



1. Call to Order

PCTA Chairwoman Carol Warren called the meeting to order at 8:38 a.m.

2. Roll Call

Director Tri Ta	Westminster	Present	Director Michael Vo	Fountain Valley	Present
Vice-chair Margie Rice	Westminster	Present	Director Steve Nagel	Fountain Valley	Present
Director Dave Shawver	Stanton	Present	Director Keith Bohr	Huntington Beach	Present
Chair Carol Warren	Stanton	Present	Director Joe Carchio	Huntington Beach	Present

Staff members present

Michelle Molko	Attorney
Nicole Cass	Assistant Director
Louis Rocha	Video Production Coordinator

Also present

Laurie Frymire	Huntington Beach
Matt Mogensen	Fountain Valley
Julie Roman	Stanton
LaVada Cordasco	Westminster
Diana Dobbert	Westminster

3. Approval of Minutes: Director Ta moved approval of the April 20, 2011 meeting minutes; seconded by Director Nagel, the motion passed unanimously.

4. Public Comments: None.

5. Approval of Expenditures: Director Rice moved simultaneous approval for the Register of Demands No. 6736 to 6781, Administrative, and PEG Treasurer's Reports for April 2011; seconded by Director Ta, the motion passed unanimously.

6. Reports

A. Report of Board Members: Director Shawver commented on the success of a joint venture with the Kiwanis Club in the City of Stanton. Director Rice commented on a community benefit program run by Time Warner Cable that joins with local municipalities and schools to provide education, marketing, and sponsorship support for programs focusing on reading, math, and science.

B. Report of the PCTA Attorney: None.

C. Report of Administration – Assistant Director Nicole Cass provided the Board with a summary of business items that occurred during the past thirty days, including channel change notifications from each video service provider. Additional items covered touched on current staffing levels, including over 200 resumes submitted for the current open producer and editor positions, augmenting of draft internship production positions that will be sent to local colleges and universities, progress in generating a separate contract to reimburse the city of Westminster for their public meeting coverage, and a meeting with Kristy Hennessey, Government Relations V.P. with Time Warner Cable, where several issues related to government access programming, the latest forms of content distribution as TWC continues to grow, as well as franchise fee reporting issues; Mayor Rice organized the meeting. She concluded her report with two save-the-date recommendations for the Board to reserve June 2nd for the SCAN NATOA Annual Conference, as well as September 20-23rd for the NATOA Annual Conference in San Francisco, before handing off to Mr. Rocha who provided an update of all recently completed or underway PCTA productions.

7. Unfinished Business

A. Responses to RFP for Consultant Services: Miss Cass provided all three the responses to the recent RFP for management structure and goal setting for the PCTA and government access channels. After reviewing the scope, timeline, and costs provided by each bid, Director Rice made a motion directing staff make contact and inquire about

utilizing only the specialized meeting portion of the bid provided by Ridel Communications; seconded by Director Bohr, the motion passed unanimously.

B. Sub-committee to Review and Consider Modifications to Executive Director Job Description, Appointment of Interim Executive Director, and Recruitment of General Manager: There was no meeting to report.

C. Item REMOVED

D. Receive and File: Audit Report for FY Ending June 30, 2010: Director Rice commented on the management letter regarding that auditor's identified needs for change or creation of certain financial management policies or practices that was responded to by Miss Cass. Director Rice recommended the suggestions contained therein be acted upon and brought to the board for review. Director Carchio moved to receive and file the Audit Report; seconded by Director Vo, the motion passed unanimously.

8. New Business

A. Contract Renewal: Video Maintenance Services Agreement with Vidiflo, LLC: Miss Cass provided the board with an updated annual contract for on-call or emergency engineering services currently provided by Viviflo, LLC. This contract lapsed and is a part of management's continued efforts to ensure all PCTA vendors and practices are in compliance with existing PCTA policies. The sole change to the contract was a \$10.00 per hour increase for all listed services, which remains well under market value, and below that of similarly qualified local contractors. Director Carchio requested to know the payment terms of each contract, and any contract minimums for all vendors on the slate, then motioned the board move for simultaneous approval of all production renewal contracts (Items A through E); seconded by Director Vo, the motion to approve all contracts passed unanimously.

B. Production Contract Augmentation: Editor, Russ Cogdell: Miss Cass provided a summary of the production cost analysis process for deciding to convert all Editor and Producer contracts to flat rate payments per project, similar to on camera talent, which she anticipates will increase production rates and lower overall costs. See item 8A.

C. Production Contract Augmentation: Editor, Joe Rodriguez : See item 8A.

D. Production Contract Augmentation: Producer, Tina Williams: See item 8A.

E. Production Contract Augmentation: Producer, Paul Silva: See item 8A.

F. Discussion: Live event Coverage Options: Mr. Rocha provided the Board with three bids responding to a request for the cost of live event coverage made by the City of Huntington Beach. Of the three vendors, Mr. Rocha recommended LiveU as the most cost effective for the needs of all member cities. Mr. Rocha suggested to the Board that acting quickly could allow for a demonstration from the vendor at an upcoming event. Director Shawver moved approval for staff to pursue the bid including projected usage and draft contract with LiveU; seconded by Director Ta, the motion passed unanimously.

9. Chairwoman Warren ADJOURNED the meeting to **8:30 A.M. Wednesday, June 15th, 2011**, at the **Fountain Valley City Hall, Conference Room 1.**

Respectfully submitted,

Nicole Cass
Assistant Director