



## SOUTH GATE PUBLIC ACCESS CORPORATION MEETING AGENDA

Tuesday, June 13, 2017 at 5:45 p.m.

### I. Call To Order/Roll Call

<b>CALL TO ORDER</b>	Jorge Morales, Chairperson
<b>ROLL CALL</b>	Carmen Avalos, Secretary

### II. City Officials

<b>CHAIRPERSON</b> Jorge Morales	<b>PRESIDENT</b> Michael Flad
<b>VICE CHAIRPERSON</b>	<b>SECRETARY</b> Carmen Avalos
<b>BOARD MEMBERS</b> Maria Davila Denise Diaz Maria Belen Bernal Al Rios	<b>TREASURER</b> Gregory Martinez  <b>CHIEF LEGAL ADVISOR</b> Raul F. Salinas

### III. Meeting Compensation Disclosure

Pursuant to Government Code Section 54952.3: Disclosure of compensation for meeting attendance by the Board of Directors is \$35 per meeting.

### IV. Open Session Agenda

#### **1. PUBLIC ACCESS CORPORATION RE-ORGANIZATION**

The Board of Directors will consider appointing a Chairperson and Vice Chairperson and ratifying the re-organization. (CLERK)

Documents:

[ITEM 1 REPORT 06132017 PAC.PDF](#)

## **2. PUBLIC ACCESS CORPORATION BUDGET FOR FISCAL YEAR 2017/18**

The Board of Directors will consider adopting the Public Access Corporation Budget for Fiscal Year 2017/18. (ADMIN)

Documents:

[ITEM 2 REPORT 06132014 PAC.PDF](#)

## **3. Minutes**

The Board of Directors will consider approving the Regular Meeting minutes of August 25, 2015. (CLERK)

Documents:

[ITEM 3 REPORT 06132017 PAC.PDF](#)

## **V. Comments From The Audience**

During this time, members of the public and staff may address the Board of Directors regarding any items within the subject matter jurisdiction of the Public Access Corporation. Comments from the audience will be limited to five (5) minutes per speaker; unless authorized by the Chairperson, the time limit may not be extended by utilizing another member's time. There will be no debate or action on items not listed on the agenda unless authorized by law.

Note: The Board of Directors desires to provide all members of the public with the opportunity to address the Board. Nevertheless, obscene language, comments intended to disrupt or interfere with the progress of the meeting or slanderous comments will not be tolerated and may result in ejection and/or may constitute a violation of South Gate Municipal Code Section 1.04.110.

## **VI. Reports And Comments From City Officials**

During this time, the Board of Directors will report on matters pertaining to their service on various intergovernmental boards and commissions as a representative of the City pursuant to Assembly Bill 1234. The Board of Directors will also have an opportunity to comment on matters not on the agenda.

Following the Board of Directors, reports and comments will be heard by the Secretary, Treasurer and President.

## **VII. Adjournment**

I, Carmen Avalos, Secretary, certify that a true and correct copy of the foregoing Meeting Agenda was posted on June 7, 2017 at 5:10 p.m., as

required by law.

Carmen Avalos,  
City Clerk

Materials related to an item on this Agenda submitted to the City Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office

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(323) 563-9510 \* fax (323) 563-5411 \* [www.cityofsouthgate.org](http://www.cityofsouthgate.org)

In compliance with the American with Disabilities Act, if you need special assistance to participate in the City Council Meetings, please contact the Office of the City Clerk.

Notification 48 hours prior to the City Council Meeting will enable the City to make reasonable arrangements to assure accessibility.

