement benefits local stakeholders and the City, and vision for the future of LATV. Staff has been diligently working on this Request for Proposal (RFP).

Discussion

Vice Chair Underwood has requested the following six items be added to the November agenda. A verbal update on Items 1 and 2 will be provided by Staff. With respect to Items 3 through 6, the Commission may provide direction to Staff to place those items on a future agenda for further discussion.

- 1) Status and review of the Commission approved recommendation for studio equipment upgrades and discussion of possible new equipment additions and cost savings.

- Council did not approve recommending moving forward with studio equipment upgrades previously recommended by the Cable Commission. At this point, staff is continuing to try and move forward with an RFQ in an effort to get recommendations from consultants that bid on the RFQ and move that forward to the City Council.
- 2) Status of proposed Manager RFQ process in light of current drafts now available to council members, and council stated intent that LATV Commissioners be involved.
- The City Manager received feedback from the Cable Commission, which included a memorandum of ideas provided by Commissioner Underwood, the suggestion to modify the RFP to make it a Request for Qualifications (RFQ), and ideas for potential consultants provided by Commissioner Clayton. The City Manager has incorporated Commissioner Underwood's memorandum into the RFQ. We have been reaching out to surrounding agencies and experts in the field in an effort to get a list of consultants to distribute the RFQ. So far, we still have a limited number of consultants to distribute the RFQ. Once we have a sufficient number of consultants, we will distribute the RFQ and advertise it in the newspaper. The City Manager will report back to the Commission once the RFQ has been distributed.
- 3) Discussion of the Management alternative initiative for the specific coordination of studio operations, production and outreach. (prepared by Commissioner Underwood).
- Staff will seek clarification from the Cable Commission at the meeting to determine the scope of this item and if there is a consensus by the Cable Commission to place this item on a future agenda for full discussion by the Cable Commission.
- 4) Discussion and clarification of LATV goals and priorities with regard to its public, educational and government roles (PEG) and the studio's relation to all three components.
- Staff will seek clarification from the Cable Commission at the meeting to determine the scope of this item and if there is a consensus by the Cable Commission to place this item on a future agenda for full discussion by the Cable Commission.
- 5) Review and discussion of LATV's historic commitment to training and workshop outreach and ongoing volunteer programs.
- Staff will seek clarification from the Cable Commission at the meeting to determine the scope of this item and if there is a consensus by the Cable

Commission to place this item on a future agenda for full discussion by the Cable Commission.

- 6) Review and discussion of LATV Commission meeting scheduling, frequency, time of day, staff participation and circumstances under which meetings may be cancelled.
 - Staff will provide a verbal update on when the Cable Commission meeting is scheduled to take place.

Fiscal Impact

None

Submitted By:



Bret M. Plumlee
City Manager

Attachment: 1. Email from Vice Chair Underwood

MEMO

10/28/14

To: Bret Plumlee

Los Alamitos City Manager

From: John Underwood

Vice Chair-LATV Commission

Re: November agenda

Mr. City Manager,

In anticipation of the November '14 LATV Commission meeting there are several items I and other commission members have been keenly interested in agendizing for discussion and possible approval.

They are as follows in order of preferred placement on the agenda:

- 1) Status and review of the Commission approved recommendation for studio equipment upgrades and discussion of possible new equipment additions and cost savings.
- 2) Status of proposed Manager RFQ process in light of current drafts now available to council members, and council stated intent that LATV Commissioners be involved.
- 3) Discussion of the Management alternative initiative for the specific coordination of studio operations, production and outreach. (prepared by Commissioner Underwood).
- 4) Discussion and clarification of LATV goals and priorities with regard to its public, educational and government roles (PEG) and the studio's relation to all three components.
- 5) Review and discussion of LATV's historic commitment to training and workshop outreach and ongoing volunteer programs.
- 6) Review and discussion of LATV Commission meeting scheduling, frequency, time of day, staff participation and circumstances under which meetings may be cancelled.

This agenda list was compiled with the approval and input of a majority of LATV Commission members including Alice Jempsa, Stephan Hammond and John Underwood.

MINUTES OF CABLE TELEVISION COMMISSION SPECIAL MEETING

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

September 11, 2014

1. CALL TO ORDER

A Special meeting of the Cable Television Commission was called to order at 3:32 PM on September 11, 2014, in the Council Chambers Conference Room, 3191 Katella Avenue, Los Alamitos, Chair Tom Rothwell presiding.

2. ROLL CALL

Present: Commissioners Clayton, Hasselbrink, Rothwell, Underwood

Absent: Commissioners Jempsa

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 July 10, 2014.

