

CITY OF LOS ALAMITOS

3191 Katella Avenue
Los Alamitos, CA 90720

AGENDA CABLE TELEVISION COMMISSION REGULAR MEETING Tuesday, February 3, 2015 – 7:00 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 Clayton
Commissioner Singer
Vice Chair Hammond
Chair Underwood
Student Volunteer Ellison

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 January 12, 2015.

6. DISCUSSION ITEMS

A. Requests from January 12, 2015 Meeting

During the January 12, 2015, the Cable Commission agenized two items for discussion.

1. Discuss and provide direction regarding an alternate studio management plan. (Attachment 1)
2. Discuss and provide direction regarding LATV workshop plan.

Recommendation: Discuss and provide direction to Staff as appropriate.

7. COMMISSIONER REPORTS

8. ADJOURNMENT

The next Regular meeting of the Cable Commission is scheduled for Tuesday, March 3, 2015, at 7:00 PM in the City Council Chambers.

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 29th day of January 2015.



Bret M. Plumlee
City Manager

MINUTES OF CABLE TELEVISION COMMISSION SPECIAL MEETING

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

January 12, 2015

1. CALL TO ORDER

A Special meeting of the Cable Television Commission was called to order at 4:00 PM on January 12, 2015, in the Council Chambers Conference Room, 3191 Katella Avenue, Los Alamitos, Vice Chair John Underwood presiding.

2. ROLL CALL

Present: Commissioners Clayton, Hammond, Singer, Underwood

Student Volunteer Ellison

Absent: Commissioners None

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

3. ORAL COMMUNICATIONS

None

4. ELECTION OF OFFICERS

Chairperson

MOTION: Commissioner Hammond nominated Commissioner Underwood for the position of Chairperson, which was seconded by Commissioner Underwood.

Ayes: Hammond/Singer/Underwood

Nays: Clayton

Absent: None

Abstain: None

Commissioner Underwood was elected Chair

Vice Chairperson

MOTION: Chair Underwood nominated Commissioner Hammond for the position of Vice Chairperson; which was seconded by Commissioner Singer.

Ayes: Hammond/Singer/Underwood

Nays: Clayton

Absent: None

Abstain: None

Commissioner Hammond was elected Vice Chair

Chair Underwood immediately assumed the Chair position.

Chair Underwood stated his goal is to encourage community members, from elementary school children and upward, to create and produce programming. The purpose of LATV is to rebuild the studio.

Commissioner Clayton stated that LATV has lost considerable resources, citing technical support and staffing, specifically Larry Strawther's departure, where the City lost community involvement and financial support; losing sports coverage was bad. LATV needs fundraising plans.

Commissioner Singer inquired as to what is the "goal" of LATV?

City Manager Plumlee provided a brief summary of LATV's history, including the most recent activity leading up to the City's RFQ, resulting in four applications, the analysis of which will be returned to the February City Council meeting.

City Manager Plumlee and Chair Underwood provided a synopsis for Commissioner Singer of the financial and funding issues facing LATV.

5. PRESENTATIONS

None

MINUTES

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

MOTION: Clayton/Underwood

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

Ayes: Clayton, Hammond, Underwood

Nays: None

Absent: None

Abstain: Singer

6. A. Requests from December 11, 2014 Meeting

Item 1: Continue discussion regarding timing, frequency, location, and cancellation of Cable Commission meetings and provide direction.

City Manager Plumlee provided a brief summary of the information within the staff report and replied to commissioner questions. At the December 11, 2014, meeting, changing the meeting day, time and frequency were discussed.

Commissioner Clayton asked for clarification on the process involving the RFQ, and how it will impact the commission and LATV. City Manager Plumlee replied that the impact of the RFQ is uncertain at this time.

Commissioner Singer commented that this commission appears to operate differently than other City commissions. Other commissions review, comment and approve staff initiated business, programs and events.

City Manager Plumlee clarified that he is the "staff" assigned to the Cable Commission and resources are limited. He explained how he's met with other cities' cable managers, all of whom have cut-back operations due to financial constraints. The City Council must consider spending General Funds on subsidizing public programming, when faced with cuts to Police, Parks and Recreation services.

Chair Underwood provided his opinion of how the By-Laws dictate commission activity and involvement.

Vice Chair Hammond stated that monthly meetings are necessary; he believes there are plenty of topics and ideas to discuss.

