



# SOUTH GATE PUBLIC ACCESS CORPORATION MEETING AGENDA

Tuesday, December 10, 2019 at 5:31 p.m.

## I. Call To Order/Roll Call

<b>CALL TO ORDER</b>	Denise Diaz, Vice Chairperson
<b>ROLL CALL</b>	Carmen Avalos, Secretary

## II. City Officials

### **CHAIRPERSON**

### **PRESIDENT**

Michael Flad

### **VICE CHAIRPERSON**

Denise Diaz

### **SECRETARY**

Carmen Avalos

### **BOARD MEMBERS**

Al Rios

Maria Davila

M. Belen Bernal

Bill De Witt

### **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. Re-Organization**

The South Gate Public Access Corporation will re-organize and make the following appointments: (ADMIN)

- a. Appoint Mayor Belén Bernal as Chairperson;
- b. Appoint Vice Mayor Denise Diaz as Vice Chairperson;
- c. Appoint Council Members Maria Davila, Bill De Witt and Al Rios as Board of Directors;
- d. Appoint City Manager Michael Flad as President;
- e. Appoint City Clerk Carmen Avalos as Secretary;
- f. Appoint City Treasurer Gregory Martinez as Treasurer;
- g. Appoint Director of Administrative Services Jackie Acosta as Chief Financial Officer;
- h. Appoint City Attorney Raul F. Salinas as Chief Legal Advisor.

Documents:

[ITEM 1 REPORT 121019 PAC.PDF](#)

## **2. Budget For Fiscal Year 2019/20**

The South Gate Public Access Corporation will consider adopting a **Resolution** \_\_\_\_\_ approving the Public Access Corporation Budget for Fiscal Year 2019/20 in the amount of \$47,687: (ADMIN)

Documents:

[ITEM 2 REPORT 121019 PAC.PDF](#)

## **3. Minutes**

The South Gate Public Access Corporation will consider approving the meeting minutes of April 23, 2019. (CLERK)

Documents:

[ITEM 3 REPORT 121019 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 December 5, 2019 at 10:04 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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(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.

# City of South Gate

Item No. 1

## SOUTH GATE PUBLIC ACCESS CORPORATION

RECEIVED

# AGENDA BILL

For the Special Meeting of: December 10, 2019

DEC 8 2019

7:55am

CITY OF SOUTH GATE  
OFFICE OF THE CITY MANAGER

Originating Department: Administration

President: \_\_\_\_\_

Michael Flad

President: \_\_\_\_\_

Michael Flad

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**SUBJECT:** SOUTH GATE PUBLIC ACCESS RE-ORGANIZATION

**PURPOSE:** This item allows the South Gate Public Access Corporation to re-organize and make required appointments.

**RECOMMENDED ACTIONS:** The South Gate Public Access Corporation will re-organize and make the following appointments:

- a. Appoint Mayor Belén Bernal as Chairperson;
- b. Appoint Vice Mayor Denise Diaz as Vice Chairperson;
- c. Appoint Council Members Maria Davila, Bill De Witt and Al Rios as Board of Directors;
- d. Appoint City Manager Michael Flad as President;
- e. Appoint City Clerk Carmen Avalos as Secretary;
- f. Appoint City Treasurer Gregory Martinez as Treasurer;
- g. Appoint Director of Administrative Services Jackie Acosta as Chief Financial Officer;
- h. Appoint City Attorney Raul F. Salinas as Chief Legal Advisor.

**FISCAL IMPACT:** None.

**ANALYSIS:** None.

**BACKGROUND:** During the regularly scheduled City Council Meeting of September 24, 2019, the City Council selected Belén Bernal to serve as Mayor and Denise Diaz to continue serving as Vice Mayor. At the regularly scheduled City Council Meeting of October 22, 2019, the City Council appointed Bill De Witt to serve as Council Member to fill the vacancy for the remainder of the unexpired term. As such, the Public Access Corporation will re-organize accordingly.

The South Gate Public Access Corporation meets as needed.

