



MINUTES

**Regular Meeting of July 16, 2014
103 Pacific Coast Highway
Huntington Beach, California 92648**

1. **Call to Order:** PCTA Chairman **Joe Carchio** called the meeting to order at 8:42 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	Present
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 Toledo	City of Huntington Beach
Soo Kang	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 with an abstention from Director **Ta** on the Minutes approval.

5. **Reports:**

A. Report of Board Members: Director **Ta** thanked PCTA for the production of *Reflections: Westminster Mayor's—Looking Back, Moving Forward*. Director **Brothers** wished to address the issue of PCTA's live coverage of the Huntington Beach Fourth of July parade. There were issues with the live feed being of poor quality, and Director **Brothers** shared that she had received a lot of complaints and feedback regarding the live coverage. General Manager **John Borack** explained to the Board the cause of the issue. The equipment used to broadcast live was rental equipment from a company called LiveU; the system utilizes a 4G network which was interrupted by the large number of cell phones, tablets, and so on that the thousands of people attending the parade were using on the same 4G network. There was nothing to be done at the time of broadcast that could have helped the feed, due to the high "traffic" at that time. The parade, however, was recorded and is being broadcast on Member stations in good quality. The Board discussed how necessary it will be for future Fourth of July parades to be broadcast live, and the option of a delayed broadcast, where PCTA would provide live coverage and then broadcast it a couple hours after the parade, on the Fourth of July, avoiding the use of 4G technology.

Director **Vo** asked how PCTA can compete with the ABC network, asking whether PCTA ought to cover the parade in future years if ABC is there. Director **Harper** gave three reasons he felt PCTA's coverage was necessary and beneficial. First, PCTA's coverage has no commercials, which offers the viewers the opportunity to watch the parade in its entirety, uninterrupted. Secondly, the PCTA's coverage serves as public record, chronicling the happenings of the community in perpetuity. Finally, networks always have the opportunity to back out, which would mean no coverage if PCTA was not requested to be there. The Board agreed that having PCTA continue to cover the Fourth of July parade was recommended. Director **Brothers** again suggested a delayed broadcast, and Director **Harper** inquired about the possibility of using technologies used in the past (such as live cable feeds) instead of relying on the newer 4G technology which is less reliable. Huntington Beach Liaison **Julie Toledo** also added that the Live coverage from ABC was desirable for representing the City of Huntington Beach in a positive light for the benefit of Southern California, while PCTA's coverage is beneficial for the community's local residents, especially so those who attended the parade are able to look for

their friends or themselves on TV. Chair **Carchio** emphasized what great commentators we had hosting the PCTA parade production, and Vice-Chair **Shawver** concluded that he was very grateful that PCTA covered the parade.

B. Report of Administration: General Manager **John Borack** summarized the report, which included channel, rate change and programming notifications from the video service providers. This included Time Warner Cable's updating Fountain Valley, Stanton, and Westminster subscribers to all-digital channels on or around August 12, which requires subscribers to obtain digital equipment in order to continue to receive channels. Upon the request of Director **Ta**, PCTA will forward all information regarding the updates to the three member cities to be effected. Chair **Carchio** stated that everyone affected by the update ought to keep a close watch on their bills, as the digital equipment is supposed to be free for a designated period of time, though it often shows up on subscribers' bills. Westminster City Liaison **Diana Dobbert** stated Westminster would like to submit a news release and video bulletin board slides to inform the community, and PCTA agreed to create these slides for each of the cities.

Further report of the Administration included the receipt of two STAR Awards for PCTA productions-- "Reflections of Former Mayors" was 1st runner-up for Best Talk Show, and "Orange Slices" won first place for Best Magazine Program; the presentation of a certificate to PCTA, honoring PCTA's STAR Awards, from the Fountain Valley City Council at their July 15 meeting; the upgrade of PCTA's Bank of America account, at no charge, which will prevent wire transfer fees; the participation of PCTA staff in judging NATOA'S Government Programming Awards; promoting the Rainbow Recycling Program in Fountain Valley via press release at the request of Councilman John Collins; and press coverage of PCTA in the Orange County Register, including a mention of the STAR Awards on 6/27/14, and of Parade coverage on TV on 07/04/14. Video Production Manager **Louis Rocha** presented the production status report.

C. Report of the PCTA Attorney: Attorney **Michelle Molko** informed the Board that California passed a resolution regarding the use of PEG fees to send to Congress, pushing to remove restrictions and limitations on the use of said fees. This does not currently affect any change in California, but it means that the State Legislature has taken a stance on the issue.

6. Closed Session:

A. Public Employee Performance Evaluation: General Manager—There was discussion by the Board; no action was taken.

7. Unfinished Business:

A. Consideration of and Possible Action to Approve Merit Increase for General Manager—The Board presented General Manager **Borack** with a confidential signed copy of his evaluation form for his personnel file. General Manager **Borack** discussed his accomplishments over the past year and discussed his future goals for PCTA. Vice-Chair **Shawver** asked if General Manager **Borack** hoped to see a merit increase in terms of pay increase by percentage, an increase in benefits, or a combination of both. General Manager **Borack** said ideally he would desire a combination of both, citing his need to pay out-of-pocket for a large portion of his medical coverage. The approved budget included room for growth in the General Manager's salary and also in employee benefits. Director **Brothers** said it would be easy to propose a five-thousand dollar a year pay raise, with room for a benefit increase. Vice-Chair **Shawver** said he would like to be able to pay the full amount for General Manager **Borack**'s medical coverage, along with the five-thousand dollar salary increase. Vice-Chair **Shawver** motioned to approve a five-thousand dollar a year salary increase, and full medical coverage, increasing benefit coverage by \$900 a month. The motion was seconded by Director **Ta**. At this point Director **Vo** asked whether PCTA had the budget to cover these increases, specifically for the benefits. After some discussion of the cost and budget for benefits, Director **Brothers** made a substitute motion to immediate vote on the five-thousand dollar salary increase and moving the discussion of the benefits increase to the next board meeting. Director **Vo**

seconded the substitute motion, and the motion was passed unanimously as to those present. Vice-Chair **Shawver** stated again that he wishes to support the raise of benefits, but the Board desires to have a clear understanding of the budget in doing so.

8. New Business:

A. Production Contract: Danny Hitt—an updated contract for Danny Hitt (aka Old Red-Eye Productions) was presented to the Board for approval. Director **Ta** moved to approve the contract; seconded by Director **Vo**, the motion passed unanimously as to those present.

9. Chair Carchio ADJOURNED the meeting to **8:30 A.M.** Wednesday, **August 20, 2014**, at Fountain Valley City Hall, Conference Room 1.

Respectfully submitted,

John Borack
General Manager