

July 14, 2015

MINUTES OF THE CABLE TELEVISION ADVISORY BOARD TCtv  
VIDEO PROGRAMMING AWARDS & OPEN HOUSE COMMITTEE

1. **CALL MEETING TO ORDER:**

The Torrance Cable Television Advisory Board TCtv Awards and Open House Committee met on Tuesday, July 14, 2015 at 6:35p.m. in the 1<sup>st</sup> Floor Multipurpose Room located in the Stanley E. Remelmeyer Telecommunications Center.

**ROLL CALL:**

**Present:** Feliz, Sanchez and Chair Kellogg

**Also Present:** Don Fefie, Coordinator  
Cindy Hibbard, Secretary

**Absent:** NONE

**Public:** NONE

2. **BUSINESS**

a) Develop and plan the October 10, 2015 TCtv Open House.

GOALS AND OBJECTIVES

1. To increase public awareness of TCtv Channel 28/36 (Public Access)
  - a. To achieve a certain level of attendance.
    - % of regulars (active producers).
    - % of newbies.
    - Define target demographics.
2. To educate Torrance residents about what public access is and it's possibilities.
3. To "Position Public Access" Channel 28/36 as: Multi-billion dollar facility.
  - Award Winning.
  - Much better than the national norm.
  - A real studio built by the city.
4. To increase the percentage of channel 28 active producers| users| and volunteers
  - Sign-up at Open House for new users orientation.

**MOTION:** *Sanchez moved to have each committee member come up with a theme for the open house, seconded by Kellogg, roll call vote.*

**Row Call Yea:** Kellogg  Sanchez  Feliz

**Row Call Nay:** Kellogg  Sanchez  Feliz

**MOTION PASSED 3/0**

**MOTION:** *Feliz moved to send press releases to all media outlets, seconded by Sanchez, roll call vote.*

**Row Call Yea:** Kellogg  Sanchez  Feliz

**Row Call Nay:** Kellogg  Sanchez  Feliz

**MOTION PASSED 3/0**

**MOTION:** *Kellogg moved to create a multipage brochure with updated information about the facility, seconded by Sanchez, roll call vote.*

**Row Call Yea:** Kellogg  Sanchez  Feliz

**Row Call Nay:** Kellogg  Sanchez  Feliz

**MOTION PASSED 3/0**

**MOTION:** *Sanchez moved to purchase 200 t-shirts for attendees with the TCtv logo printed on it, seconded by Feliz, roll call vote.*

**Row Call Yea:** Kellogg  Sanchez  Feliz

**Row Call Nay:** Kellogg  Sanchez  Feliz

**MOTION PASSED 3/0**

**MOTION:** *Feliz moved to purchase polo shirts for staff, commissioners, and council members with the TCtv logo printed on it, seconded by Sanchez, roll call vote.*

**Row Call Yea:** Kellogg  Sanchez  Feliz

**Row Call Nay:** Kellogg  Sanchez  Feliz

**MOTION PASSED 3/0**

**3. ORAL COMMUNICATIONS:**

NONE

**4. ADJOURNMENT:**

Chairperson Kellogg adjourned the meeting of July 14, 2015 at 8:52 p.m.

**Respectfully Submitted,**

/s/

Don Fefie

TCtv Coordinator

**NOTED:**



Michael D. Smith

Cable and Community Relations Manager

Roll Call: Feliz

Sanchez

Kellogg