



MINUTES

Regular Meeting of August 20, 2014

10200 Slater Avenue
Fountain Valley, CA 92708

1. Call to Order: PCTA Chairman Joe Carchio called the meeting to order at 8:42 a.m.

2. Roll Call

Table with 6 columns: Name, City, Status, Name, City, Status. Rows include Director Tri Ta, Director Margie Rice, Vice-Chair Dave Shawver, Director Carol Warren, Director Michael Vo, Director Cheryl Brothers, Director Matthew Harper, and Chair Joe Carchio.

PCTA Staff members present

Table with 2 columns: Name, Title. Rows include Michelle Molko (Attorney), John Borack (General Manager), Louis Rocha (Manager of Video Production), and Christine M. Gilbert (Administrative Assistant).

Also present

Table with 2 columns: Name, City. Rows include Vanessa Johnson (City of Westminster), Julie Toledo (City of Huntington Beach), and Julie Roman (City of Stanton).

3. Public Comments: None.

4. Consent Calendar: Director Brothers moved approval of the Consent Calendar; seconded by Vice-Chair Shawver, the motion passed unanimously as to those present.

5. Reports:

A. Report of Board Members: Director Brothers took the opportunity to share her recent experience with her personal Time Warner Cable service. Director Brothers' cable television reception has been very poor for about a month. When she contacted TWC, the service provider tried to apply codes on their end in an attempt to fix the problem, but they were not successful. Time Warner Cable scheduled a technician to come later that week and assess the problem. Although her problem has been persisting for a month, she was told by the representative that her account could only be credited for the week prior to her phone call. Following her call with TWC, Director Brothers received an automated call from TWC stating they had detected a problem in her area. Knowing this was a widespread issue in her neighborhood, Director Brothers believes that TWC is not proactive and that the problem would not have been discovered by TWC unless a member of the community had called them to complain.

Chair Carchio added to the discussion that in Huntington Beach, Time Warner Cable has updated its service to all-digital, requiring for many a digital converter, which is supposed to be free until 2015 or 2016. However, if one is not vigilant with their TWC billing, Time Warner may charge for the adaptor unless asked about it. Chair Carchio also brought up the question about PCTA paying for television cable accounts for various departments in Huntington Beach City Hall. He asked why PCTA was not paying for the Fire Department or the Emergency Operations Center. It was discussed that in the past, cable was 'free' to all City Halls, the fees being waived by the cable companies. After that, the Cities were charged for all historical outlets. Vice-Chair Shawver added that Board Members used to get free cable before the changes as well. General Manager Borack stated that most PCTA member cities pay their own cable bills for city hall, fire stations, etc. As the EOC in Huntington Beach falls under the umbrella of Public Information (for which PCTA is currently paying), General Manager Borack commented it might make sense for PCTA to pay for it. Attorney Michelle Molko suggested that for the next meeting PCTA agendaize an item regarding PCTA paying for various city cable bills, with back-up as to what PCTA is currently paying for in the member cities. General Manager Borack added that Huntington Beach was getting free cable in the past in some places within City Hall because the hook-ups were not billed.

for. With the recent digital upgrade, TWC is adding those outlets and billing the City and/or PCTA. Chair **Carchio** acknowledged that there was fair warning before the digital switch about the requirement of the digital adaptors, and that the Fire and other departments didn't heed said warning, which is why they were "cut off."

Vice-Chair **Shawver** shared that he has discovered what seems to be one source of his issues with AT&T. He shared that AT&T has boxes on the streets with cards in them that are 'A' or 'B' cards. The technology today is up to a 'K' card, and although changing the card is a very simple and easy upgrade, AT&T does not wish to spend the money to upgrade. Vice-Chair **Shawver** also informed the Board that the City of Stanton has been receiving phone calls from businesses complaining that their internet service from TWC is horrific, and it is affecting their ability to do business. Director **Brothers** responded that Time Warner Cable told the City of Fountain Valley that investing in the City's internet would not be worth the return on investment.

B. Report of Administration: General Manager **John Borack** summarized the report, which included channel, rate change and programming notifications from the video service providers; a summary of PCTA press coverage from July and August; the City of Westminster's thanks to PCTA for its work on the Westminster Summer Concerts in the concert programs; a thank-you email from the City of Fountain Valley's Recreation Coordinator for covering four of Fountain Valley's Summer Concerts; an update on the Time Warner digital conversion for residential and business customers; an update of PCTA's ongoing efforts to consolidate Time Warner Cable bills, which will save the PCTA approximately \$1,000 a year in Fountain Valley alone; preparations for the upcoming Live Election Night coverage on Tuesday November 4; a reminder regarding the "45 Day Rule" for airing programming featuring candidates in the November election; an update on the Vector Control PSA regarding the West Nile Virus running in all four cities; information about viewing AQMD meetings on video bulletin boards for all cities and on the PCTA website; the receipt of a RFP from the City of Los Alamitos for sports programming; and a reminder that there will be no meeting in September due to the national NATOA conference. Video Production Manager **Louis Rocha** presented the production status report.

At this time, Director **Ta** wanted to share that he had great feedback for PCTA's work at Westminster's Summer Concerts. Chair **Carchio** noted that the crowds at the Huntington Beach Summer Concerts were in the thousands. He asked Director **Ta** whether Westminster has considered featuring Vietnamese music at the City's summer concerts. Vanessa Johnson, from the City of Westminster, responded that they had looked into it, but it was difficult to find. Director **Brothers** mentioned that the City of Fountain Valley concerts were attracting large crowds.

