

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

REGULAR MEETING – April 7, 2015

1. CALL TO ORDER

The Cable Television Commission met in regular session at 7:19 p.m. on April 7, 2015, in the Council Chamber, 3191 Katella Avenue, Los Alamitos, Chair Underwood presiding.

2. ROLL CALL

Present: Commissioners Clayton, Hammond, Singer, Underwood
Student Commissioner Ellison

Absent: Commissioners None

Present: Staff Bret Plumlee, City Manager
Jason Al-Imam, Administrative Services Director
Catherine Howard, Police Department Secretary

3. ORAL COMMUNICATIONS

Chair Underwood opened Oral Communications. There being no one present wishing to speak, Chair Underwood closed Oral Communications.

4. MINUTES

Motion/Second: Clayton/Singer
Unanimously Carried: The Cable Television Commission approved the March 3, 2015 Cable Television Commission meeting minutes.

5. PRESENTATIONS

None.

6. Discussion Items

A. Rosenberg's Rules of Order

City Clerk Windmera Quintanar provided a brief summary of the information contained within this report and answered questions from the commission. Rosenberg's Rules or Order have simplified the procedures outlined in Robert's Rules of Order, providing plain guidelines for smaller bodies, while retaining the basic tenets of order to which legislative bodies must adhere.

City Clerk Quintanar stated that a 50-minute video on Rosenberg's Rules of Order would be screened at the next Cable meeting in May. A link to the online video was provided. <http://www.ca-ilq.org/document/parliamentary-procedure-simplified>

B. Discussion of "Cable Operations Study" assigned to Skyline Media Production of Irvine

City Manager Bret Plumlee provided a brief summary of the information contained within the report and answered questions from the commission. City Manager Plumlee introduced the City's Administrative Services Director, Jason Al-Imam, and Skyline Media Production principals, Ernie Castelo and David Ihrig, who have over 35 years of combined experience in government cable television programming.

Mr. Ihrig stated that they were impressed with the level of enthusiasm and real interest that Los Alamitos has for its cable television and LATV. Their goal is to develop a vision within 90 days to identify within the community, those with a message, those who will do the work, level of support from students, community producers, and a basic workshop outline. He encouraged the commission's input and highlighted their value as the outreach liaison into the community.

Mr. Castelo stated that they would like to obtain data on viewer metrics and create a campaign to gather supporters.

Specifics concerning how to obtain viewership information were discussed.

The basic guidelines concerning PEG perimeters, sponsorships, underwriting were discussed. The issue of LATV growth, internet streaming, and reaching outside the boundaries of Los Alamitos were discussed.

City Manager Plumlee underscored the importance of self-sustaining workshops and programs to minimize the financial impact on the City and the General Fund. Quality programming, that is locally pertinent, promotes community support.

The value of local programming, which gives a voice to local issues, residents, their families, and their interests, is important to Los Alamitos and speaks to the heart of our community.

Mr. Ihrig expressed confidence regarding upgrading studio equipment. While they intend to present various options for LATV, plans for the studio will be included in their report. Skyline's report to the Council will address and provide a future direction and vision for LATV.

Commissioner Singer inquired as to the specific City Council goals for LATV.

Administrative Services Director Al-Imam suggested that about mid-point in the assessment and evaluation process, Skyline could present a workshop for the City Council, to provide information, offer feedback, and solicit direction.

Chair Underwood inquired how Skyline viewed the role of the Cable Commission with LATV.

Mr. Castelo replied the commission serves as advisors to Skyline, holding them accountable as station managers.

Mr. Ihrig added that the commission is really the community liaison and should not be involved in station programming; they should keep an eye on the budget.

C. Review and Discuss LATV Fund 28 Year-to-Date Activity Report

Administrative Services Director Al-Imam provided a brief summary of the information provided within this report, answering questions from the commission.

Chair Underwood asked if Mr. Al-Imam could provide an estimated projection of the fund balance at the end of 2016.

Mr. Al-Imam said the fund receives approximately \$27,000 to 30,000 per year.

City Manager Plumlee stated that the funds that the City receives from the \$1 per household diminish slightly annually.

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

City Manager Plumlee provided a brief summary of this item and advised City Clerk Quintanar had identified several versions of *Los Alamitos Access Television Policies and Procedures*. Attachment 4 was adopted by the City Council on November 16, 2009. All policies for LATV are required to also be approved by the City Council and this was the latest version that was approved.

Commissioner Clayton said he supports review and revision of these policies, but suggested that would be better after Skyline has had an opportunity to review this and other LATV studio documents.

7. COMMISSIONER REPORTS

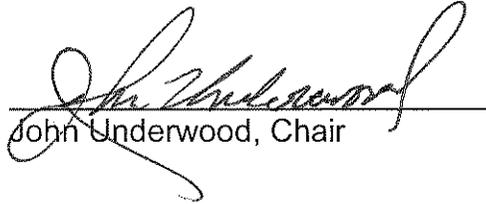
Student Commissioner Ellison provided a follow-up on last month's request to research the possibility of obtaining music from the 2015 Los Alamitos High School bands, presenting two CDs, one concert band, one jazz, for consideration to air during LATV's Community Calendar, Public Service Announcements, etc.

Commissioner Clayton suggested caution when using copyrighted music. Liability issues were briefly discussed.

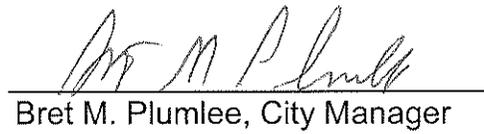
8. **ADJOURNMENT**

The Cable Television Commission adjourned at 9:02 p.m.

Attest:



John Underwood, Chair



Bret M. Plumlee, City Manager