**ATTACHMENT:** None.

City of South Gate

RECEIVED

SOUTH GATE PUBLIC ACCESS CORPORATION

DEC 4 2019

AGENDA BILL

CITY OF SOUTH GATE  
OFFICE OF THE CITY MANAGER  
9:50am

For the Special Meeting of December 10, 2019  
Originating Department: Administration

Management Analyst: Marina R. Urias

City Manager: Michael Flad

**SUBJECT: PUBLIC ACCESS CORPORATION BUDGET FOR FISCAL YEAR 2019/20**

**PURPOSE:** At its Regular Meeting of June 11, 2019, the City Council adopted the Municipal Budget for Fiscal Year 2019/20. Staff's recommendation was for the City Council to schedule a separate Public Access Corporation (PAC) meeting to allow additional time to discuss the PAC budget in more detail.

**RECOMMENDED ACTION:** Adopt Resolution approving the Public Access Corporation Budget for Fiscal Year 2019/20 in the amount of \$47,687.

*QA/1/16/19*  
**FISCAL IMPACT:** In the proposed budget, staff is recommending the appropriation of available PAC Funds, in the amount of \$47,687. The Fiscal Year 2019/20 PAC Fund budget will fully fund the proposed Youth Video Production Pilot Program and partially fund the cost of the needed Channel 3 equipment. In order to fully fund the cost of the Channel 3 equipment, the City Council will consider appropriating \$17,313 in General Funds.

**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. The City has been drawing down on the PAC fund balance to cover expenditures for content and programming on the City's government access channel, aired locally on Spectrum Channel 3, and the City's website. The PAC fund will be depleted by the end of Fiscal Year 2019/20. As a result, the new PAC programs will need to be covered by other revenue sources beginning Fiscal Year 2020/21.

**BACKGROUND:** Without new revenues and limited PAC funds, the PAC Subcommittee, Vice Mayor Denise Diaz and Council Member Al Rios, is recommending that the Board of Directors consider funding the following projects to maximize the remaining PAC funds.

**New Equipment for Channel 3**

In order to keep Channel 3 operating the City must replace its video production equipment to have the ability to increase overall scheduling and the quality of programming that is broadcasted. The upgraded hardware will allow the City to easily broadcast and share City content consistently on Channel 3 and streaming live video recordings. Additionally, the new equipment upgrades will

streamline the process for staff to easily distribute content, and provide the City another communication outlet to reach and connect with residents and businesses.

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. Per the Channel 3 evaluation report that was completed by the consultant Tripepi Smith and Associates, Inc., the cost to replace the equipment is estimated at \$45,000. The 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, staff will prepare a Request for Proposals (RFP) to obtain bids for the new equipment and installation.

This project meets the City Council's goal to improve communications and civic engagement with an emphasis on expanding electronic media and digital access.

### **Youth Video Production Pilot Program**

The Public Access Corporation Subcommittee would like to explore adopting an after-school youth video production pilot program for middle and high school students to help students gain experience in filmmaking and become exposed to the various career opportunities available in the film industry.

The Southeast Community Development Corporation (SCDC), a 501(c)(3) non-profit organization, is interested in assisting the City with this project. SCDC currently manages the Bell Technology Center, located at 4357 Gage Avenue, Bell, which provides media education to under-resourced communities. SCDC submitted a program proposal to the City that consists of teaching 80 students from South Gate to operate a camera, create storyboards, edit videos and produce engaging video projects regarding a community issue assigned by the PAC Board. The classes would take place at the Bell Technology Center in the multimedia room equipped with sound walls, high resolution video cameras, computers, microphones and lighting system. The course would be taught by a digital arts instructor with journalism experience twice a week for 2.5 hours for twelve weeks. The project videos produced by the students would be shared on the City's cable Channel 3, You Tube Channel, Facebook page and website.

SCDC is offering to provide a total of \$26,000 in matching funds for the proposed program. SCDC obtained the matching funds from the California Public Utilities Commission, Microsoft Corporation, Southern California Gas Company, and the Water Replenishment District. These matching funds will partially cover the instructor salary, program supplies, audio and video equipment. If the PAC Board of Directors were to provide direction in adopting a youth video production program in partnership with SCDC, the estimated total cost for this project would be \$17,340.

This project fits into the City's goal to establish youth development programs and expansion of job placement and career development programs.