Chair **Carchio** shared that the City of Huntington Beach was in talks with ABC for a long-term deal for covering the Huntington Beach 4th of July Parade. They are in talks for a five year contract, as a one year contract makes it more difficult to secure sponsors and advertisers. Director **Ta** expressed interest in having a network station cover a parade of Westminster's, such as the Tet Parade, and Chair **Carchio** suggested Westminster contact Julie Toledo at Huntington Beach who could provide direction.

Director **Brothers** also added that she hoped PCTA would respond to Los Alamitos' RFP, even just to decline the request. Chair **Carchio** asked about which cities will be covered in the Election Coverage, and from where the coverage will originate. PCTA staff responded that all four member cities will be involved, and that the program will originate from the Huntington Beach studio. Chair **Carchio** also brought up the Candidate Forum for Huntington Beach. He expressed his desire that someone other than the League of Women Voters put on the Forum because they are seen as a partisan organization, and that the Forum should have a non-partisan facilitator. Director **Warren** contributed that there have been a lot of journalists recently laid off from the Register and such places who would make good facilitators.

Chair **Carchio** asked how it is decided when Surf City Highlights plays on HBTv-3, as there have been comments about outdated programs--for example, a recently programmed episode featuring Easter activities. Julie Toledo and PCTA staff, who work together on programming Channel 3, informed Chair **Carchio** that this

August 20, 2014 MINUTES

was a result of a backup, but that the shows should now be back on schedule with relevant programming. Director **Brothers** shared that Fountain Valley has study sessions scheduled to occur before every City Council Meeting. These study sessions are typically an hour before each meeting, and held in the Council Chambers. As these study sessions include a lot of information that she believes would benefit the community, Director **Brothers** inquired about the possibility of cablecasting these sessions live, along with the City Council Meetings. Video Production Manager **Louis Rocha** assured her that since these sessions are held in the Council Chambers, it would be quite easy to facilitate this request; PCTA would only need a request from the City.

C. Report of the PCTA Attorney: Attorney **Michelle Molko** brought up the topic of State water resources, and new regulations being put in place because of the drought. Though every City will be different, she offered to the Board that they may be interested in producing a PSA on water usage. Chair **Carchio** mentioned that the City of Huntington Beach just passed “Level 1,” and Director **Ta** said that water issues were being brought up at an upcoming Westminster City Council meeting. General Manager **Borack** offered that there may be existing videos available from the water district to air, and Attorney **Molko** offered the idea of individualized video bulletin board slides for each member city. Chair **Carchio** reminded the Board that the West Nile Virus is getting worse, and Director **Brothers** mentioned her desire to call California Senator Lou Correa to do the Spanish language version of the Vector Control PSA on West Nile Virus. Chair **Carchio** added that airing these PSAs is very important, and that a lot of people watch Channel 3. Vice-Chair **Shawver** mentioned that Stanton is bringing up the water issue at its upcoming City Council meeting as well. He asked about PCTA producing a short documentary on the topic, but the Board and PCTA staff will first look into existing videos from the Water District. Chair **Carchio** emphasized that Tiffany Baca at the Municipal Water District of Orange County would be a great person to contact regarding obtaining videos on the topic.

6. Unfinished Business:

A. Consideration of and Possible Action to Approve Change in Healthcare Benefits for PCTA Staff— General Manager **Borack** provided a memo re: Medical Benefits Cost Analysis. Chair **Carchio** and Vice-Chair **Shawver** asked about the last time raises in salaries and benefits were made; General Manager **Borack**’s salary increase was approved at the PCTA Board meeting of July 16, 2014 and that the other two full time staff had salary increases approved by the Board at the June 17, 2014 meeting. The board inquired whether medical plan rates would be going up, and it was agreed that they probably will. Attorney **Molko** offered that PCTA is a small organization, and that there would not be much to be done as far as negotiating company rates. She also suggested that the best plan for PCTA may be to have a set amount for staff medical coverage, and have staff subscribe to individual plans, allowing for the best deals to be worked out individually.

Director **Ta** motioned to approve paying General Manager **Borack**’s full medical benefits package each month. Director **Brothers** commented that there should be a cap on the amount PCTA pays. Director **Ta**’s motion was not seconded. After further discussion, Vice-Chair **Shawver** motioned to set the cap for the General Manager’s Medical Benefits at \$2,000 per month. Director **Ta** seconded the motion; Vice-Chair **Shawver**, Director **Ta**, and Director **Warren** voted in favor; Chair **Carchio** and Director **Brothers** voted against.

After some discussion about setting a cap versus approving the amount for the cost of the General Manager’s medical benefits, Vice-Chair **Shawver** motioned to reconsider the motion to set a \$2,000 cap on the General Manager’s medical benefits; seconded by Director **Ta**, the motion passed unanimously.

Vice-Chair **Shawver** made a motion to allocate \$1,939 per month for the General Manager’s medical benefits; seconded by Director **Brothers**, the motion passed unanimously as to those present.

7. New Business: None

Chair **Carchio** took this opportunity to ask about the NATOA conference dates, which are September 29th October 3, 2014. General Manager **Borack** informed the Board that PCTA did not have any nominations at the

NATOA awards this year. Vice-chair **Shawver** informed staff that though he had expressed interest in attending, he is not able to go. Chair **Carchio** mentioned he may attend, and Attorney **Molko** has a schedule conflict at the time of the conference, though there is a possibility it may clear up and she would be able to attend.

8. Chair **Carchio** **ADJOURNED** the meeting to **8:30 A.M.** Wednesday, **October 15, 2014**, at Fountain Valley City Hall, Conference Room 1.

Respectfully submitted,

John Borack
General Manager