Commissioner Singer stated his preference for conducting the meetings in the Council Chambers, rather than the Chambers Conference room.

MOTION: Underwood/Hammond

Motion carried to request City Council consideration for a Resolution changing the Cable Commission meetings to be held on the first Tuesday of every month at 7 PM.

Ayes: Hammond, Singer, Underwood

Nays: Clayton

Absent: None

Abstain: None

Chair Underwood restated the opinion that prior to cancelling a meeting, the City Manager must poll all commissioners, beginning with the Chair, prior to agreeing on a final determination.

Item 2: Discuss and provide direction regarding an alternate studio management plan. (Attachment 2)

Chair Underwood provided a summary and updated status on this item and the \$39,000 studio equipment purchase request list that was sent to the Council in 2014, and subsequently tabled. There is currently a PEG reserve of approximately

\$130,000. If the Council approves this expenditure request, the commission would have to revisit and review the list for possible equipment and technology updates. City Manager Plumlee provided a brief summary of the local sports broadcasting, and the RFP that resulted in an agreement with Direct Community Video (DCV); this is paid for by the annual \$6,500 from Consolidated Disposal.

The commission decided to postpone discussion on this item to the February meeting to allow Commissioner Singer to review the information.

Item 3: Discuss and provide direction regarding training and workshop outreach and ongoing volunteer programs to address Chamber, studio, server, and playback operations.

Vice Chair Hammond discussed his workshop experience eight years ago: training classes, running equipment, etc. Before a workshop can begin, the studio needs equipment upgrades. He thinks Doug Wood might be a good workshop facilitator.

Commissioner Singer suggested that Parks and Recreation could include LATV studio training classes in their curriculum brochure.

Student Volunteer Ellison asked how he could help disseminate information about a training workshop at the high school.

Chair Underwood underscored the necessity of having proper studio equipment before a training workshop could be launched. He told Student Volunteer Ellison to have any interested students contact him about future training. A workshop concept should be included in any overall studio management plan.

Commissioner Clayton stated that a good workshop program is not only about equipment, the studio needs a plan to entice interest and participation. Prior to developing a program, it would be a good idea to know who was going to teach it.

Chair Underwood suggested that the commissioners should develop and return their workshop development and training plans to the next meeting.

Commissioner Singer stated that it is important to differentiate between the ideas, duties, and responsibilities of the Cable Commission versus LATV.

MOTION: Underwood/Hammond

Motion carried to create a two person sub-committee to fashion and formulate a plan to develop an outreach program to be returned to the next meeting.

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

Chair Underwood and Vice Chair Hammond volunteered to be the members of the two person workshop outreach sub-committee.

Item 4: Discuss and provide direction regarding monthly review of expenditures and revenues impacting Fund 28. (Attachment 3)

Vice Chair Hammond stated that the commission should review all revenues and expenditures in Fund 28. He questioned several specific items on Attachment 3. City Manager Plumlee provided explanations to all line-item expenditures.

The commission requested that this information be provided for every meeting.

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

7. COMMISSIONER REPORTS

Vice Chair Hammond expressed his concern over the parking trouble experienced by John Underwood during the filming of the City's *Winter Wonderland* production in December. He thinks those who are working for a City event should be afforded special parking permits. City Manager Plumlee replied that he was unaware of this incident and suggested working with the City in advance of any like production.

8. ADJOURNMENT

The meeting was adjourned at 6:19 PM to the next Special meeting of the Cable Television Commission, scheduled for Thursday, February 11, 2015, at 4 PM, in the City Council Chambers Conference Room. If the City Council approves the requested resolution, the next Regular meeting of the of the Cable Television Commission, will be held on Tuesday, February 3, 2015, at 7 PM, in the City Council Chambers.

John Underwood, Chair

ATTEST:

Bret Plumlee, City Manager

City of Los Alamitos

Cable Television Commission

Agenda Report Staff Report

February 3, 2015
Item No: 6A

To: Members of the Cable Television Commission
From: Bret M. Plumlee, City Manager
Subject: Requests from January 12, 2015 Meeting

Summary: At the January 12, 2015 meeting, the Cable Commission azenized two items for continued discussion.

Recommendation: Discuss and provide direction to Staff as appropriate.

Background

The Cable Commission has requested the following two items be azenized for continued discussion.

- 1) 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.)
- 2) 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.

Fiscal Impact

Unknown

Submitted By:



Bret M. Plumlee
City Manager

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

ATTACHMENT 1

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