- ATTACHMENTS:**
- A. Proposed Resolution
  - B. Proposed PAC Budget for Fiscal Year 2019/20
  - C. Southeast Community Development Corporation Proposal for Youth Video Production Program

**PUBLIC ACCESS CORPORATION RESOLUTION NO. \_\_\_\_**

**CITY OF SOUTH GATE  
LOS ANGELES COUNTY, CALIFORNIA**

**RESOLUTION OF THE SOUTH GATE PUBLIC ACCESS CORPORATION  
OF THE CITY OF SOUTH GATE, CALIFORNIA, APPROVING THE  
PUBLIC ACCESS CORPORATION BUDGET FOR  
FISCAL YEAR 2019/20 IN THE AMOUNT OF \$47,687**

**WHEREAS**, the South Gate Public Access Corporation (“PAC”) President submitted to the PAC Board of Directors a Proposed Budget for Fiscal Year 2019/20 with total expenditures totaling \$47,687; and

**WHEREAS**, the PAC held a public meeting on December 10, 2019, to review, discuss and consider said budget.

**NOW, THEREFORE, THE SOUTH GATE PUBLIC ACCESS CORPORATION DOES HEREBY RESOLVE AS FOLLOWS:**

**SECTION 1.** The PAC Board of Directors hereby approves the Public Access Corporation Budget for Fiscal Year 2019/20 in the amount of \$47,687.

**SECTION 2.** The Public Access Corporation Budget for Fiscal Year 2019/20 shall be considered amended, and approved as amended, for expenditures which were budgeted in Fiscal Year 2018/19 yet not completed by the end of the fiscal year, and the Director of Administrative Services is hereby authorized to have those outstanding expenditures and encumbrances carried forward and appropriated into the Fiscal Year 2019/20 budget, including any true-up adjustments necessary.

[Remainder of page left blank intentionally]

**SECTION 3.** The President may authorize administrative budget adjustments to transfer appropriations from one line item to another within a fund/departmental budget as prescribed in the South Gate Municipal Code.

**SECTION 4.** The Secretary shall certify to the adoption of this Resolution, which shall be effective upon its adoption.

**PASSED, APPROVED and ADOPTED this 10<sup>th</sup> day of December, 2019.**

**CITY OF SOUTH GATE:**

By: \_\_\_\_\_  
Belén Bernal, Chairperson

**ATTEST:**

By: \_\_\_\_\_  
Carmen Avalos, Secretary  
(SEAL)

**APPROVED AS TO FORM:**

By: Raul F. Salinas / RSC  
Raul F. Salinas, Chief Legal Advisor

**CITY OF SOUTH GATE  
FY 2019-20 PROPOSED BUDGET  
EXPENDITURE DETAIL**

<u>ACCOUNT DESCRIPTION</u>	<u>ACTUAL 2016-17</u>	<u>ACTUAL 2017-18</u>	<u>ADOPTED 2018-19</u>	<u>AMENDED 2018-19</u>	<u>YTD ACTUAL as of 6-30-19</u>	<u>PROPOSED 2019-20</u>
<b>FUND 263 PUBLIC ACCESS CORP.</b>						
<b>DEPT 150 COMMUNITY PROMOTION</b>						
<b>263-150-12</b>						
5101 Salaries - Full Time Misc.	21,342	435	-	-	-	-
5123 Admin/Comp Time Payout	435	-	-	-	-	-
5132 Communications Allowance	330	30	-	-	-	-
5201 Retirement - Misc.	4,169	42	-	-	-	-
5220 Medicare	300	6	-	-	-	-
5221 Group Medical Insurance	3,847	344	-	-	-	-
5230 Life Insurance	43	4	-	-	-	-
5231 Dental Insurance	141	13	-	-	-	-
* EMPLOYEE SERVICES	<u>30,607</u>	<u>874</u>	-	-	-	-
6101 Professional Services	28,236	14,772	29,470	29,470	17,315	20,000
6201 Office Supplies	-	-	1,500	1,500	274	-
6207 Computer Software	-	-	500	500	-	-
6208 Office Equipment	-	-	-	-	-	27,687
6300 Other	20	-	-	-	-	-
6301 Printing	-	-	400	400	-	-
6309 Fees & Charges	-	21	-	-	12	-
6311 Commission Expense	70	595	700	700	350	-
6315 Cable Services	9,837	10,407	11,300	11,300	17,826	-
6802 Info Systems Allocation	-	-	-	-	-	-
* SUPPLIES & SERVICES	<u>38,163</u>	<u>25,795</u>	<u>43,870</u>	<u>43,870</u>	<u>35,777</u>	<u>47,687</u>
9005 Machinery & Equipment	578	-	1,000	11,000	-	-
9006 Computer Equipment & Software	<u>4,701</u>	<u>7,071</u>	<u>7,056</u>	<u>7,056</u>	-	-
* CAPITAL OUTLAY	5,279	7,071	8,056	18,056	-	-
** PUBLIC ACCESS CORP	<u>\$ 74,049</u>	<u>\$ 33,740</u>	<u>\$ 51,926</u>	<u>\$ 61,926</u>	<u>\$ 35,777</u>	<u>\$ 47,687</u>



