



## SOUTH GATE PUBLIC ACCESS CORPORATION MEETING AGENDA

Tuesday, September 12, 2017 at 5:30 p.m.

### I. Call To Order/Roll Call

**CALL TO ORDER**

Maria Davila, Chairperson

**ROLL CALL**

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. High School Football Games**

The Board of Directors will consider discussing and providing direction on budgeting funds to film high school football games for the remainder of the 2017 season. (ADMIN)

Documents:

[ITEM 1 REPORT 09122017 PAC.PDF](#)

## **2. Minutes**

The Board of Directors will consider approving the Regular Meeting minutes of June 13, 2017. (CLERK)

Documents:

[ITEM 2 REPORT 09122017 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 September 7, 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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(323) 563-9510 \* fax (323) 563-5411 \* [www.cityofsouthgate.org](http://www.cityofsouthgate.org)

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

RECEIVED

Item No. 1

SEP 6 2017

# City of South Gate

PUBLIC ACCESS CORPORATION

CITY OF SOUTH GATE  
OFFICE OF THE CITY MANAGER

7:40am

## AGENDA BILL

For the Special Meeting of September 12, 2017

Originating Department: Administration

Management Analyst:

  
Richard J. Luna

City Manager:

  
Michael Flad

**SUBJECT: HIGH SCHOOL FOOTBALL GAMES**

**PURPOSE:** Board Member Al Rios requested this item be added to the Agenda during the Regular City Council Meeting of August 22, 2017, to discuss budgeting funds to film high school football games.

**RECOMMENDED ACTION:** Discuss and provide direction on budgeting funds to film high school football games for the remainder of the 2017 season.

**FISCAL IMPACT:** If the Board opts to fund the remaining 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. At current expenditures, the PAC fund balance is projected to be \$72,820 on June 30, 2018. Covering the high school football games will reduce the fund balance to \$54,820. The PAC fund has not received new revenue since 2014, the last year under the City's local franchise agreement with Time Warner Cable, now known as Spectrum.

**ANALYSIS:** All three high schools (South Gate, South East and Legacy) have played three games each this season, with eight more weeks remaining in the regular season. At the PAC Special Meeting of June 13, 2017, the Board provided staff direction to film the Azalea Bowl between South Gate and South East High Schools on November 3, 2017. Those funds are included in the current PAC budget.

**BACKGROUND:** Prior to the 2015 football season, Time Warner Cable filmed 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 they announced. For Fiscal Year 2016/17, the PAC fund expenditure was \$1,200 to produce each game. Twelve games were produced during the 2016 season, for a total cost of \$14,400.

Games are recorded on Fridays, edited and produced over the weekend, and begin airing on Channel 3 and the City's YouTube site on 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 PAC 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, no high school has since offered resources to produce the games.

Also in previous years, City staff was instructed to produce one game a week and rotate between the three South Gate high schools. Keeping with this same rotation for the remainder of the 2017 season will be difficult as some home games are aligned on the same week and other weeks the three schools are all playing away games. In addition, staff contacted the videographers who recorded the games last season and they currently have scheduling conflicts for the month of September. Therefore, if the Board approves filming the remainder of the season, staff may need to find a new video crew to film the remaining games. An appropriation of \$18,000 will likely cover the remainder of the season; however, the cost per game may be higher depending on the video crew staff is able to secure given the shorter notice.

**ATTACHMENT:** Football Games Remaining Schedule

## Football Games Remaining Schedule

<b>Date</b>	<b>Legacy</b>	<b>South East</b>	<b>South Gate</b>
9/15/2017	vs. Jefferson	@ Gardena	vs. Palisades
9/22/2017	vs. Belmont	vs. Baldwin Park	@ Salesian
9/28/2017	@ Contreras	off week	off week
10/6/2017	vs. Hollywood	vs. Roosevelt	vs. Bell
10/13/2017	@ Bernstein	@ Huntington Park	@ Garfield
10/20/2017	vs. Marquez	vs. Garfield	@ Roosevelt
10/27/2017	off week	@ Bell	@ Huntington Park
11/3/2017	@ Roybal	@ South Gate*	vs. South East*

\*Azalea Bowl

**CITY OF SOUTH GATE PUBLIC ACCESS CORPORATION  
BOARD OF DIRECTORS MEETING  
MINUTES  
TUESDAY, JUNE 13, 2017**

**CALL TO ORDER** A meeting of the South Gate Public Access Corporation Board of Directors was called to order by Director Maria Davila at 5:50 p.m.

