

# 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

<b>Present:</b>	Commissioners	Clayton, Hasselbrink, Jempsa, Rothwell, Underwood
<b>Absent:</b>	Commissioners	None
<b>Present:</b>	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.

<b>Ayes:</b>	<b>Hasselbrink, Rothwell, Underwood</b>
<b>Nays:</b>	<b>None</b>
<b>Absent:</b>	<b>None</b>
<b>Abstain:</b>	<b>Jempsa, Clayton</b>

## 6. ACTION ITEMS

## **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 2<sup>nd</sup> 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 Jempesa 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**

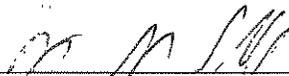
At 5:28 PM, the Cable Television Commission meeting was adjourned.

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 Mahager