**Cesar Zaldivar Motts**

**Executive Director**

**Southeast Community Development Corporation**

**6423 E. Florence Place, Suite 103**

**Bell Gardens, CA 90201**

**323-585-4579**

**[www.scdcorp.org](http://www.scdcorp.org)**

**[mottscz@scdcorp.org](mailto:mottscz@scdcorp.org)**

## **I. Background and Alignment with Initiative**

The Southeast Community Development Corporation(SCDC) is a nonprofit community and economic development organization focused on improving the education, health, public safety, environment, and economic climate for the residents and business communities of the southeast area of Los Angeles County. SCDC's vision is that all residents are healthy, educated and productive citizens.

SCDC's community development program consists of a regional youth development program, health education program, computer training program, employment resource center, and a computer refurbishment/recycling center. SCDC serves over 1,200 youth and adults per year.

This year, SCDC is establishing a multimedia room at the Bell Tech Center. This room will be equipped with sound walls, the latest high resolution video cameras, microphone system, lighting system, and Apple computer .

This initiative will encourage our youth to explore and discuss issues that affect their community by having them use technology as a tool to learn about these issues and then communicate their informed opinions and recommendations to the public via webcasting.

## **II. Goals and Objectives**

SCDC will train a group of middle and high school students from the southeast area to plan, produce, and disseminate video webcasts regarding issues faced in the community. These students would utilize the video and audio equipment from the Bell Tech Center. SCDC will provide a digital arts instructor (with journalism experience) to guide these students to identify community issues and bring awareness of these issues to the public.

Some of the issues addressed by these students may be determined by the city of South Gate Council or staff. Some of the projects may include interviews with community leaders. SCDC may disseminate these videos via Facebook, Twitter, YouTube, and other social media outlets with permission by the city of South Gate. As part of the research and planning of these videos, SCDC will coordinate four field trips to South Gate area throughout the year.

The project goal will be to train middle school and high school students to develop video webcasts regarding community issues and increase civic engagement. The first objective is to train 60-80 students in video production and discuss regional issues as measured by student attendance and final video productions within 12 months. The second objective is to disseminate these four video productions via podcast and to elected officials, as measured by number of social media views and meetings within 12 months.

This project fits into our current youth development program in which we target 21st century skills that help youth gain experience in science, technology, engineering, and mathematics. In addition, our students develop leadership skills and the ability to work on a team to accomplish complex projects. Through this project, our students will gain the added benefit of learning how they may use technology to communicate.

### **III. Community Organizing and Civic Engagement Efforts**

For the past 25 years, SCDC has been a leading voice regarding environmental justice issues in the southeast area. SCDC has worked with regional water agencies, Such as, central basin water District and the water replenishment district, to educate the public regarding water conservation and water policy.

SCDC uses community organizing strategies such as townhall meetings, community workshops, and social media to educate and disseminate information. SCDC has worked on numerous public policy issues over the past 25 years, such as, affordable housing, transportation, digital literacy, energy conservation, water conservation, workforce development, and health education.

Currently, SCDC is training adult students how to engage with local government through website and social media connections. Students seek and review city council agendas, minutes, and budget information. This grant initiative is in line with SCDC's mission and past public policy activities.

This initiative will help advance the ability of our clients by providing the opportunity to train students with a technical skill and the ability to disseminate information regarding policy issues affecting the southeast area.

Currently, SCDC is part of a regional collaborative of nonprofits and educational institutions focused on nonprofit capacity, civic engagement, and public policy. This

collaborative has focused on government accountability, US census, and regional transportation issues. Through this collaborative, SCDC has organized townhall meetings to discuss regional issues and assist with developing a policy initiative to address the root causes.

SCDC is also part of a state collaborative of nonprofit organizations addressing the digital divide in California. With support from the California Emerging Technology Fund, SCDC and its partners have organized community tech fairs, townhall meetings, symposiums, and conferences throughout the state.

