



SOUTH GATE PUBLIC ACCESS CORPORATION MEETING AGENDA

Tuesday, October 10, 2017 at 8:00 p.m.

I. Call To Order/Roll Call

CALL TO ORDER
ROLL CALL

Maria Davila, Chairperson
Carmen Avalos, Secretary

II. City Officials

CHAIRPERSON
Maria Davila

PRESIDENT
Michael Flad

VICE CHAIRPERSON
Maria Belen Bernal

SECRETARY
Carmen Avalos

BOARD MEMBERS
Denise Diaz
Jorge Morales
Al Rios

TREASURER
Gregory Martinez

CHIEF LEGAL ADVISOR
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. Budgeting Priorities

The Board of Directors will consider providing direction to staff on budgeting priorities for the Public Access Corporation. (ADMIN)

Documents:

[ITEM 1 REPORT 10102017 PAC.PDF](#)

2. Minutes

The Board of Directors will consider approving the Regular Meeting minutes of September 12, 2017. (CLERK)

Documents:

[ITEM 2 REPORT 10102017 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 October 4, 2017 at 10:30 a.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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Item No. 1

SEP 27 2017

City of South Gate

CITY OF SOUTH GATE
OFFICE OF THE CITY MANAGER

PUBLIC ACCESS CORPORATION

2:30pm

AGENDA BILL

For the Special Meeting of **October 10, 2017**

Originating Department: Administration

Management Analyst:


Richard J. Luna

City Manager:


Michael Flad

SUBJECT: PUBLIC ACCESS CORPORATION BUDGETING PRIORITIES

PURPOSE: This item was added to the Agenda at the request of Chairperson Maria Davila, during the Special Meeting of September 12, 2017, to discuss future budgeting priorities for the Public Access Corporation (PAC).

RECOMMENDED ACTION: Provide direction to staff on budgeting priorities for the Public Access Corporation.

FISCAL IMPACT: The current Fiscal Year 2017/18 PAC budget is \$51,751. 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 (Spectrum Channel 3) and the City's website. With Chairperson Davila's request for this item, staff and the PAC sub-committee, comprised of Board Members Denise Diaz and Al Rios, were to present to the Board a menu of funding options for consideration. Those options are listed below:

Championship Games

At the Special Meeting of September 12, 2017, the Board requested that the City produce a video for any high school sports team that competes in a championship game. In the current PAC budget, there is a line item for \$5,000 for special event videos. Staff's intention is to use this budget for producing a video of the State of the City Address and filming of the Azalea Bowl football game. Staff recognizes that the current funding level is sufficient to add a championship game video; therefore, no new appropriation is needed for that request.

Playback Equipment for Channel 3

The equipment used to broadcast 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 technology would require a budget of \$40,000 for the equipment and \$8,000 for consultant fees to assist in the transition. New equipment would ensure Channel 3 remains viable and a community resource for additional 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. Staff would return with a mid-year budget adjustment to accommodate these two expenditures.

Mobile App

At the Special Meeting of September 12, 2017, Board Member Diaz asked if PAC funds could be used to update the City's mobile app. The answer is yes, PAC funds are eligible for this purpose. On August 26, 2014, the PAC Board approved bylaw changes to include the allowance of dedicated resources to support public access through the City's Internet-based applications. This change allowed PAC funds to be used for the City's website.

Included in the Fiscal Year 2017/18 Work Program is an objective for staff to update the City's mobile app. Staff is considering a few options, including bringing a vendor on board to design and build a new and improved app. Additional cost research is needed before this item is presented to the City Council for further consideration.

On-going PAC Expenditures

There is approximately \$40,000 in on-going PAC expenditures that will need to be transitioned to the General Fund once PAC funding has expired. Those annual expenditures include:

- \$9,270 – Website hosting fees.
- \$11,300 – Spectrum cable and internet for public use.
- \$7,200 – This Week in South Gate videos.
- \$7,056 – Fiber line maintenance to operate Channel 3.
- \$5,000 – Special event videos (i.e. State of the City, Azalea Bowl, and Championship Games).

When staff presents the Fiscal Year 2018/19 Municipal Budget, some of the items may need to be transitioned to the General Fund beginning next fiscal year. If updating Channel 3's playback equipment is approved, then the majority of those expenditures will be moved to the City's General Fund.

It is staff's intention to discontinue PAC Board meetings once the funding has been depleted; however, staff recommends continuing meetings with the PAC sub-committee. The sub-committee will monitor programming and functions of the PAC. Any new sub-committee policy directions or funding requests would then be presented to the City Council for consideration.