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JUN 6 2017

# City of South Gate

**PUBLIC ACCESS CORPORATION**

Item No. 1

## AGENDA BILL

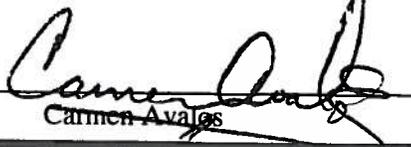
CITY OF SOUTH GATE  
OFFICE OF THE CITY MANAGER

4:15pm

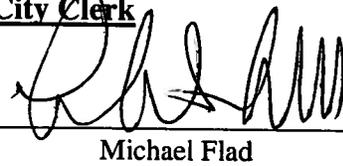
For the Regular Meeting of June 13, 2017

Originating Department: Office of the City Clerk

City Clerk

  
Carmen Avalos

City Manager

  
Michael Flad

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**SUBJECT: PUBLIC ACCESS CORPORATION RE-ORGANIZATION**

**PURPOSE:** The Board of Directors needs to make appointments that reflect its current organizational structure and allow for the continuance of the Public Access Corporation to adhere to its by-laws.

**RECOMMENDED ACTION:** The Board of Directors will appoint a Chairperson and Vice Chairperson and ratify the re-organization.

**FISCAL IMPACT:** None

**ANALYSIS:** None

**BACKGROUND:** The Board of Directors following traditional protocol re-organizes and selects a new Chairperson and Vice Chairperson. The selection corresponds and follows the selection of the Mayor and Vice Mayor. The City Council, at its meeting of April 11, 2017, voted to select Maria Davila as Mayor and Maria Belen Bernal as Vice Mayor.

**ATTACHMENT:** None

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Item No. 2

JUN 5 2017

# City of South Gate

PUBLIC ACCESS CORPORATION

CITY OF SOUTH GATE  
OFFICE OF THE CITY MANAGER

5:30pm

# AGENDA BILL

For the Special Meeting of June 13, 2017

Originating Department: Administration

Management Analyst:

  
Richard J. Luna

City Manager:

  
Michael Flad

**SUBJECT: PUBLIC ACCESS CORPORATION BUDGET FOR FISCAL YEAR 2017/18**

**PURPOSE:** At its Regular Meeting of May 23, 2017, the City Council adopted the Municipal Budget for Fiscal Year 2017/18. Staff's recommendation was for the City Council to adopt the Public Access Corporation (PAC) budget at its current expenditures, and then schedule a separate PAC meeting to allow additional time for the Board of Directors to discuss the PAC budget in more detail. The Board of Directors has the option to make changes to the PAC budget which will go into effect on July 1, 2017.

**RECOMMENDED ACTION:** Adopt the Public Access Corporation Budget for Fiscal Year 2017/18.

**FISCAL IMPACT:** In the proposed budget, staff is estimating expenditures of \$51,751 for Fiscal Year 2017/18. Fund balance for the PAC fund is projected to be \$72,820 on June 30, 2018.

**ANALYSIS:** Since December 2014, the PAC fund has not received new revenues. This is a result of state legislation which eliminated the City's local franchise agreement with Time Warner Cable, now known as Spectrum. At the end of Fiscal Year 2014/15, the PAC fund balance was \$221,437. The City has been drawing down on the PAC fund balance to cover expenditures. At the current pace, staff expects the PAC fund will be depleted by the end of Fiscal Year 2018/19.

**BACKGROUND:** The PAC is responsible for content and programming on the City's government access channel, aired locally on Spectrum Channel 3, and the City's website. The PAC budget covers the following programs, with a total budget of \$51,751:

- City's annual website hosting/maintenance (\$9,270)
- Producing South Gate Informed (\$7,200)
- Producing special event videos (\$5,000)
- Hosting City Council and Commission audio online (\$5,000)
- Contract City photographer (\$3,000)
- Cable services and Wi-Fi in public facilities (\$11,300)
- Fiber line maintenance to operate Channel 3 (\$7,056)
- Board of Directors meeting stipends (\$525)
- Miscellaneous supplies, equipment and other materials (\$3,400)

With no new revenues and limited PAC funds, it is recommended that the Board of Directors consider several alternatives that could assist in maximizing the existing PAC funds.

