

**MINUTES OF CABLE TELEVISION COMMISSION
OF THE CITY OF LOS ALAMITOS**

REGULAR MEETING – May 5, 2015

1. CALL TO ORDER

The Cable Television Commission met in regular session at 7:04 p.m. on May 5, 2015, in the Council Chamber, 3191 Katella Avenue, Los Alamitos, Chair Underwood presiding.

2. ROLL CALL

Present: Commissioners Clayton, Hammond, Poe, Singer, Underwood

Absent: Commissioners Student Commissioner Ellison

Present: Staff Bret Plumlee, City Manager
Jason Al-Imam, Administrative Services Director
David Ihrig, Skyline Media Productions
Ernie Castelo, Skyline Media Productions
Catherine Howard, Police Department Secretary

3. MINUTES

Motion/Second/Abstain: Singer/Clayton/Poe

Unanimously Carried: The Cable Television Commission approved the April 7, 2015 Cable Television Commission meeting minutes.

5. Discussion Items

- A. This is a continued discussion of "Cable Operations Study" assigned to Skyline Media Productions of Irvine.

Mr. David Ihrig provided a status update and progress report on Skyline's meetings within the community, specifically LAUSD and Parks & Recreation. They've received enthusiastic response from the community and the high school, which is excited about their students participating in LATV studio productions; approximately 120 students are currently enrolled in the school's video production program. Skyline was welcomed by local businesses when they attended the most recent Los Alamitos Area Chamber of Commerce Friday Breakfast Meeting, where they've pitched various sponsorship packages for LATV. They've developed several promotional sponsorship opportunities, with varying costs, airtimes, and video productions highlighting local businesses. Community feedback was

supportive of increased public affairs programming and extremely supportive of increased school sports coverage. They believe there is a deep volunteer base ready to enroll in training workshops. Of the 60 Chamber Breakfast attendees, 20 said they were ready to write a check for a promotional sponsorship package; there appears to be real potential for sponsored programming, city events, sports, business highlights, etc.

They spoke briefly with a representative of the LAUSD Baseball Boosters, the high school principal, assistant-principal, and Superintendent Kropp. There was discussion between airing sports highlights versus entire games. Volunteers would be trained on City equipment, certified, so they would work as "contractors" in/for the studio and be paid for half of their time. These funds would come primarily from the boosters, leaving the City and LATV cost neutral. Discussion continued to include students doing play-by-play coverage, streaming live via the internet, and minimizing the mandated payments to CIF and Fox Sports West, play-off games excluded.

Skyline is trying to gauge the levels of community interest and support for which type of programming. Chair Underwood provided a brief summary of the 2012 City survey which received minimal response.

A discussion ensued about the perimeters of sponsorship, which was likened to being a commercial, but without a call to action, and Skyline provided an overview of their developing business packages. An example would be for a business to pay \$1,000 for a 30 minute program, during which time that business would be highlighted for 7 minutes; from that they could take a 2 minute video for their website. Following City review, Skyline intends to email a survey, via the Los Alamitos Area Chamber of Commerce distribution list, to ascertain which businesses are interested in which level of sponsorship packages, ranging from \$500 for a 2 minute video, \$3,000, \$5,000 packages, and a Title Sponsorship for \$10,000. If City event costs are covered, then additional funds remain, those funds would be returned to the City's General Fund. The goal is to produce quality community programming and pay a certified contractor a fair rate.

Parents supporting their children's sporting events, in place of, or in addition to businesses as boosters was discussed. Are sporting events considered educational programs? Parents already pay for bussing kids to school and extra-curricular events, so asking them to assume the role of "boosters" seems unfair. It would be a big plus in the community if businesses could help underwrite sporting events.

Chair Underwood asked if Skyline's vision or intent was to include themselves in the day-to-day management and operations of the studio. Mr. Ihrig replied that their final report will provide management guidelines to

whomever the City determines will run the studio; the sponsorship particulars obtained by the responding businesses will be included in the report.

Commissioner Singer expressed his concern that the Los Alamitos residents should be included in the determination of the programming and future of the studio. Whether residents pay the \$1 per month Time Warner fee or tax dollars, their opinion should be heard.

Commissioner Clayton stated that attempts to elicit residents' opinions via surveys yielded minimal information.

City Manager Plumlee stated that Community Services might be able to distribute something to help gauge residents' opinions.

B. Review and discuss LATV Fund 28 Year-to-Date Activity Report.

Administrative Services Director Al-Imam provided a brief summary of the information contained within the attachment; not much activity has occurred. The end-of-the-year projected balance is approximately \$143,000. The Event Filming Reimbursement of \$6,500 will sunset sometime within the next year, if not renewed. Fund 28 is to be used only for LATV capital improvements. It is anticipated that Skyline's report will include recommendations for capital improvements.

