

CITY OF LOS ALAMITOS



SPECIAL CITY COUNCIL MEETING

MONDAY, MARCH 21, 2011 – 5:00 P.M.

NOTICE IS HEREBY GIVEN that a Special Meeting of the City Council is hereby called by the Mayor and will be held on MONDAY, March 21, 2011 at 5:00 p.m. in the City Council Chambers, 3191 Katella Avenue, Los Alamitos. The agenda is as follows:

Mayor:
Ken Stephens

Mayor Pro Tem:
Troy D. Edgar

Council Members:
Warren Kusumoto
Gerri L. Graham-Mejia
Marilynn M. Poe

City Manager:
Jeffrey L. Stewart

AGENDA

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.ci.los-alamitos.ca.us once the agenda has been publicly posted.

Any written materials relating to an item on this agenda submitted to the City Council 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.

1. CALL TO ORDER

2. ROLL CALL - CITY COUNCIL
Council Member Graham-Mejia
Council Member Kusumoto
Council Member Poe
Mayor Pro Tem Edgar
Mayor Stephens

3. ORAL COMMUNICATIONS
At this time any individual in the audience may come forward to speak on any item on the agenda. Remarks are to be limited to not more than five minutes.

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4. SPECIAL ORDERS OF THE DAY

A. Discussion and Potential Direction to Staff Regarding the Future Structure and Governance of LATV

During the regular City Council meeting of February 22, 2011, the Council considered an item regarding the future direction of LATV. During discussion of the issue, the Council voted to conduct a workshop to examine options in more detail. The item before the City Council this meeting is intended to seek direction for staff in implementing the future structure and governance of LATV.

Recommendation: 1) Consider comments by members of the public and staff and provide policy direction regarding the structure and governance of LATV; 2) Alternatively, discuss and take other action related to this issue.

5. ADJOURNMENT

The next meeting of the City Council is scheduled for Monday, March 21, 2011, at 7:00 p.m., 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 following locations: Los Alamitos City Hall, 3191 Katella Ave.; Los Alamitos Community Center, 10911 Oak Street; and, Los Alamitos Museum, 11062 Los Alamitos Blvd.; not less than 72 hours prior to the meeting.



Adria M. Jimenez, CMC
City Clerk

March 17, 2011
Date

City of Los Alamitos

Agenda Report Discussion Items

**March 21, 2011
Item No: 4A**

To: Mayor Ken Stephens & Members of the City Council

From: Jeff Stewart, City Manager

Subject: Discussion and Potential Direction to Staff Regarding the Future Structure and Governance of LATV

Summary:

During the regular City Council meeting of February 22, 2011, the Council considered an item regarding the future direction of LATV. During discussion of the issue, the Council voted to conduct a workshop to examine options in more detail. The item before the City Council this meeting is intended to seek direction for staff in implementing the future structure and governance of LATV.

Recommendation: 1) Consider comments by members of the public and staff and provide policy direction regarding the structure and governance of LATV; 2) Alternatively, discuss and take other action related to this issue.

Background and Discussion

Previously, the City Council reviewed information regarding the recent history and current status of LATV. To restate, in November 2009, the City Council entered into an agreement with CSMP to reactivate programming on LATV. Simultaneously, the Council authorized funding for Mr. John Underwood to renovate and build a cable television studio at 10921 Oak Street. Since that time, the studio has been completed and LATV has become a viable cable television station airing a variety of programming. Since November 2009, CSMP reports the following:

- Aired 85 hours (37 shows) of non-government local programming. The previous high for such programming was 81 hours (30 shows) in 1999. The historic average has been 48 hours per year.
- Aired 11.7 hours of new public access programming on 2010. The historic average has been 8.7 hours per year.
- Increased the amount of non-sports programming in 2010 to nearly 37 hours. In 2009, there was 8 hours of non sports programming aired. The 37 hours of programming represents the third highest total on record. The top two years of such programming occurred prior to 1999 when the Orange County High School of the Arts (OCHSA) was located on the Los Alamitos High School campus.

Accordingly, staff recommended on February 21, 2011 a bifurcated arrangement wherein CSMP would continue to manage LATV operations and maintain the studio and Mr. Underwood would receive funding to produce community programming and oversee the restart of public access programming activities in the community. Additionally, staff recommended the reactivation of the Community Cable Commission to be charged with making recommendations to the City Council in the following areas: 1) Commission would be responsible for allocating up to \$9,000 annually in public access "grants" to nurture public access programming. The guidelines would be developed by the Commission and approved by the City Council; 2) Commission would make recommendations to the City Council regarding potential amendments to the Cable Television Guidelines; 3) Meet, as needed, with CSMP and make recommendations regarding the mix and breadth of programming aired on LATV; 4) make periodic recommendations to the City Council regarding capital expenditures related to the LATV; and 5) develop guidelines regarding the City's role and the use of the studio in providing for public access programming to be aired on LATV.

During discussion of those recommendations, members of the Council expressed concern that the breadth of the mission stated for the reactivated Cable Commission was too narrow, that CSMP may be granted too much discretion over the quality and content of the programming and that Mr. Underwood's role in the future of the LATV was ill defined. Additionally, there was some discussion that staff should look closely at prior years' models of LATV operations before making firm recommendations.

In response to the Council's concerns, staff researched prior models of operation of LATV and determined that prior to 2007, LATV was 501(c)3 California Non Profit Corporation overseen by the Los Alamitos Community Cable Commission. LATV had an operating budget that exceeded \$120,000 at its peak, and retained several direct employees to oversee its operations. In 2007, the City Council chose to dissolve the non-profit corporation and provide direct supervision of LATV operations. The station provided governmental and minimal community programming from that time until the "restart" of the station in November 2009. It should be noted that the "restart" reflected the current budget limitations regarding community television funds in Los Alamitos. The City currently receives approximately \$44,000 annually in PEG funds and has a current reserve of \$95,000. Staff's recommendations on February 22nd reflected the goal of the City Council LATV ad hoc committee of operating within the parameters of a \$44,000 annual budget.

Currently, the City Council provides policy direction regarding the expenditure of PEG funds and the operations of LATV. Since November 2009, an ad hoc subcommittee of the Council, comprised of Mayor Stephens and Councilmember Mejia have met periodically to make recommendations to the staff and the City Council. The recommendations of the subcommittee have been considered by the City Council on two three separate occasions and have formed the basis of the operations of LATV and the Studio at 10921 Oak Street from November 2009 until now. Staff recommendations to date have sought to work within that structure.

Staff is seeking direction on the following: 1) whether or not to retain CSMP and/or Mr. John Underwood to provide specific services; 2) the potential reestablishment of the Community Cable Commission and 3) the appropriate allocation of the PEG funds for operations and public access television.

Fiscal Impact

Submitted By:



Jeff Stewart, City Manager

Attachments: None