### **South Gate Informed**

South Gate Informed is a 30 minute information program hosted by two City Council Members. The cost to produce each episode is \$600. The program airs locally on Spectrum Channel 3 and is also posted to the City's YouTube site. Currently, there is no mechanism to track how many views the program receives from airing on cable television; however, staff is able to track view counts online. In the previous year the PAC has produced the following four episodes:

- Parks & Recreation (December 2016) – 103 views
- Finance and Taxes (November 2016) – 86 views
- Mosquito Abatement (October 2016) – 66 views
- Illegal Fireworks (June 2016) – 985 views

An alternative to South Gate Informed is shorter videos that are singularly focused. For instance, the Mayor, a Council Member or a staff person, can record a one minute public service announcement on a specific topic that can be easily shared through email, on the City's website and on social media. Staff believes shorter videos are a more effective tool in getting messages distributed to the community. Because these types of videos are easier to produce, several can be recorded in a one day session and be distributed at a later date.

Within this scenario there are two options staff can pursue. The first would be to continue using contract videographers to record and produce these shorter segments. The second would be to purchase video recording and editing equipment so staff can handle these videos internally. Purchasing equipment would require using more funds initially but can lower future PAC fund costs depending on how many videos are produced by staff. Recording and editing equipment to produce these shorter segments would cost approximately \$7,500.

### **High School Football Games**

Prior to the 2015 football season, Time Warner Cable recorded and produced the City's high school football games under the City's local franchise agreement at no cost to the City. For the 2015 season, Time Warner Cable agreed to record and produce the games at a cost of \$1,000 per game. In 2016, the City contracted videographers to produce the games at \$800 per game. The City also contracts with two announcers who provide the audio commentary for each game. The two individuals earn \$250 and \$150, respectively, for each game produced. For Fiscal Year 2016/17, the PAC fund expenditure was \$1,200 to produce each game. Twelve games were produced during the previous season.

Games are recorded on Fridays, edited and produced over the weekend, and begin airing on Channel 3 and the City's YouTube site the Tuesday following each game. For the 2016 season, the highest watched game according to the City's YouTube site was the Azalea Bowl game between South Gate High School and South East High School at 2,989 views.

In previous years, City staff along with former Board Directors W.H. (Bill) De Witt and Henry C. Gonzalez, both since retired, have requested the high schools to take over recording and producing the football games. However, none of the high schools have offered resources to produce the games.

Although funds were not included in the adopted Municipal Budget on May 23, 2017, the Board of Directors has the option to continue this program. In previous years, City staff was instructed to produce one game a week and rotate between the three South Gate high schools. The Board of Directors can continue this effort or direct staff to record a limited number of games for the upcoming season. If the Board opts to fund the entire season, staff's recommendation is to appropriate \$18,000 from the PAC fund (account 263-150-12-6101) to the Fiscal Year 2017/18 Municipal Budget for this expense.

**Playback Equipment for Channel 3**

The equipment used to play videos and operate a rotating bulletin board on Channel 3 was donated to the City by Time Warner Cable in October 2016. The equipment is outdated and has an estimated life span of two years. Because there is no backup equipment to operate the channel, it is important for the City to purchase new equipment if the Board of Directors desires to continue airing content on Channel 3.

Updating this equipment would require a budget of \$50,000 for equipment and \$10,000 for consultant fees to assist in the transition. New equipment would ensure Channel 3 remains viable and a community resource for several more years. If the Board of Directors were to provide direction in updating the equipment to broadcast on Channel 3, the cost for this project would substantially reduce the PAC fund balance and would require that beginning with the Fiscal Year 2018/19 Municipal Budget, the existing PAC programs are covered by other revenue sources.