MOTION: Hasselbrink/Underwood

Motion unanimously carried to approve the July 10, 2014 Cable Television Commission meeting minutes.

Ayes: Hasselbrink, Rothwell, Underwood

Nays: None

Absent: Jempsa

Abstain: Clayton

6. ACTION ITEMS

A. Report on City Council Action Taken Regarding the Cable Function

City Manager Plumlee provided a brief summary of the staff report and the information contained therein. At the City Council Special Meeting Workshop on August 18, 2014, Council did not approve moving forward with the studio equipment purchase list or the analysis on streaming video requested by the Cable Commission. Another item discussed was consideration of entering into an agreement with Direct Community Video (DCV) for the production and filming of football and basketball games. DCV has already filmed one LAHS sporting event.

City Manager Plumlee discussed the draft Request for Proposal (RFP) (Attachment 2) to oversee LATVs operations, distribution, and sustainability, to include a vision for the future of LATV.

Commissioner Jempsa arrived to the meeting at 3:37 PM.

Vice Chair Underwood stated that the scope of the RFP was very general and asked if it was to include a "not to exceed" number. City Manager Plumlee replied that the broad scope was intentional to allow for a wide view from the proposer. Council did not provide direction regarding a financial ceiling for this proposal.

Commissioner Hasselbrink suggested an alternative of issuing a Request for Qualifications (RFQ), to ensure applications by qualified individuals or companies.

City Manager Plumlee stated that the City Council Ad Hoc committee will provide comments on the draft RFP prior to September 17, 2014. He invited the commissioners to also provide their suggestions, comments and ideas to him by September 17th.

Commissioner Jempsa stated that this draft RFP is overly general. City Manager Plumlee replied that this draft RFP is intentionally broad.

Vice Chair Underwood questioned the City's flexibility concerning liability insurance. City Manager Plumlee replied that the City has a City Attorney approved Standard Professional Services Agreement, which can be modified as needed.

Vice Chair Underwood questioned the "non-exclusivity" clause in the RFP, citing an example of equipment maintenance. City Manager Plumlee requested this question be submitted to him along with other comments or ideas.

City Manager Plumlee stated that the final draft RFP will incorporate suggestions and ideas provided by the Cable Commission and the City Council Ad Hoc Committee.

ORAL COMMUNICATIONS

Chair Rothwell reopened Oral Communications.

Stephen Hammond stated his objection to the sentence in the Staff Report "Discussion of the Cable Function and LATV" Attachment 1, page two, paragraph four: "At the rate of spending from 2009 to the present, the LATV Fund would exhaust all reserves in five or six years." He thinks that's an unrealistic statement. Secondly, cities like Garden Grove save considerable funds by reducing the amount of television programming broadcast. Reducing the amount of programming would save money. LATV should only broadcast Los Alamitos specific programming. Thirdly, there is not enough effort devoted toward promoting volunteers to staff the station and learn about producing. Several years ago, he was part of a very successful twelve-student training class facilitated by Kirk Stephens. If the City hires outsiders then the outreach for volunteers will cease. People have fun volunteering. Finally, given the current financial structure, LATV should not broadcast any programs that are not sponsored or underwritten.

Commissioner Clayton agreed that Mr. Stephens ran a very successful program in the LATV studio. In those days, LATV had a vision, goals, and objectives for programming.

Vice Chair Underwood restated that if the studio upgrades were approved, quality programming could resume. His Producer's Pool is comprised of community members who would be happy to contribute with underwriting or self-sponsorship.

Vice Chair Underwood stated that he believes the commission has the right to vote on the RFP issue, despite being a "Receive and File" recommendation. He wants the Council to know that the commission has their opinions about this RFP process.

Commissioner Hasselbrink stated that the feedback, comments, and suggestions that are directed to the Council, via the City Manager, is the way to share opinions and suggestions.

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

7. COMMISSIONER REPORTS

Commissioner Jempsa brought a newspaper article supporting her concerns about streaming video. She doesn't think this is the right time to explore this option.

Vice Chair Underwood stated that the studio now has no working cameras, and the studio is essentially inoperable. The non-profits who want to produce programming are not happy about the studio's state of disrepair.

8. ADJOURNMENT

MOTION: Clayton/Underwood

At 4:39 PM a motion to adjourn the Cable Television Commission meeting passed unanimously.

The next Special meeting of the Cable Television Commission is scheduled for Thursday, October 9, 2014, at 4 PM, in the City Council Chambers Conference Room.

Tom Rothwell, Chairperson

ATTEST:

Bret Plumlee, City Manager

DRAFT