



MINUTES

Regular Meeting of November 19, 2014

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

1. **Call to Order:** Chair **Joe Carchio** called the meeting to order at 8:37 a.m.

2. **Roll Call**

Director Tri Ta	Westminster	Present	Director Michael Vo	Fountain Valley	Present
Director Margie Rice	Westminster	Absent	Director Cheryl Brothers	Fountain Valley	Present
Vice-Chair Dave Shawver	Stanton	Present	Director Matthew Harper	Huntington Beach	Absent
Director Carol Warren	Stanton	Absent	Chair Joe Carchio	Huntington Beach	Present

PCTA Staff members present

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

Also present

Diana Dobbert	City of Westminster
Julie Roman	City of Stanton
Matt Mogensen	City of Fountain Valley

3. **Public Comments:** None.

4. **Consent Calendar:** Vice-Chair **Shawver** moved approval of the Consent Calendar; seconded by Director **Brothers**, the motion passed unanimously as to those present, with an abstention from Director **Brothers** as to the October 15, 2014 Minutes, item 4A.

5. **Reports:**

A. Report of Board Members: Director **Brothers** reported on her attendance at the NATOA National Conference. She specifically conversed with colleagues regarding the possible programming of Channel 6, getting input on their experiences and hearing their advice. Director Brothers reported that the definite consensus was to not let the channel go, and for PCTA to do what we can to program it. She was advised that trading Ch. 6 for an HD (High Definition) channel would only be desirable if PCTA wanted to program HD programming; otherwise, they suggested, it is in PCTA’s best interest to keep Ch. 6 which is considered “prime real estate” as a lower-numbered channel. Director **Brothers** also spoke to people at NATOA with technical expertise who had put together a list for equipping a basic headend from which to broadcast Ch. 6. If buying used equipment in good working condition, the set up could cost around \$10,000. Director **Brothers** also pointed out that with a lot of stations switching to HD and upgrading, there will be a decent amount of Standard Definition equipment being sold. Director **Brothers** posed the question whether there is a timeframe for claiming the channel. Attorney **Molko** responded to Director **Brothers** by saying she would address these question when the Board discussed Agenda Item 6B. Director **Brothers** then asked if the FCC had come out with any new rulings that would affect PCTA. Attorney **Molko** responded to Director **Brothers**’ question that there had been no recent ruling from the FCC that would affect PCTA.

Vice-Chair **Shawver** asked whether Time Warner Cable would have any equipment for sale. General Manager **Borack** responded that TWC has already spoken with the City of Garden Grove regarding the equipment. Production Manager **Rocha** confirmed that some of PCTA’s equipment, including several cameras, is HD ready. General Manager **Borack** added that not all programming would necessarily need to be in HD in order to have an HD channel.

Director **Brothers** also requested that Fountain Valley’s regular Planning Commission Meetings be broadcast on Fountain Valley’s Channel 3.

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 October and November; the two first-place awards for programming excellence won by the PCTA at the Alliance for Community Media's WAVE awards; a follow-up on the status of the RFP (due November 25, 2014) for the City of Huntington Beach City Council Chambers equipment; a reminder of the PCTA board succession to occur in the next few months; and a report on the Live Election Night Coverage produced by PCTA on November 4th. Video Production Manager **Louis Rocha** presented the production status report.

C. Report of the PCTA Attorney: Attorney **Michelle Molko** extended her congratulations to PCTA Board Members **Ta, Rice, Vo** and **Shawver** on their respective victories in the November 2014 election.

6. Old Business:

A. Report on City Cable Accounts: As a follow up to the discussion at the October 2014 PCTA meeting regarding City Cable Accounts, General Manager **Borack** presented findings from an audit performed of Time Warner Cable accounts currently paid for by PCTA and located at PCTA member cities. A breakdown was given of the locations of Huntington Beach, Fountain Valley, and Westminster's cable outlets, and the departments that use them. Additionally, a detail of PCTA's accounts in all four cities was presented.

General Manager **Borack** offered his opinion that PCTA should only pay for accounts which are directly related to the promotion of Channel 3 or related to its playback. Vice-Chair **Shawver** asked if PCTA was paying for internet on these accounts. PCTA staff clarified that the internet being paid for was for PCTA offices and in PCTA playback areas only. Vice-Chair **Shawver** suggested perhaps PCTA set a cap for spending for each Member City's cable costs. Chair **Carchio** said he hoped the Board would exclude the City of Huntington Beach's Emergency Operations Center from being cut, and mentioned that other Huntington Beach departments should be up for discussion. City of Fountain Valley Liaison **Matt Mogensen** added that the cable outlet located in Fountain Valley's Fire Marshall's Office had also been used for Emergency Operations purposes. Director **Brothers** contributed that back when these cable accounts originated, there was a specific use and location for each outlet, though offices may have moved, and original circumstances may have changed. Vice-Chair **Shawver** said that now that the inventory is done, the Member Cities should determine their needs. Chair **Carchio** remarked that he hoped that when making any decisions regarding TWC billing for the cities, the Board would provide time for the cities to adjust their budgets accordingly.

Director **Brothers** made a motion that each of the member cities assess the list and information provided, determine what is and isn't being used, and have the cities present their requests to the Board. After a question arose as to Time Warner's policy on providing free cable to cities, Attorney **Molko** clarified that Time Warner Cable's policy is to provide a free cable "drop" in City Halls for Emergency Services. Each additional outlet that comes from that drop will be at cost to the City. Vice-Chair **Shawver** inquired as to whether the City of Stanton was paying for the programming rack's cable outlet. General Manager **Borack** responded that PCTA is currently not being billed for any Stanton cable outlets. City of Stanton liaison **Julie Roman** said that she would look into the city's cable billing. Vice-Chair **Shawver** at this point seconded Director **Brothers'** motion; the motion passed unanimously as to those present. PCTA member cities will assess their current outlets and cable needs, bringing back a justification for those outlets to the December 2014 PCTA meeting.

B. Discussion of Time Warner Discontinuing Public Access Playback (Channel 6): Attorney **Molko** updated the Board regarding Time Warner Cable ceasing playback activities for public access channel 6 on November 30. She mentioned that it was up to the Board to decide if PCTA will program Channel 6 going

forward, noting it would not be necessary to air Public Access programming. Attorney **Molko** said that according to DIVCA, PCTA would be required to program the channel for a minimum of eight hours a day, measured on a quarterly basis, or the channel would revert back to TWC. In order to program channel 6, PCTA would need to be set up to broadcast programming from the Huntington Beach studio to a Time Warner headend. Channel 6 could then be programmed uniformly across all four cities. It was determined that a decision wasn't necessary at the November meeting as to the capital outlay for a playback system, but the Board should provide direction as to its wishes regarding the future of Channel 6. Director **Brothers** added that possible programming on Channel 6 could include the Orange County Board of Supervisors meetings. Vice-Chair **Shawver** mentioned that PCTA could possibly air "vintage" programs from down through the years.

Director **Brothers** made a motion that PCTA pursue keeping and programming Channel 6, and not programming it as a Public Access channel. Vice-Chair **Shawver** seconded the motion; the motion passed unanimously as to those present.

At this point, Vice-Chair **Shawver** acknowledged Chair **Carchio's** years of service on the PCTA Board, stating he has enjoyed working with him. Chair **Carchio** said it has been a pleasure working with everyone as part of the PCTA board and that he has enjoyed building friendships during his six years of service.

8. Chair **Carchio** **ADJOURNED** the meeting to **8:30 A.M.** Wednesday, **December 17, 2014**, at Fountain Valley City Hall, Conference Room 1.

Respectfully submitted,

John Borack
General Manager