Specifically for this project, SCDC has received matching funds from the California Public Utilities Commission, Microsoft Corporation, Southern California Gas Company, and the Water Replenishment District. These matching funds will partially cover salaries, supplies and audio/video equipment. The total matching funds is \$26,100 from these funders.

#### **IV. Team Description**

Cesar Zaldivar Motts, the Executive Director of SCDC, has 25 years of community organizing and nonprofit management experience. While working with State Senator Martha Escutia, Cesar monitored district-wide water issues and advised the Senator of legislative and community engagement activities.

Cesar was raised in the Southeast area and currently serves as Chair of the Board of Directors at Human Service Association and Huntington Park Police Activity League. He also serves on the Boards of the Southeast Rio Vista YMCA, NewStart Housing Development Corp, Southeast Salvation Army, Rio Hondo Red Cross, and the Southeast Collaborative. He graduated from the University of Missouri, Kansas City with a Masters of Public Administration/Nonprofit Management. He will oversee this project and attend any required trainings.

SCDC will hire a digital arts instructor with a background in journalism. This instructor will be responsible for creating curriculum, guiding students in planning, research, recording, editing, and the dissemination of the completed videos on water policies and related issues.



<b>Class</b>	<b>Schedule</b>	<b># of Students</b>	<b>per wk</b>	<b>Sessions</b>	<b>Classes</b>	<b>(including Prep)</b>	<b>Notes</b>
Introduction to Video Product	Tues / Thurs 4-6:30 PM	20	2	12	24	96	2 classes per week for 12 weeks
Introduction to Video Product	Tues / Thurs 4-6:30 PM	20	2	12	24	96	2 classes per week for 12 weeks
Intermediate to Video Product	Tues / Thurs 4-6:30 PM	20	2	12	24	96	2 classes per week for 12 weeks
Advance to Video Production	Tues / Thurs 4-6:30 PM	20	2	12	24	96	2 classes per week for 12 weeks
Field Trips		40	4			20	Four field trips per year
<b>Totals</b>					<b>96</b>	<b>404</b>	

**CITY OF SOUTH GATE PUBLIC ACCESS CORPORATION  
BOARD OF DIRECTORS MEETING  
MINUTES  
TUESDAY, APRIL 23, 2019**

**CALL TO ORDER** A meeting of the South Gate Public Access Corporation Board of Directors was called to order by Chairwoman M. Belén Bernal at 5:56 p.m.

**ROLL CALL** Carmen Avalos, Secretary

**PRESENT** Chairwoman M. Belén Bernal, Vice Chairman Jorge Morales, Director, Director Al Rios, Director Denise Diaz, Director Maria Davila; Acting President Joe Perez, Chief Legal Advisor Raul F. Salinas

**ABSENT** President Michael Flad and Treasurer Gregory Martinez

**1**  
**RE-ORGANIZATION** The South Gate Public Access Corporation unanimously re-organized and made the following appointments by motion of Director Davila and seconded by Chairwoman Bernal.

- a. Appointed Mayor Jorge Morales as Chairperson;
- b. Appointed Vice Mayor Denise Diaz as Vice Chairperson;
- c. Appointed Council Members M. Belén Bernal, Maria Davila and Al Rios as the Board of Directors;
- d. Appointed City Manager Michael Flad as President;
- e. Appointed City Clerk Carmen Avalos as Secretary;
- f. Appointed City Treasurer Gregory Martinez as Treasurer;
- g. Appointed Director of Administrative Services Jackie Acosta as Chief Financial Officer; and
- h. Appointed City Attorney Raul F. Salinas as Chief Legal Advisor.

**2**  
**MINUTES** The South Gate Public Access Corporation unanimously approved the Meeting minutes of February 12, 2019 by motion of Director Davila and seconded by Director Bernal.

**3**  
**COMMENTS FROM**  
**THE AUDIENCE**           None.

**4**  
**REPORTS & COMMENTS**  
**FROM CITY OFFICIALS**   None.

**ADJOURNMENT**           Director Davila unanimously adjourned the meeting at 5:59 p.m. and seconded by Director Bernal.

**PASSED** and **APPROVED** this 10<sup>th</sup> day of December, 2019.

ATTEST:

\_\_\_\_\_  
M. Belén Bernal, Chairwoman

\_\_\_\_\_  
Carmen Avalos, City Clerk