

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, Hammond, 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 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: None

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.

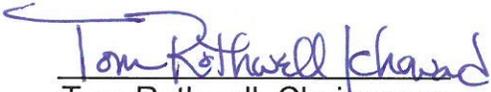
Vice Chair Underwood stated that the studio now has no working cameras, and the studio is essentially inoperable. The non-profits who want to produce programming are not happy about the studio's state of disrepair.

8. **ADJOURNMENT**

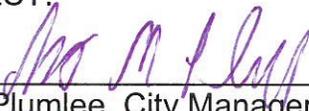
MOTION: Clayton/Underwood

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