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

**CITY OF SOUTH GATE
2017/2018 BUDGET DETAIL
DEPARTMENT: ADMINISTRATION
DIVISION: PAC**

ACCOUNT# 263-150-12

OBJECT DESCRIPTION/DETAIL	Subtotal	Adopted
BUDGET DETAIL: SUPPLIES & SERVICES (OBJECT 6XXX)		
6101 PROFESSIONAL SERVICES	29,470	
Website annual maintenance hosting		9,270
South Gate Informed monthly videos (@\$600 episode)		7,200
Produce special event videos for the City		5,000
Archiving & publishing online meeting audio		5,000
Photographer for high quality images		3,000
6201 OFFICE SUPPLIES	1,500	
Misc office supplies		1,500
6207 COMPUTER SOFTWARE	500	
Misc computer software		500
6301 PRINTING	400	
Misc printing		400
6311 COMMISSION EXPENSE	525	
Commission stipends (5 members at \$35 each for 3 meetings)		525
6315 CABLE EXPENSE	11,300	
Spectrum cable services		11,300
TOTAL:	43,695	43,695
BUDGET DETAIL: CAPITAL OUTLAY (OBJECT 9XXX)		
9005 MACHINERY AND EQUIPMENT	1,000	
Misc equipment replacement		1,000
9006 COMPUTER EQUIPMENT & SOFTWARE	7,056	
Fiber line maintenance for Channel 3 (at \$588/month)		7,056
TOTAL:	8,056	8,056
TOTAL	<u>51,751</u>	<u>51,751</u>
AVAILABLE FUNDS (as of 6/30/17)	<u>124,571</u>	<u>124,571</u>
FUND BALANCE (on 6/30/18)	<u>72,820</u>	<u>72,820</u>

ITEM 2

CITY OF SOUTH GATE PUBLIC ACCESS CORPORATION BOARD OF DIRECTORS MEETING MINUTES TUESDAY, SEPTEMBER 12, 2017

CALL TO ORDER A meeting of the South Gate Public Access Corporation Board of Directors was called to order by Chairwoman Maria Davila at 5:32 p.m.

ROLL CALL Carmen Avalos, Secretary

PRESENT Chairwoman Maria Davila, Vice Chairwoman Maria Belen Bernal, Director Jorge Morales, Director Al Rios and Director Denise Diaz; President Michael Flad, Chief Legal Advisor Raul F. Salinas

ABSENT Treasurer Gregory Martinez

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PAC BUDGET ADMIN The Board of Directors discussed and provided direction on budgeting funds to film high school football games for the remainder of the 2017 season.

Chairwoman Davila asked if anyone in the audience wished to speak on this item.

Virginia Johnson, 5751 McKinley Avenue misunderstood Director Rios' comments regarding the funding.

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

Chairwoman Davila suggested filming the different sports that move onto a championship.

Board Member Diaz agreed with Chairwoman Davila's suggestion. Board Member Diaz inquired about the PAC funds. Requested information on allocation to include an editor to improve the quality of the videos and updating the current applications the City has.

Richard Luna provided feedback in that the current PAC funding covers any form of video production services and also the City's website.

President Flad stated that PAC funds are restricted funds therefore it has limits on what they can be spent on.

Board Member Morales liked the idea of filming championship games regardless of which sport it is. He's recommended a future meeting to discuss the board's priorities for long term civic engagement.

Vice Chairwoman Bernal asked Mr. Luna to reiterate the current PAC allocations for the current fiscal year and to provide an overview from the sub-committee.

Richard Luna stated that the base line for the PAC budget is approximately \$50,000 for funding of special videos throughout the year, maintenance, hosting on the City's website and contract photographer that also works for the City.

Mr. Luna stated that they just met with the sub-committee and discussed the equipment that operates channel 3 will need to be upgraded if the Board wants to continue channel 3.

Vice Chairwoman Bernal asked if staff has had time to research channel 3 and how many of the residents have access and use it as a source of communication.

Mr. Luna stated that staff had requested the information from the formerly Time Warner and now Spectrum cable.

Vice Chairwoman Bernal asked if the recordings that have been approved are accessible via channel 3 or can they be seen online.

Mr. Luna stated that the recordings are accessible via channel 3 and on the City's website.

Henry C. Gonzalez, 10210 Alexander Avenue provide some recommendations on how to budget the funds.

Chairwoman Davila asked the sub-committee for their recommendation.

Board Member Rios stated receiving a potential quote for new equipment. The committee also spoke about fund raising.

Vice Chairwoman Bernal inquired during the budget sessions about salary allocations and was informed that it was a onetime allocation.

Chairwoman Davila's recommendation and direction was to film the Azalea Bowl and the championship games regardless of the sports.

President Flad stated an amendment to the PAC budget that will need to be brought back to the Board of Directors for this fiscal year.

Chairwoman Davila directed staff to meet with the sub-committee and return to the Board of Directors with a list of items including the cost for their review.

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MINUTES

The Board of Directors approved the Regular Meeting minutes of June 13, 2017, by motion of Board Member Rios and seconded by Chairwoman Davila.

ROLL CALL: Chairwoman Davila, yes; Vice Chairwoman Bernal, yes; Board Member Diaz, yes; Board Member Rios, yes; Board Member Morales, abstained.

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**COMMENTS FROM
THE AUDIENCE**

None

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**REPORTS AND COMMENTS
FROM CITY OFFICIALS**

None

ADJOURNMENT

Chairwoman Davila unanimously adjourned the meeting at 5:59 p.m. and seconded by Board Member Rios.

PASSED and **APPROVED** this 10th day of October, 2017.

ATTEST:

Maria Davila, Chairman

Carmen Avalos, City Clerk