**ATTACHMENT:** PAC Budget for Fiscal Year 2017/18 as adopted by the City Council

CITY OF SOUTH GATE  
PROPOSED BUDGET  
FY 2017-18  
EXPENDITURE DETAIL

<u>ACCOUNT DESCRIPTION</u>	<u>ACTUAL</u> <u>2014-15</u>	<u>ACTUAL</u> <u>2015-16</u>	<u>ADOPTED</u> <u>2016-17</u>	<u>AMENDED</u> <u>2016-17</u>	<u>PROPOSED</u> <u>2017-18</u>
<b>FUND 263 PUBLIC ACCESS CORP.</b>					
<b>DEPT 160 COMMUNITY PROMOTION</b>					
<b>263-150-12</b>					
5101 Salaries - Full Time Misc.	-	-	20,516	20,516	-
5122 Vacation Leave Payout	-	-	395	395	-
5123 Admin/Comp Time Payout	-	-	395	395	-
5201 Retirement - Misc.	-	-	4,050	4,050	-
5212 Deferred Comp Match	-	-	234	234	-
5220 Medicare	-	-	303	303	-
5221 Group Medical Insurance	-	-	4,527	4,527	-
5230 Life Insurance	-	-	47	47	-
5231 Dental Insurance	-	-	161	161	-
* EMPLOYEE SERVICES	-	-	30,628	30,628	-
6101 Professional Services	65,573	26,743	61,800	61,800	29,470
6201 Office Supplies	1,034	206	1,500	1,500	1,500
6202 Special Dept Supplies	-	95	-	-	-
6207 Computer Software	-	-	500	500	500
6300 Other	50	-	-	-	-
6301 Printing	-	-	400	400	400
6309 Fees & Charges	20	-	-	-	-
6311 Commission Expense	1,400	140	875	875	525
6315 Cable Services	-	1,167	9,560	9,560	11,300
* SUPPLIES & SERVICES	68,077	28,351	74,635	74,635	43,695
9005 Machinery & Equipment	-	-	1,000	16,000	1,000
9006 Computer Equipment & Software	-	-	6,600	6,600	7,056
* CAPITAL OUTLAY	-	-	7,600	22,600	8,056
** PUBLIC ACCESS CORP	<u>\$ 68,077</u>	<u>\$ 28,351</u>	<u>\$ 112,863</u>	<u>\$ 127,863</u>	<u>51,751</u>

**CITY OF SOUTH GATE PUBLIC ACCESS CORPORATION  
BOARD OF DIRECTORS MEETING  
MINUTES  
TUESDAY, AUGUST 25, 2015**

- CALL TO ORDER** A meeting of the South Gate Public Access Corporation Board of Directors was called to order by Vice Chairman W.H. (Bill) De Witt at 5:35 p.m.
- ROLL CALL** Sonia Guerrero, Recording Secretary
- PRESENT** Vice Chairman W.H. (Bill) De Witt, Director Gil Hurtado and Director Maria Belen Bernal; President Michael Flad, Chief Legal Advisor Raul F. Salinas
- LATE** Chairman Jorge Morales arrived at the dais at 5:39 p.m.
- ABSENT/EXCUSED** Director Maria Davila, Treasurer Gregory Martinez and Secretary Carmen Avalos

1

**PAC ADMIN**

The Board of Directors considered:

- a. Approving the proposed scheduled of high school football games to be filmed by the Time Warner Cable (TWC) for the 2015 season; and
- b. Authorizing City staff to make payments to TWC for 10 high school football games to be filmed by TWC at a cost of \$1,000 per game.

Chairman Morales asked if anyone in the audience wishes to speak on this item.

Henry C. Gonzalez, 10210 Alexander Avenue was hoping for discussion before closing the audience portion. Mr. Gonzalez stated that Time Warner lied to him; he had a meeting with Time Warner back in February 24<sup>th</sup> which they agreed to extend the agreement to eleven games.

Mr. Gonzalez stated that in May Time Warner spoke with City staff regarding future plans. City staff received a letter from Time Warner dated August 11, 2015 stating that the company can film 10 high school football games, but the company has to televise two games in Pico Rivera. El Rancho is in Pico Rivera and El Rancho is playing Pioneer High School on the same day that South Gate is playing South East for the azalea bowl. Mr. Gonzalez thinks Time Warner will then notify City staff about a conflict and instead of 10 games it will film 9.

Having no one else come forward, Mayor Morales closed the audience portion.

Director Hurtado stating being involved with the City Council for 10-years and sometimes seats in committees. He understands when someone says something and then presents something totally different. He was not part of the negotiations with Time Warner Cable. He agrees with Mr. Gonzalez that Time Warner needs to respect their agreement.

