

CITY OF LOS ALAMITOS

3191 Katella Avenue
Los Alamitos, CA 90720

AGENDA CABLE TELEVISION COMMISSION SPECIAL MEETING THURSDAY, DECEMBER 11, 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. 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 November 13, 2014.

6. DISCUSSION ITEM

A. Requests from November 13, 2014 Meeting

During their November 13, 2014 meeting, the Cable Commission agendaized four items for discussion. The City Manager will provide a verbal update on those requested items.

1. Discuss and provide direction regarding timing, frequency, location, and cancellation of Cable Commission meetings.
2. Discuss and provide direction regarding an alternate studio management plan. (Attachment 1)
3. Discuss and provide direction regarding training and workshop outreach and ongoing volunteer programs to address Chamber, studio, server, and playback operations.
4. Discuss and provide direction regarding monthly review of expenditures and revenues impacting Fund 28.

Recommendation: Discuss and provide direction to Staff as appropriate.

7. COMMISSIONER REPORTS

8. ADJOURNMENT

The next Special meeting of the Cable Commission is scheduled for Thursday, January 8, 2015, 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 8th day of December 2014.



Bret M. Plumlee
City Manager

MINUTES OF CABLE TELEVISION COMMISSION SPECIAL MEETING

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

November 13, 2014

1. CALL TO ORDER

A Special meeting of the Cable Television Commission was called to order at 4:05 PM on November 13, 2014, in the Council Chambers Conference Room, 3191 Katella Avenue, Los Alamitos, Vice Chair John Underwood presiding.

2. ROLL CALL

Present: Commissioners Clayton, Hammond, Jempsa, Underwood

Absent: Commissioners None

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

3. ELECTION OF OFFICERS

Due to the resignation of Commissioner Hasselbrink and the out-of-city relocation of Chair Tom Rothwell an Election of Officers was discussed. It was decided that Vice Chair Underwood would lead the November and December meetings until the January 2015 meeting, when Election of Officers is usually held and a new commissioner may be sworn-in.

Commissioner Clayton expressed his disappointment at not being considered to chair the meetings, given his tenure on the commission. He stated it would be a positive gesture underscoring the "spirit of cooperation" if he were elected chair.

MOTION: Underwood/Jempsa: Motion unanimously carried to maintain the status quo whereby Vice Chair Underwood will lead the November and December meetings and Election of Officers will be held at the January 8, 2015 meeting.

Ayes: Clayton, Hammond, Jempsa, Underwood

Nays: None

Absent: None

Abstain: None

Commissioner Clayton excused himself from the meeting at 4:12 PM.

4. **ORAL COMMUNICATIONS**

None

5. **PRESENTATIONS**

None

6. **MINUTES**

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

MOTION: Underwood/Jempsa

Motion unanimously carried to approve the September 11, 2014 Cable Television Commission meeting minutes.

Ayes: Jempsa, Underwood
Nays: None
Absent: Clayton
Abstain: Hammond

7. **A. Request from Vice Chair Underwood**

Vice Chair Underwood specifically requested that the minutes reflect that the six items listed in his memo to the City Manager in Attachment 1, were not all generated by him, but rather a compilation of suggestions offered by Commissioners Jempsa and Hammond.

City Manager Plumlee summarized the six items within this report, restating that Item 1, the commission's request for studio equipment upgrades and additions, had not been approved by the City Council, and reference Item 2, the City was still in the process of modifying the RFP into a RFQ in an effort to broaden the request and identify qualified applicants. He has recently met with City of Seal Beach TV's Manager Robin Fort-Lincke and the past City of Garden Grove TV-3 News Director Gus Castellanos to discuss options and ideas for LATV; generating interest is challenging due to our size and financial constraints. He responded that a station manager/consultant would be paid from the City's General Fund. PEG funds are to be solely used for studio equipment and cable needs and/or maintenance. Fund 28 is approximately \$100,000. The 5% franchise fee is directed into the General Fund. He stated that his goal is to identify someone to focus on the needs of LATV and the community.

Vice Chair Underwood stated that the City does not need a studio manager, but assets to make it work. A strong studio is essential to community programming.