(These items were intentionally taken out of order.)

D. Discussion of the Loss of "Playback Fees" from Rossmoor.

Administrative Services Director Al-Imam provided a brief history of the 6-Year Franchise Agreement between the County of Orange and Time Warner, which provided for the monthly payment of \$1,094 beginning July 1, 2006, which expired March 12, 2012. The City received \$15,948, \$16,740 and \$12,009 in the fiscal years ending June 30, 2010, 2011 and 2012 (8 full months and 1 partial month).

Los Alamitos no longer receives any compensation from Rossmoor for franchise fees or for broadcasting their monthly RCSD meetings.

Discussion ensued on why Rossmoor fees are going to the county, when they still receive LATV programming. Commissioners Clayton and Singer did not think that recovering these fees was especially valuable, while Chair Underwood and Vice Chair Hammond disagreed.

City Manager Plumlee stated that a letter had recently been sent to the Board of Supervisors requesting consideration of reimbursement for fees associated with LATV broadcasting in Rossmoor. Chair Underwood stated

that some Rossmoor residents are supportive of revenue being directed to Los Alamitos. He requested Staff review a Rossmoor Time Warner phone bill to analyze where overages and/or taxable charges were being directed.

Commissioner Singer stated that the City would be better served to learn the preferences and opinions of Los Alamitos, rather than being concerned about Rossmoor.

C. Discussion of the Goals, Responsibilities and Mission of LATV and the Role of the LATV Commission.

City Manager Plumlee stated that this a continued discussion from last meeting and Skyline Productions is only 30 days into their assessment of LATV Studio, and still gathering data and information. Part of the long term goal is to review the Policies and Procedures, which was last revised in 2009.

Chair Underwood suggested a discussion with each commissioner explaining 1) What they think LATV is all about; and, 2) What is the role of the commission, addressing the general goals and responsibilities of LATV and the commission.

Commissioner Clayton suggested this discussion was premature and might be more productive after Skyline had concluded its 90 day assessment and presented their proposal.

Skyline Media's Mr. Ihrig asked the commission to explain their current role and activities.

Vice Chair Hammond stated that the 2009 Policies and Procedures contained foundationally sound guidelines, from which to build a revised version.

City Manager Plumlee suggested that inasmuch as today was Commissioner Poe's first meeting, and the consultants were in mid-way into their evaluation, this item be table to the next meeting to allow those aforementioned entities proper time to become familiar with the issue.

Commissioner Poe confirmed that she would like an opportunity to review and refresh her acquaintance with the information. She suggested holding a workshop to specifically review and discuss this document before the next regular meeting in June.

Commissioner Clayton agreed with Commissioner Poe's workshop suggestion; however, first, he felt that the commission needed to hear how Skyline assessed LATV, the studio and its equipment needs, van operations,

etc., prior to the commission spending additional time revising the Policies and Procedures. How are they supposed to make determinations about the studio, the van, etc., when Skyline may suggest other directions?

Commissioner Poe stated that a workshop addressing a point-by-point review and assessment of the Policies and Procedures would be beneficial to the commission.

Mr. Ihrig suggested that it would be helpful in developing Skyline Media's plan to have each commissioner email them with two or three sentences explaining their personal assessment of: 1) What do you think the roll of the commission should be? and, 2) What is the purpose of LATV?

Chair Underwood said that the workshop should address overarching goals and responsibilities of LATV to the community.

Skyline's final plan and recommendations are due to the Council on June 30th.

Motion/Second: Poe/Underwood

Unanimously Carried: The Cable Television Commission agenized their next meeting to a future workshop meeting to address the Policies and Procedures.

- E. This is a continued discussion from the last Cable Commission meeting. Discussion and clarification of the main goals and objectives of community television in Los Alamitos with the intent to fashion a cohesive mission statement as a starting point that would inform and enlighten our consultant group now attempting to prepare a "vision study" for LATV.

The commission felt this issue had been covered by the discussion of item C.

7. COMMISSIONER REPORTS

Commissioner Singer stated that Los Alamitos was too small to have its own television station and it would be better for the City to partner with another city to produce local PEG programming. LATV does not a benefit the majority of the residents and suggested disbanding LATV.

Commissioner Poe believes that Los Alamitos is a unique community and deserves to have its own local television station to inform and serve the community's interest. She believes it could be great again.

Commissioner Clayton agreed with Commissioner Singer's opinion and believes that the influence of politics is not necessarily a positive with regard to LATV.

Chair Underwood provided an update on the American Community Media and the progress of the CAP Act.

8. ADJOURNMENT

The Cable Television Commission adjourned at 9:38 p.m.

Attest:



John Underwood, Chair



Bret M. Plumlee, City Manager