

September 13, 2006

MINUTES OF A REGULAR MEETING OF THE TORRANCE CABLE TELEVISION ADVISORY BOARD.

1. CALL MEETING TO ORDER:

The Torrance Cable Television Advisory Board convened in a regular meeting on Wednesday, September 13, 2006, at 7:04 p.m. in the Torrance Community Television Classroom located in the Stanley E. Remelmeyer Telecommunications Center.

2. ROLL CALL:

Present: Commissioners: Carlson, Korman, Perkins, Rivera, and Chair Sunshine (arrived 7:05 p.m.)

Also Present: Cindy Hibbard, Clerk Typist
Mark J. Doddy, Community Television Coordinator
Michael D. Smith, Cable & Community Relations Manager

Excused: Nishinaga

Absent: Simmons

3. FLAG SALUTE:

Commissioner Korman led the salute to the flag.

4. MOTION TO ACCEPT AND FILE REPORT ON POSTING OF AGENDA:

MOTION: *Commissioner Korman moved to accept and file the report of the City Clerk on posting of the agenda for this meeting. This motion seconded by Commissioner, Perkins carried with an aye vote.*

5. ANNOUNCEMENT OF WITHDRAWN OR DEFERRED ITEMS - NONE

6. APPROVAL OF MINUTES

A) July 12, 2006

MOTION: *Commissioner Perkins moved to defer approval of the minutes for July 12, 2006, until the next meeting. This motion seconded by Commissioner Korman, motion carried with an aye vote.*

7. SCHEDULED BUSINESS:

A) Community Matters – NONE

B) Committee Reports

1) Producer Incentive Committee

(a) July

On July 14, 2005, the Committee met to develop the schedule for the upcoming year. The Committee kept the BBQ and PSA in a Day events, new sessions included the new Avid Non-Linear Editing Systems and DVD Authoring as a topic in September. The Committee created another PSA in a Day for July called "PSA in a Night", and "PSA in a Day Non-Profit Organizations" in March. Most other activities remained the same. Each Commissioner present was selected meetings they would coordinate.

Brief discussion followed.

MOTION: *Commissioner Carlson moved to accept the Producer Incentive Committee Report for July 2006. This motion seconded by Commissioner Perkins, motion carried with aye vote.*

(b) Producer Incentive Committee - August

On August 5, 2006 TCtv celebrated the 4th Annual Welcome Back to TCtv BBQ, sponsored by California National Bank. Around 36 Producers, Users, and friends of TCtv attended. Mark Hopkins (Producer of the Year 2004 and 2005) brought his portable D.J. equipment and played music throughout the evening. The BBQ was a potluck and many great treats and meals were shared. From hamburgers sponsored by California National Bank, to the Lumpias (egg roll from the Philippines) provided by Staff. Producers brought pie, cakes, and homemade chocolate chip cookies along with an array of items contributed to a positive feeling of fellowship and food.

Brief discussion followed.

MOTION: *Commissioner Carlson moved to accept the Producer Incentive Committee Report for August 2006. This motion seconded by Commissioner Rivera, motion carried with aye vote.*

2) Awards Committee Report – August

Staff reported that the Call for Entries was being printed, the donors list was being updated, solicitation letter was being drafted, menu being planned, and producers were being encouraged to get programs completed so that they would be eligible for entry.

Brief discussion followed.

MOTION: *Commissioner Carlson moved to accept the Awards Committee Report for August 2006. This motion seconded by Commissioner Rivera, motion carried with aye vote.*

C) Report of the Community Television Center

- 1) July, 2006 - Coordinator Doddy discussed statistics for the month. He highlighted 14 new programs were completed compared to 26 in 2005 and 21 in 2004. He also noted studio usage was significantly up at 73%, field camera check-outs for the DV Field Camcorders were also up at 53%. Post-production was down at 20% this month compared to 26% last year. Coordinator Doddy noted that with the introduction of the new non-linear editing systems, we will no longer include dubbing as a monthly statistic since each unit can burn DVD copies. The monthly New Users Orientation was cancelled. One potential new User was mailed an It's Your TV Brochure and 10 Producers attended the Producer Posse. The Posse decided to produce a program to promote the upcoming July concert, "Freedom Festival", which celebrates being clean and sober.