Discussion continued on the Producer's Pool, improving studio efficiency, and ways to make the studio self sustaining. Doug Wood's duties, coverage of City Council meetings, and various programming costs were discussed.

Commissioner Jempsa stated that meetings should be held at 7 PM so members of the public could attend. City Manager Plumlee stated that Resolution 2007-07 adopted in March 2007 established Cable Commission bi-monthly meetings should be held at 7 PM on the third Wednesday of January, March, May, July, September and November. When Cable Television Commission meetings resumed September 22, 2011, City Manager Jeff Stewart, with commissioners' support, determined to conduct monthly meetings at 4 PM.

MOTION: Underwood/Jempsa

Motion unanimously carried for Item 6 to be placed on the agenda at the next Cable Commission meeting to discuss and provide direction regarding timing, frequency, location, and cancellation of Cable Commission meetings.

Ayes: Hammond, Jempsa, Underwood
Nays: None
Absent: Clayton
Abstain: None

Costs impacting Cable Commission funds were discussed, with City Manager Plumlee clarifying differences between what gets charged to the General Fund and to Fund 28. City events such as Race on the Base, Wings, Wheels, Rotors and Expo, the Fourth of July Spectacular and the Winter Wonderland will be paid using General Funds.

Vice Chair Underwood distributed to the commission his revised response to the RFP draft. City Manager Plumlee permitted the distribution of this memo, recommending that it be agenized for a future meeting.

Commissioner Jempsa supports promoting volunteers to assist with studio productions

Commissioner Hammond supports a volunteer workshop using existing City Hall equipment.

Vice Chair Underwood outlined the development of an operational "punch list" for Chamber, studio and network operations.

SECOND MOTION: Hammond/Jempsa

Motion unanimously carried regarding Item 3 to place the item on the next Cable Commission meeting to discuss and provide direction regarding an alternate studio management plan.

Ayes: Hammond, Jempsa, Underwood
Nays: None
Absent: Clayton
Abstain: None

THIRD MOTION: Underwood/Hammond

Motion unanimously carried regarding Item 5 to place on the next Cable Commission meeting to discuss and provide direction regarding training and workshop outreach and ongoing volunteer programs to address Chamber, studio, server, and playback operations.

Ayes: Hammond, Jempsa, Underwood
Nays: None
Absent: Clayton
Abstain: None

Doug Wood arrived to the meeting at 5:40 PM.

Commissioner Hammond stated his objection to the cancellation of Cable Commission meetings; he wants a specific protocol established.

City Manager Plumlee said this issue could be incorporated into the first motion.

Regarding Item 1, Vice Chair Underwood requested that the minutes include his concern regarding his equipment issue list, which was submitted over six months ago, should be adjustable for future possible revisions.

FOURTH MOTION: Hammond/Underwood

Motion unanimously carried to discuss and provide direction regarding expenditures and revenues impacting Fund 28.

Ayes: Hammond, Jempsa, Underwood
Nays: None
Absent: Clayton
Abstain: None

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

8. COMMISSIONER REPORTS

Commissioner Hammond asked Doug Wood why the LATV schedule was not published in last week's News Enterprise. Mr. Wood replied it was a timing issue. Vice Chair Underwood added that the News Enterprise does not charge the City for publishing.

Vice Chair Underwood reported on his recent attendance and the ACM Conference in Ventura. The CAP Act is moving forward with support from the National Association of Broadcasters and the National Association of Catholic Bishops.

City Manager Plumlee requested updated information on the CAP Act.

9. ADJOURNMENT

At 6:05 PM the Cable Television Commission meeting adjourned.

The next Special meeting of the Cable Television Commission is scheduled for Thursday, December 11, 2014, at 4 PM, in the City Council Chambers Conference Room.

John Underwood, Vice Chair

ATTEST:

Janet Alkham for Bret Plumlee
Bret Plumlee, City Manager

DRAFT

City of Los Alamitos

Cable Television Commission

Agenda Report Staff Report

December 11, 2014
Item No: 6A

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

From: Bret M. Plumlee, City Manager

Subject: Commission Discussion Items

Summary: At the November 13, 2104 meeting, the Cable Commission agenized four items for discussion. The City Manager will provide a verbal update on those items.

Recommendation: Discuss and provide direction to Staff as appropriate.