Director Hurtado asked if staff can negotiate with TWC on their original agreement.

Chairman Morales asked Director Hurtado if he's suggesting to continue this item to the next meeting.

Director Hurtado stated that there is a game this week and this needs to get taken care of; he suggested this get modified.

Chairman Morales stated that TWC will film 10 games. He wants to know the total of games. Mr. Gonzalez stated 11 total games.

Chairman Morales asked if TWC are aware of the 11 games. Mr. Luna stated that TWC has seen the schedules.

Chairman Morales asked if TWC are aware that they are not going to film 11 games. Mr. Luna stated, "Correct."

Chairman Morales asked if there is a reason why the company is not going to film that one game. Mr. Luna stated that the reason the company is not going to film one game during the season is because of the conflict with Pico Rivera.

Chairman Morales asked if TWC filmed all games last season and was there a conflict. Mr. Luna stated that the company filmed all games and is not aware of any conflict.

Mike Flad, President stated that the big difference last year; it was part of the franchise agreement which has expired. The franchise agreement is now statewide. It is handled by the state. TWC is not obligated to tape the games. Staff with the direction of the Directors and the subcommittee did their best to negotiate a deal. He agrees with Mr. Gonzalez that TWC publically stated that they were going to provide x level of service and now they are providing x minus game. He stated that staff has been trying to contact TWC and talk through all of these items.

Director Hurtado stated that the City should hold TWC on their word. He is willing to join the subcommittee. He motioned to move forward, at least part of this, and then return to address the next issue.

Mike Flad, President is not sure what the consequences are going to be.

Director of Bernal stated that the letter states that they may have two conflicts. She would like to know if they do have two conflicts or not. Mr. Luna stated that they had a conflict and will have a conflict for two of the games, but couldn't provide at the time of the letter submit the dates.

Director of Bernal also agrees with Director Hurtado.

Raul F. Salinas, Chief Legal Advisor stated not being involved in the negotiations, but believes Mr. Flad has expressed that there is a sense of nature to this; there is a lack of leverage the City has to be able to negotiate this. His suggestion to moving forward is the guidance here is to try to close the gap and that one conflict. The Directors guidance has been made well known and the consensus is to try to move forward with what we have today and continue to negotiate for that one game that appears to be in a conflict.

Mr. Salinas's suggestion would be to amend action B to simply authorize City staff to make payment and in addition authorize City Manager to enter into an agreement to bind TWC for at least these ten games and return with a report to the PAC on his ability to reach the gap that currently exists because of the conflict. At that point the Directors can decide what action to take, if any, depending on the success of the negotiations.

Vice Chairman De Witt asked Director Hurtado if this would be in a form of a motion.

Henry C. Gonzalez understands the audience portion is closed, but like he said before, so much is said after the audience portion is closed that no one can add any more comments. He was on the committee and as a professional courtesy he should be allowed to give his intend on what should be done. He was the person negotiating with TWC and has many years of negotiation experience.

Mr. Gonzalez states that the City was notified that TWC will televise 10 games. The second game is on a Thursday and they can't televise that game, so it leaves us with 10 games for the whole season. He mentioned all schools are playing on Thursday. He believes the City will end up with 8 games.

Director Hurtado so moved and seconded by Vice Chairman De Witt.

**PAC MINUTES**

The Board of Directors approved the meeting minutes of June 9, 2015, by motion of Vice Chairman De Witt and seconded by Director Hurtado.

Chairman Morales asked if anyone in the audience wishes to speak on this item. Seeing no one step forward; Chairman Morales closed the audience portion

**ADJOURNMENT**

Director Hurtado adjourned the meeting at 6:03 p.m. and seconded by Vice Chairman De Witt. Director Davila was absent.

**PASSED** and **APPROVED** this 13<sup>th</sup> day of June, 2017.

ATTEST:

\_\_\_\_\_  
Maria Davila, Chairman

\_\_\_\_\_  
Carmen Avalos, Secretary