Brief discussion followed.

MOTION: *Commissioner Perkins moved to accept the Torrance Community Television Center Report for July 2006. This motion seconded by Commissioner Korman, motion carried with aye vote.*

- 2) August, 2006 - Coordinator Doddy discussed statistics for the month. He highlighted 14 new programs were completed compared to 13 in 2005 and 11 in 2004. He also noted studio usage was significantly up at 77%, field camera check-outs for the DV Field Camcorders were also up at 45%. Post-production was down at 35% this month compared to 45% last year. 3 potential new User was attended Orientation Session, 1 Certified. The Posse hosted 15 attendees, and the Get-Together had 36 (Back to TCTv BBQ).

- 3) Brief discussion followed.

MOTION: *Commissioner Perkins moved to accept the Torrance Community Television Center Report for July 2006. This motion seconded by Commissioner Korman, motion carried with aye vote.*

D) Report of Legislative and Cable Related Activities – July, 2006

Manager Smith gave a brief summary of the report.

AT&T said on Tuesday it will launch a new Internet browser-based television service that will allow subscribers to watch 20 channels, including Fox News and the Weather Channel, on their computers. California cities and counties, concerned that a new statewide video-franchising bill will disenfranchise groups of consumers throughout the state, have launched an effort to get Gov. Arnold Schwarzenegger to veto the bill. U.S. state and local governments could lose \$8 billion a year in revenue if Congress further restricts their ability to tax telecommunications services, the National League of Cities. According to the Center for Responsive Politics, the National Cable & Telecommunications Association is the top campaign contributor in the TV/Movie/Music category in the 2006 election cycle at \$1,366,694 through the beginning of August, with the majority of that, 58%, going to Republicans. In fact, the big media companies vary widely as to political preference when it comes to contributions from PACS (political action committees) and individuals. As California prepares to vote on whether to give

the baby bells a statewide video franchise, the [San Francisco Chronicle](#) reports that Verizon & AT&T have spent a whopping \$19.7 million, or \$200,000 per day to influence the vote. A statewide franchise would exclude telcos from localized laws that require cable operators to build out to broad portions of communities.

Brief discussion followed.

MOTION: *Commissioner Perkins moved to accept the Legislative and Cable Related Activities Report for August 2006. This motion seconded by Commissioner Carlson, carried with an aye vote.*

- E) Old Business - NONE
- F) New Business - NONE
- G) ADDENDUM MATTERS - NONE

8. ORAL COMMUNICATIONS:

- a) Coordinator Doddy announced a clean and sober picnic this Sunday in Long Beach.
- b) Secretary Hibbard wished everyone a happy autumn beginning next Saturday.
- c) Manager Smith mentioned the opening of the new Lifestyle Wing at the Del Amo Fashion Center.
- d) Commissioner Korman thanked staff for saving the power feed at the Torrance Symphony concert.
- e) Commissioner Perkins enjoyed the Torrance Employee Variety Show last Saturday.
- f) Commissioner Rivera explained new restrictions from the CIF concerning coverage of high school athletic events.
- g) Chair Sunshine also enjoyed the Torrance Employee Variety Show; explained that he was sorry to miss the BBQ, but something unforeseeable occurred.

9. ADJOURNMENT:

Chairman Sunshine adjourned the meeting of July 12, 2006 to reconvene on Wednesday, September 13, 2006 at 7:00 p.m.

Respectfully submitted,

Michael D. Smith
Cable & Community Relations Manager

Roll Call: Korman Nishinaga Perkins Rivera Sunshine Carlson