Background

The Cable Commission has requested the following four items be discussed at the December agenda.

- 1) Discuss and provide direction regarding timing, frequency, location and cancellation of Cable Commission meetings
 - In March 2007, the City Council adopted Resolution 2007-07, establishing Cable Commission bi-monthly meetings to be held at 7 PM on the third Wednesday of January, March, May, July, September, and November.
- 2) Discuss and provide direction regarding an alternate studio management plan.
 - Staff will seek clarification from the Cable Commission, with discussion to include a memorandum provided by Commissioner Underwood. (Attachment 1.)
- 3) Discuss and provide direction regarding training and workshop outreach and ongoing volunteer programs to address Chamber, studio, server, and playback operations.
 - Staff will seek clarification from the Cable Commission to determine the scope of this item and how the Cable Commission wishes to proceed.

4) Discuss and provide direction regarding expenditures and revenues impacting Fund 28.

- Staff will seek clarification from the Cable Commission, to determine the scope of this request.

Fiscal Impact

None

Submitted By:

Bret M. Plumlee

Bret M. Plumlee
City Manager

Attachment: 1. Email from Vice Chair Underwood, dated September 16, 2014

9/16/14

To: Bret Plumlee

Los Alamitos City manager

From: John Underwood

LATV Commission

To: Los Alamitos Council and staff

Re: Response to RFP Draft

Dear council members,

At the recent LATV Commission meeting of September 11 you presented to commission members a draft of a Request for Proposal prepared by you seeking bids for a management position to oversee all LATV operations. At the time you requested all commissioners to respond with comments and suggestions pertaining to that document.

I am not sure a central management position for LATV is warranted or even possible at this time. This is not the first time a sole manager type position has been brought forward for consideration in recent years. There have been at least four proposals in almost as many years presented by members of the LATV technical group. All have failed for various reason, chief among them the lack of adequate LATV operational funds to support an even part-time manager, and the realization that drawing funding for a unified station manager, at least for now, out of LATV PEG funding is problematic because both LATV's operating budget and its reserve, which derive from cable franchisers user fees, known as PEG fees, are restricted under state DIVCA law to equipment upgrades and maintenance expenditures and only.

In time, with the expected passage of the now active CAP Act initiative currently moving through Congress, this coming PEG friendly legislation would solve that dilemma. One of the adjustments the Act will achieve is the widening of the use of PEG funds to support a managerial position for local PEG cable operations. Of course, another major enhancement of the act's passage would be the 1-3% increase of PEG funding allowing for the creation of a realistic budget for the hiring of a full time manager to oversee all aspects of LATV, server operations, remote van/ sports coverage and studio PA productions.

In the meantime, I believe the above operations can be maintained successfully by a division of labor that involves current LATV related personnel already in place, coupled with increased operational oversight by the LATV Commission. Until legal and financial conditions stabilize that are conducive to the supporting a single managerial position over all of LATV I believe we have the stable resources in our midst to maintain and grow all facets of our LATV operations without draining what little operating budget LATV has (risking retribution from the franchisers), or significantly encumbering the City and its general fund to create a full time manager for LATV.

Nevertheless, should the Council seek to hire a management consultant financed from general fund sources to oversee all LATV operations and act as liason to the council, the three spheres of LATV operations, server, sports, and studio PA, can still be adequately micro managed by the technical people

in place and already doing so now, effectively lessening the financial impact of that managerial consultant on the general fund.

The division of labor currently operationally responsible for LATV daily programming are as follows:

SPHERES OF OPERATION

Server operations are managed by Douglas Wood and compensated out of City funds, which include the recording of council meetings and government workshops, logging and ingesting of produced programming into the server library located in the administration building, the scheduling of programs for broadcast air, the placement of Community Calendar items into the bulletin board rotation, and the maintenance of the server signal. These tasks he has adapted to and managed over the last two years with skill and reliability, and is now in the process of training backup personnel to assure that under any circumstances server operations continue in a seamless manner.

