



**MINUTES**

**Regular Meeting of February 17, 2016**

**10200 Slater Avenue  
Fountain Valley, CA 92708**

**1. Call to Order:** Chair **Tri Ta** called the meeting to order at 9:05 a.m.

**2. Roll Call**

Chair Tri Ta	Westminster	Present	Director Michael Vo	Fountain Valley	Present
Director Margie Rice	Westminster	Present	Director Cheryl Brothers	Fountain Valley	Present
Director Dave Shawver	Stanton	Present	Director Mike Posey	Huntington Beach	Absent
Director Carol Warren	Stanton	Present	Vice Chair Barbara Delgleize	Huntington Beach	Present

**PCTA staff members present**

Michelle Molko	Attorney
John M. Borack	General Manager
Louis Rocha	Video Production Manager
Christine M. Gilbert	Administrative Assistant

**Also present**

Julie Roman	City of Stanton
Diana Dobbert	City of Westminster
Tim Davis	City of Fountain Valley

**3. Public Comments:** None.

**4. Consent Calendar:** Director **Rice** motioned to approve the consent calendar, seconded by Director **Shawver**. Director **Brothers** requested to pull items 4C and 4D, and Director **Vo** moved approval of Items 4A and 4B; seconded by Chair **Ta**, the motion passed unanimously as to those present.

Director **Brothers** inquired about the franchise fees reflected in the Treasurer’s Report (Item 4C), and General Manager **Borack** confirmed that the franchise fees for the fourth quarter of 2015 have been received, but backup information from the video providers did not arrive in time to be reflected in the Treasurer’s Report. Regarding Item 4D, the PEG Budget Report, Director **Brothers** inquired as to whether a mid-year budget review should be performed, as one or two line items appear over budget for the year to date. General Manager **Borack** stated that this would be agendized for the next meeting in order to address those needs. Director **Brothers** moved to approve Items 4C and 4D; seconded by Director **Shawver**, the motion passed unanimously as to those present.

**5. Reports:**

**A. Report of Board Members:** Director **Rice** shared that she had watched “Young at Heart” and the “Margie L. Rice Park Dedication” and said that those who worked on the shows did a great job. Director **Brothers** reported on her recent attendance at an eNATOA Webinar regarding small cell attachments and sharing some developments in that arena in local government. Director **Shawver** informed the Board about the possibility of cities working with Ericsson Communications in the future, as the company has been implementing citywide Wi-Fi in communities such as Villa Park. Director **Warren** mentioned an interesting case study regarding a new program offered by the City of New York that provides free Wi-Fi throughout the city using old telephone booths as hotspots.

**B. Report of Administration:** General Manager **Borack** summarized the report, which included channel, rate change and programming notifications from the video service providers; recent press coverage including “PCTA Produces Documentary” in the *Orange County Register*, and “CPRS Honors PCTA Producer,” which was distributed to local media on 2/10/16; the participation of Members **Brothers** and **Shawver** in an eNATOA seminar titled “Small Cell & DAS—Striking the Balance” and five additional NATOA webinars for which PCTA is registered; a call for bids on upgrading and installing video production equipment in the Westminster City Council Chambers; a video bulletin board page providing PCTA’s phone number in case of unresolved cable service issues; the inclusion of PCTA’s phone number on Time Warner Cable bills beginning February 22; an update that the second episode of *Young at Heart* now airing; an award for Excellence in Digital Media earned from the California Park & Recreation Society for Huntington Beach’s “Rec Report,” produced by Matt Liffreing; a thank you from SCAN-NATOA president Christy Lopez regarding the January 2016 Chapter Meeting hosted by the City of Fountain Valley; an updated customer complaint log; new PSAs produced by PCTA regarding sand bags and storm water runoff currently airing on all four channels; and the purchase of a drone by PCTA and an update on its registration.

Video Production Manager **Rocha** presented the production status report. General Manager **Borack** mentioned that live Election Night Coverage and the Huntington Beach 4<sup>th</sup> of July Parade will be produced by PCTA this year as well. Director **Delglieze** offered that it would benefit the communities to create a PSA regarding cigarette butt littering. Director **Shawver** requested that the City of Stanton’s 60<sup>th</sup> Anniversary Logo appear on programming and the bulletin board, and also mentioned that on April 23 and 24, the Interfaith Council is hosting Community Outreach projects, and that the information for volunteers could be shared on member cities’ channels. (Westminster doesn’t participate in this program, but has a program in April with volunteer opportunities available; information regarding this can also be shared on Channel 3.) General Manager Borack ensured PCTA could put such volunteer information on video bulletin board slides in each city.

**C. Report of the PCTA Attorney:** Attorney **Molko** informed the Board on some arguments being made within the cable industry by video providers that they agree that there is an obligation to “transmit” PEG Channels, but then define carrying programming from PEG stations to the head-end as “transporting.” The argument is based on semantics, and is something to be aware of in future negotiations with video providers. There were no updates on the Time Warner Cable/Charter merger.

**6. New Business: None.**

**7. Old Business:**

**A. External Programming Options Follow-Up:** General Manager **Borack** updated the Board on the new programming schedule and new shows now airing on each city’s channel; samples were provided of each member city’s programming schedule which reflects the changes approved by the Board. Director **Shawver** moved to receive and file the new schedules; seconded by Director **Rice**, the motion passed unanimously as to those present.

**8. Chair Ta ADJOURNED** the meeting to **9:00 A.M. Wednesday, March 16, 2016** at Fountain Valley City Hall, Conference Room 1.

Respectfully submitted,

John M. Borack  
General Manager