



Regular Meeting of October 17, 2012

10200 Slater Avenue  
Fountain Valley, California 92708

1. Call to Order

PCTA Chairwoman Mayor Margie Rice called the meeting to order at 8:29 a.m.

2. Roll Call

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

PCTA Staff members and city present

Michelle Molko	Attorney
John Borack	PCTA General Manager
Nicole Cass	PCTA Assistant Manager
Louis Rocha	PCTA Video Production Coord.

Also present

Julie Roman	Stanton
Vanessa Johnson	Westminster
Matt Mogensen	Fountain Valley
Laurie Frymire	Huntington Beach

3. **Approval of Minutes:** Director **Ta** moved approval of the **August 18, 2012** meeting minutes; seconded by Director **Carchio**, the motion passed unanimously. **Director Nagel abstained.**

4. **Public Comments:** None.

5. **Approval of Expenditures:** Director **Carchio** moved approval for the Register of Demands No. **7640 to 7751**; seconded by Director **Ta**, the motion passed. Director **Ta** moved approval of the **July, August, and September 2012 Treasurer’s Administrative Report**; seconded by Director **Carchio**, the motion passed. Director **Shawver** moved approval of the **July, August, and September 2012 PEG Treasurer’s Report**; seconded by Director **Vo**, the motion passed.

6. **Reports: A. Report of Board Members:** Director Carchio commented on attending the NATOA conferences and Director Nagel mentioned how impressed he was with cities across the nation like Des Moines, Iowa and Seattle, Washington because they had really great looking programming. Director Shawver expressed concern over the recent exclusive Lakers contract restricting viewership for residents in his area and asked staff to keep the Board informed. Director Rice commented that she has been watching the channel as of late and would like to see an increase in the diversity of slides shown during non-programming hours that keep residents informed about the city.

**B. Report of the PCTA Attorney:** Attorney Michelle Molko summarized her experience at the NATOA conference and the advantage of being able to network with other municipalities to share information about best business and legal practices for municipal channel services. She felt the PCTA was ahead in offerings as compared with most of the nation’s programming efforts and that we closely trail much larger markets such as Seattle, San Francisco and other major metropolitan areas, that have much larger budgets.

**C. Report of Administration:** Mr. Borack provided a summary of those press releases printed in the last 30 days for PCTA production events, and channel change notifications sent from the video service providers. Mr. Borack also commented on his experience at the NATOA conference and appreciated the opportunities for comparison between the PCTA’s current offerings and those of those municipalities. will attend the upcoming ACM Conference on programming to learn more in-depth uses for social media to support the channel marketing efforts as well as to pick up the PCTA’s award for ‘WOW That’s in Huntington Beach’. He also provided recent press releases that mentioned the PCTA as well as his recent experience speaking before the Lion’s Club of Orange County about the PCTA’s efforts to reach residents

with information via the municipal channel and internet video productions. Lastly, he mentioned that management is working on staff reviews for the 2012 year as well as a policy clarifying the purpose and use of the budget line item, Cable Monitoring Services.

Mr. Rocha updated the board on timelines for all government access productions, the upcoming election night coverage, and showed a clip of award nominated programs for NATOA and the ACM awards.

**7. Unfinished Business: None.**

**8. New Business: A. Contract for PCTA Producer, Valerie Starn:** Mr. Rocha provided the board with Ms. Starn's draft contract for production services with the PCTA. He feels based on her qualifications and early work with the PCTA staff and elected officials, she would be a good fit for the PCTA's production needs. Director Ta moved approval of the contract; seconded by Director Vo, the motion passed unanimously.

**9. Chairwoman Rice ADJOURNED the meeting to 8:30 A.M. Wednesday, November 14<sup>th</sup>, 2012, at the Fountain Valley City Hall, Conference Room 1.**

Respectfully submitted,

Nicole Cass  
Assistant Director