**ROLL CALL** Carmen Avalos, Secretary

**PRESENT** Director Maria Davila, Director Denise Diaz, Director Maria Belen Bernal, and Director Al Rios; Treasurer Gregory Martinez, President Michael Flad, Chief Legal Advisor Raul F. Salinas

**ABSENT** Chairman Jorge Morales

**1**  
**RE-ORGANIZATION** Director Davila was appointed as Chair by motion of Director Bernal and seconded by Director Diaz.

**ROLL CALL:** Director Davila, abstained; Director Diaz, yes; Director Bernal, yes; Director Rios, yes; Director Morales, absent.

Director Bernal was appointed as Vice Chair by motion of Chairwoman Davila and seconded by Director Diaz.

**ROLL CALL:** Chairwoman Davila, yes; Director Diaz, yes; Director Rios, yes; Director Bernal, abstained; Director Morales, absent.

**2**  
**BUDGET FOR FISCAL  
YEAR 2017/18**

The Board of Directors adopted the Public Access Corporation Budget for Fiscal Year 2017/18, by motion of Chairwoman Davila and seconded by Vice Chairwoman Bernal.

Chairwoman Davila asked President Flad if there's anything else to add to item 2. President Flad stated that City staff is asking that the budget be approved. He explained that a few years ago the state took away the local governments control and ability to regulate local video and cable televisions.

The cable televisions do not apply to the City for a franchise agreement. They apply to the state of California and the revenue goes to the state of California.

President Flad asked Richard Luna to speak on this item.

Richard Luna, Management Analyst stated that City Council at their City Council meeting in May approved a budget in the amount of \$51,751. This would be considered a baseline budget and would cover the maintenance and services for the City's website which is covered under PAC, recording South Gate Informed and office supplies. He mentioned that Time Warner used to offer their services to the City under the local franchise agreement to record a 30 minute South Gate Informed episode. Last year staff took over the responsibility of recording those episodes.

Mr. Luna mentioned that last year staff received direction from the Directors to continue filming the City's high schools' football games. The City spent \$1,200 last year to produce each of those games. That funding element was not included in the baseline budget and if the Directors wish to continue this program we would require an additional appropriation of \$18,000 which would cover 15 games (regular season and playoff games).

Mr. Luna mentioned that the playback equipment for channel 3 is old and outdated. Staff is recommending using the PAC fund balance and appropriate \$50,000 to update and move towards a digital system.

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

Virginia Johnson, 5751 McKinley Avenue inquired about the PAC fund balance.

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

Chairwoman Davila inquired on the balance. Mr. Luna stated \$72,820.

Vice Chairwoman Bernal inquired on the status of the programs once funds are depleted. Mr. Flad stated the Directors would consider how to fund the programs.

Director Rios stated that the three topics Mr. Luna spoke about is important to keep the community informed.

Director Diaz stated that there is a lot of streaming available at no cost to the City.

Chairwoman Davila understands the funds will eventually deplete, and at this moment are able to invest in better equipment. She would like a sub-committee for the PAC and appoint Directors Diaz and Rios.

Mr. Luna recommended keeping the PAC budget as the baseline budget and have the sub-committee meet with him and President Flad.



2  
BUDGET FOR FISCAL  
YEAR 2017/18 CONT'D

Chairwoman Davila motioned, seconded by Vice Chairwoman Bernal and on a vote of 5-0, appointed Directors Diaz and Rios to PAC sub-committee.

3  
MINUTES

The Board of Directors approved the Regular Meeting minutes of August 25, 2015, by motion of Chairwoman Davila and seconded by Vice Chairwoman Bernal.

4  
COMMENTS FROM  
THE AUDIENCE

None

5  
REPORTS AND COMMENTS  
FROM CITY OFFICIALS

None

ADJOURNMENT

Chairwoman Davila adjourned the meeting at 6:17 p.m. and seconded by Vice Chairwoman Bernal.

**PASSED** and **APPROVED** this 12<sup>th</sup> day of September, 2017.

ATTEST:

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Maria Davila, Chairman

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Carmen Avalos, City Clerk