



1. Call to Order

PCTA Chairwoman Carol Warren called the meeting to order at 8:36 a.m.

2. Roll Call

Director Tri Ta	Westminster	Present	Director Michael Vo	Fountain Valley	Present
Vice-chair Margie Rice	Westminster	Absent	Director Steve Nagel	Fountain Valley	Absent
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

Bill Marticorena	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 June 22, 2011 meeting minutes; seconded by Director Shawver, the motion passed unanimously.

4. Public Comments: None.

5. Approval of Expenditures: Director Carchio requested a correction from the mileage account to Medical Expenses for check number 6861. Director Nagel moved approval for the Register of Demands No. 6783-6913; seconded by Director Ta, the motion passed unanimously.

6. Reports

A. Report of Board Members: Director Nagel requested to know why the Huntington Beach 4th of July Parade was not run live on Fountain ValleyTV Channel 3. Mr. Rocha explained that the system was meant for a test to run live in Huntington Beach only and was not offered to any of the other cities as a live production due to this being a test of the LiveU system that was not guaranteed to function. Laurie Frymire also confirmed that there was no marketing of the live version of the parade to the other member cities because they were not sure if the system could support that request for this initial test. Director Carchio has comments for the parade staff and talent regarding the look and sound of the event. Mr Rocha will be invited to attend the parade organization meeting much earlier for the 2012 parade to try and incorporated the Board's comments into the early planning stages of the parade and relating production. Director Warren suggested a roundtable discussion of PCTA produced programs.

B. Report of the PCTA Attorney: Attorney Bill Marticorena summarized an FCC filing deadline that could impact local governments in the area of the public-right-of-way.

C. Report of Administration: Assistant Director Nicole Cass provided the Board with a summary of business items during the past thirty days, including channel change notifications from each video service provider. Additional items covered were current staffing levels, including expanding the production pool to meet the increased summer production demand, and an update for the scheduling for the workshop planned by Ridel Communications, tentatively set for October.

She concluded her report with a remaining save-the-date recommendation for 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. 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.

B. DRAFT: 2011-12 PCTA Administrative & Government Access Channels Budget – This item was tabled to next month's meeting and until the finalization of management positions and salaries.

8. New Business

A. Discussion: Live Event Coverage: Live U – Mr. Rocha provided the Board with a draft contact and rate sheet for an annual contact with LiveU, Inc. Director Vo had been approached by another local company that wished to meet with Louis and discuss their ability to provide less expensive services. The Directors also wished to internally develop a draft list of projects from each city for live coverage to determine if an annual contract with a set amount of monthly hours is necessary. This item was tabled until a draft list is developed by each city and Mr. Rocha can have time to meet with the alternate vendor that approached Director Vo.

B. Draft: PCTA Clerk position – Miss Cass provided the Board with a draft position for supporting the management staff in both the production and administration office. This item was tabled until the Board finalized management positions and the FY 2011-12 budget.

C. Draft: PCTA Director of Video Production – Miss Cass presented the Board with a draft of this position which absorbed certain duties previously the responsibility of the former Executive Director position. Director Carchio requested this position be returned to closed session to finalize salary limits, develop internal controls and responsibilities of the position to the Board.

D. Draft: PCTA Managing Director position – Miss Cass presented the Board with a draft of this position which absorbed certain duties previously the responsibility of the former Executive Director position. Director Carchio requested this position be returned to closed session to finalize salary limits, develop internal controls and responsibilities of the position to the Board.

9. Chairwoman Warren **ADJOURNED** the meeting to **8:30 A.M.** Wednesday, **August 17th, 2011**, at the **Fountain Valley City Hall, Conference Room 1.**

Respectfully submitted,

Nicole Cass
Assistant Director