Sports coverage is a tradition in Los Alamitos as old as LATV itself. As you are aware LATV sports is now contracted to a professional production company committed to provide "Highlights" of many of Los Al Griffins higher profile sports events. For a reasonable fee the Mirror Media Group, paid for out of an LATV grant, and without the burden on LATV assets, currently provides coverage of various high school athletic events and turns them over to server operations for on air scheduling within days. The first season such program packages are already being produced and seem to be well received by the viewing public.

Studio production has always been a mainstay of LATV with many legacy programs produced in the studio over the past 30 years still in demand by LATV audiences and with new programming slated to be produced at the centrally located facility at 10921. The Los Alamitos public, it's civic groups, non-profits, business entities have come to expect of LATV a production facilities where the community can come together to make public access programming "for and by itself" as the FCC mandate for community TV informs. The studio is and has always been the place where this can be done in an efficient and most cost effective manner. Today there are over a dozen community producers waiting for the final completion of digital renovation of Studio 1 so they can come in and make TV of vital local interest. There are technical and managerial staff and volunteers available to make that happen at no personnel costs to the City. The formation of a technical support team for studio operations is already in place to assist producers at Studio 1 and possibly other spheres of operations if needed.

But the studio at this time lacks the basic assets to meet the reasonable production expectations of the already identified and growing number of community producers who want to use the facility now. There is appropriately designated funding in the LATV reserve set aside for that purpose. Those of us senior producers and techs who have a track record of successful studio productions in the LATV studio are willing to give of our time to oversee the facility upgrade, schedule the community producers in, secure the television equipment and monitor its security and maintenance, install necessary new equipment, and deliver completed programming to server operations without direct charges to the city. All that is required of the city is to approve the necessary expenditure of funds already approved and recommended by its own LATV Commission. This critically needed upgrade drawn from the LATV reserve Fund 28 and originally set aside for the complete digital transition of LATV, would prepare the

ATTACHMENT 1

studio for an influx of responsible community producers, identified as the Producers Pool, who have pledged in writing their commitment to financially support their own productions in exchange for access to an upgraded LATV studio with competent technical assistance. All of the equipment identified in the Studio 1 Upgrade Package now before the council is portable and able to be repurposed should the existing PEG production facility be moved to new environs. A competent working studio can also act as center of operations for a renewed volunteer workshop environment where the necessary work of training new technical and production personnel can be established again with the assistance of the same technical support team that oversees PA productions at the studio.

The LATV Cable Commission is an important component of the management oversight at LATV. It provides policy and financial controls over all aspects of LATV operations. But it can only recommend to the city council the expenditure of funds needed to support LATV, as it already has with the studio upgrade package. The commission could easily expand its monitor and advisory role over LATV's revenues and expenditures, working with City staff or a city liason (or consultant) in the referee and resolution of producer and facilities issues. It could also take on an expanded role of fostering communication and accountability among the three operational arms of LATV identified above, and promote and authorize community outreach through social engagement, workshop volunteer promotion, fundraising and grant making initiatives. It already has these authorities embedded in the LATV Policies and Guidelines.

The answer to the "management problem" at LATV at least in the short term, therefore, lies in the natural division of labor that already exists at LATV within the three major areas of operations, plus the added oversight of the LATV Commission with its policy and accountability controls already inherent in its by-laws. The above coalition of forces is perfectly capable of managing the assets and operations of LATV into the immediate future, and indeed is doing so with or without a formal manager. But even if a manager/consultant position is created by council the alternate management plan I have outlined above would not be antagonistic to such a position. Rather it would complement the role of a new LATV ombudsman and relieve him or her of many of the daily hands on duties in order to address the more overarching tasks of advising the city manager and council on the overall direction of LATV operations, leaving daily operations to those who have been in fact doing it.

With the CAP Act gaining momentum in Congress and support from broadcast and charitable organizations around the country but still perhaps one to two years away from legislative action, this alternate plan of a three way division of responsibilities overseen by the LATV Commission is doable now and at little or no direct additional costs to the City. All that is required is the authorization of available funds from the LATV reserve to bring the studio into production readiness, funds available now and appropriately designated for that purpose.

I urge the Los Alamitos councilmembers to consider this "alternative management" approach as you struggle to relieve yourselves of the burdens of micromanaging LATV thus far on an admittedly shoestring budget and with your limited expertise in the medium.

Regards,

John Underwood/LATV Commission Vice-Chair