



MINUTES

Regular Meeting of October 21, 2015

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

1. Call to Order: Vice-Chair **Tri Ta** called the meeting to order at 9:10 a.m.

2. Roll Call

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

Soo Elisabeth Kim	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 **Vo**, the motion passed unanimously as to those present. Chair **Shawver** and Director **Warren** were not present for the vote.

5. Reports:

A. Report of Board Members: Director **Rice** thanked PCTA for its coverage of the dedication of Margie L. Rice Park in Westminster, as well as the continued excellent work provided by staff at Westminster City Council meetings. Director **Brothers** asked which cities would air the Margie L. Rice Park Dedication; General Manager **Borack** answered Westminster only unless otherwise requested. Director **Brothers** said she would like the Park Dedication to air on Fountain Valley “a few times,” and Director Delgleize would like the same in Huntington Beach. Vice-Chair **Ta** also gave thanks for PCTA’s excellent work.

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 and mentions of PCTA including “Cash Mob Participants Give Market in the Park a Boost” in the *Fountain Valley View*; “His aim is true: Local’s tribute to pop pioneer Elvis Costello gives kids gift of music” in the *Fountain Valley View*; “PCTA Attends NATOA Conference” photo distributed to MultiChannel News; and “Baron Broadcast News on TV,” in the Fountain Valley High School morning announcements (email). The report also included a thank you note from the City of Stanton; a mention of PCTA in the Margie L. Rice Park dedication ceremony program; an update on the airing of West Nile Virus PSAs; the recognition of PCTA contractor Yollenna Morales by the Fountain Valley City Council in honor of her producing the award-winning “Reflections of Former Mayors” program; the availability of a program offered to PCTA by Los Alamitos Television on the West County

Chambers of Commerce Annual Legislative Mixer; and an updated complaint log, tracking cable customer complaints received by PCTA and their subsequent resolutions.

Director **Brothers** mentioned that Orange County Vector Control would be producing a new PSA, which could be aired in all four cities. Another possibility discussed was to utilize the community bulletin boards to relay information referring viewers to Vector Control.

Chair **Shawver** and Director **Warren** arrived during the Administrative Report, at approximately 9:20am.

Video Production Manager **Rocha** presented the production status report, and it was noted the State of the City address for the City of Westminster needed to be added. Chair **Shawver** took the opportunity to praise Stanton's "State of the City" program, produced by PCTA contractor Paul Silva. Citing "hundreds" of phone calls and comments from the community, Chair **Shawver** said the program was well-received as entertaining and informative, and thanked PCTA on behalf of the community, stating it was "phenomenal."

C. Report of the PCTA Attorney: Attorney **Molko** had nothing to report regarding PCTA, but mentioned there was new legislation signed into law regarding marijuana and cell siting, topics she would be happy to discuss offline with members of the Board if they were interested.

6. New Business:

A. Opposition to the Proposed Time Warner Cable and Charter Communications Merger: Attorney **Molko** introduced the item and provided comments on the merger filed with the FCC by two PEG-related organizations, American Community Television and Southeast Association of Telecommunications Officers Advisors, and the Alliance for Community Media and the Alliance for Communications Democracy. Attorney **Molko** also reviewed recent activity and communications between PCTA and Time Warner. Attorney **Molko's** recommendation to the Board was to work with Chair **Shawver** and General Manager **Borack** to write a letter outlining certain PEG-related issues that would be affected by the merger, and urge the FCC to deny the merger, or to place conditions upon it protecting PEG organizations. Chair **Shawver** requested that copies of the letter also be sent to Time Warner and Charter. Director **Brothers** asked if SCAN-NATOA had filed comments or sent a letter regarding the merger; General Manager **Borack** will follow up and determine if that has been done. Director **Warren** motioned to have Attorney **Molko**, General Manager **Borack**, and Chair **Shawver** work together to compose a letter opposing the merger to the FCC and CPUC, providing copies to TWC and Charter; seconded by Director **Delgleize**, the motion passed unanimously as to those present.

B. Discussion of Possible Purchase of New Video Bulletin Board System: General Manager **Borack** presented the costs and estimates of a new video bulletin board system that includes live video capability. Vice-Chair **Ta** asked where the new system would be located; General Manager **Borack** said the system would be for all four cities, with the main server being located in the Huntington Beach studio with additional systems in each of the other three cities. General Manager **Borack** gave his opinion that the system would not be worth the investment at this time, mainly due to cost factors. Director **Brothers**, who initiated the interest in a new Bulletin Board, said she was motivated by the programming and bulletin boards she saw at the NATOA conference, noting that they were informative, entertaining, and engaging examples, and she would like to see PCTA go down that road. She mentioned that there is some good information provided on the bulletin board, but she wonders if it is effectively communicated. There was also discussion of the bulletin board being too repetitive and that viewers might be less likely to watch the bulletin board when the same content is repeated throughout the day. General Manager **Borack** suggested revising the programming schedule to include more hours of programming and fewer hours of bulletin board. Chair **Shawver** suggested that while PCTA is waiting to program Channel 6 that an effort is made to ensure the current bulletin board is made more interesting as discussed; when PCTA is able to program Channel 6, it would then have more justification in upgrading the bulletin board system. Ideas for obtaining more photography to use as part of the current bulletin boards included photo contests and submissions from city liaisons. Chair **Shawver** noted that the City of Stanton

spotlights a veteran every month, and PCTA could feature them on the city's bulletin board. Director **Delgleize** motioned for the current bulletin board to be revitalized through the discussed changes and putting a bulletin board system update on hold until the ability to program Channel 6 is granted; seconded by Director **Brothers**, the motion passed unanimously as to those present.

7. Old Business:

A. Discussion of Potential PCTA Investment Policy: General Manager presented the Board with a summary of each member city's investment portfolios and strategies. Director **Rice** mentioned that Midway City Sanitary District has an excellent Finance Director who could recommend possible investment strategies. General Manager **Borack** offered his opinion that PCTA might leave its funds in LAIF where it is currently invested, due to the lack of substantial return and/or risks involved in other potential investment options. Director **Vo** mentioned that the City of Fountain Valley uses Chandler Asset Management, whom he would recommend PCTA consult with. Director **Delgleize** motioned that General Manager **Borack** contact and consult with Chandler Asset Management and bring the item back for further discussion at the next meeting; seconded by Director **Vo**, the motion passed unanimously as to those present.

7. Chair **Shawver** **ADJOURNED** the meeting to **9:00 A.M.** Wednesday, **November 18, 2015** at Fountain Valley City Hall, Conference Room 1.

Respectfully submitted,

John M. Borack
General Manager