

**BUENA PARK CABLE FOUNDATION  
MINUTES OF MEETING  
February 8, 2022**

President Susan Sonne called the Buena Park Cable Foundation Meeting of February 8, 2022, to order at 2:30 p.m.

PRESENT: Brown, Gonzalez, Night, Harbert, Swift (arrived at 2:34 p.m.), Traut, Park (arrived at 2:33 p.m.), Sonne  
ABSENT: Barnet

**ALSO PRESENT:** Eddie Fenton, Assistant City Manager; Adrian Garcia, Finance Manager; Jessica Fewer, Sr. Management Analyst; Gina Van Stratten, Marketing Specialist; Yaretza Medina, Executive Assistant; and Noe Gutierrez, Marketing Assistant.

**PLEDGE OF ALLEGIANCE**

Director Gonzalez led the Pledge of Allegiance.

**PUBLIC COMMENTS (Agenda Items):**

There were no public comments.

**CONSENT CALENDAR:**

1. MINUTES of January 11, 2022 – APPROVED

MOTION: Night  
SECOND: Gonzalez  
AYES: Night, Brown, Gonzalez, Park, Harbert, Swift, Traut, Sonne  
NOES: None

2. APPROVE CLAIMS AND DEMANDS - APPROVED

MOTION: Night  
SECOND: Gonzalez  
AYES: Night, Brown, Gonzalez, Park, Harbert, Swift, Traut, Sonne  
NOES: None

**UNFINISHED BUSINESS:**

None.

**NEW BUSINESS:**

3. MID-YEAR BUDGET REVIEW

Ms. Fewer indicated that each year staff provides a mid-year update on the Cable Foundation's current budget. Then she referred them to the attached staff report for the Mid-Year Budget for the

Fiscal Year 2021-22, including the current revenue, expenditures, fund balances, and last year's actuals. From that report, Ms. Fewer indicated a few items to note from FY2021-2022. First, the Foundation ended the year with a surplus of approximately \$17,840. However, this fiscal year, the budget most likely be over budget due to the approximately \$40,800 spent to upgrade the City Council Chamber cameras to high-definition along with the necessary accessory to install them. This item was not included in the adopted budget, but was approved by the Board in July 2021. She also pointed out that all other accounts are on track to be at or below budget. She also mentioned that the Time Warner Cable/Direct TV revenue is lagging behind the targeted projections for the first six months into the fiscal year. However, this is somewhat normal for the cable companies to be behind on payments. No significant changes to revenue are expected.

Director Night questioned the extra equipment expenditure and asked for clarification on the type of equipment installed. He added he could not remember authorizing the \$40,800 expense.

Ms. Fewer responded that the expenditure was approved in July 2021, for the four cameras in the Council Chamber and the accessories that go along with that—so that would include everything converted from standard definition to fully digital high definition. This purchase was not included in the original budget approval, but rather approved after the budget was adopted. Thus, making it an extra expense.

MOTION: Receive and file report.

#### 4. SELECTING OF A BUDGET SUB-COMMITTEE

President Sonne asked the Board if there were any volunteers for the Budget Sub-Committee. Director Gonzalez, Director Night, and Director Swift volunteered. There being no other volunteers, the following members were selected to be the Budget Sub-Committee: Director Gonzalez, Director Night, and Director Swift.

MOTION: Receive and file report.

#### 5. DISCUSS AND PROVIDE DIRECTION REGARDING A PROPOSED PROGRAMMING GUIDE AND *BEHIND BUENA PARK* PRODUCTION CONCEPT OUTLINE

Van Stratten stated that last summer, the Programming Sub-Committee met to review the current content on the channel and discuss future programming concepts. Two items were brought up during that meeting were creating a programming guide for the channel and filming more evergreen content that can be used year after year for an extended period. She referenced a draft guide for the channel that was included in the agenda packet, which includes productions that are currently on the channel. She indicated the guide will continue to evolve as more productions are made and events are covered. She emphasized that the core programming such as the City Council meetings, Planning Commission meetings, and Crime Watch will generally remain the same time slots. She also mentioned that in creating the guide, she shuffled productions around not to have them simultaneously every day, considering varying times each day, so Buena Park residents or community members could watch at different times.

As for the program outline, Ms. Van Stratten stated that for *Behind Buena Park*, there was a concept discussed during the Programming Sub-Committee meeting that would go behind the scenes of Buena Park to explore topics, programs, places, and people relevant to the community.

Ms. Van Stratten added that in that outline, the productions would be 15–30 minutes and will air twice a day, seven days a week. It will highlight evergreen content. Productions will have elements such as b-roll, voiceover, and media provided by any outside agencies as well. Some future topics could be the history of Buena Park, spotlighting businesses in Buena Park, a guide to City parks and their amenities, highlighting the Centralia Elementary School District scratch kitchen, and discussing the home improvement loan that the City offers.

Director Night commented that he understood getting the programs at different times to allow more people to watch. However, he wanted to emphasize that the City Council meetings and the Planning Commission should be at the same time every day so that people can adjust their time once they know it. He continued to say that 5 p.m. has worked in the past because the living City Council meeting is aired at 5 p.m. every two weeks.

President Sonne and Director Brown disagreed. President Sonne indicated that she liked Ms. Van Stratten's reasoning that having different showing times will allow other people that normally can't view specific programs at a particular time an opportunity to watch.

Director Night responded that he wanted to point out that he feels it is good to run the channel like a regular television station, so people are used to programming at a specific time and/or day.

President Sonne responded that she did not think anybody viewed the channel as a regular television channel.

Director Night answered that he would like to get more people to view the channel as a regular television channel.

Director Harbert agreed with President Sonne and commented that there could be a replay on the channel at any time; that way, if someone cannot watch something at 5 p.m., they can watch it at 11 p.m., for example. In addition, he recommended having a guide when things will be playing and getting it out via different platforms like social media. That way, people know when and what will be on the channel's programming—ultimately making the programs simply more available.

Director Night responded that if the Board would like to go along with what the other Board Members suggested, he would also go along with it. He then commented that he was concerned that if the Foundation spotlights particular local business during the *Behind Buena Park* segment, it could seem that the Foundation or City supports or advocates that particular business over other businesses. Therefore, he recommended limiting that and showing a business that services the City, such as SEAACA, versus other general local businesses.

Director Brown commented that the channel is a public service and should let the citizens know what is in their City, and give them a voice. He believes they should be going to events in the City and letting people know what is in Buena Park because people cannot drive around to find everything. He mentioned he has stopped at local businesses to learn what they do. Moreover, insisted the City should show broad of local businesses.

Director Harbert agreed with Director Brown that local businesses should be spotlighted by asking them if they would like to be highlighted, so people know what is going on. He insisted that it would be good for the City to spotlight businesses and support all these local businesses.

Director Park indicated that spotlighting local businesses is a good concept; however, she mentioned that she spoke to the former City Manager Jim Vanderpool long ago and recalled some conflict of interest. Therefore, she recommended running it by the City Attorney before implementing it if there were any potential conflicts.

Director Night replied that he agrees the concept should be presented to the City Attorney as he stated he did not want the Cable Foundation to get in any trouble. Perhaps, put a list of businesses instead of focusing on just a few.

Director Harbert asked if the Cable Foundation was a non-profit, their own corporation, or part of the City of Buena Park.

Director Brown responded that the Cable Foundation is separate from the City of Buena Park.

Director Harbert commented that by spotlighting local businesses as a Foundation and rotating those different businesses it should not be a reflection on the City since they are their own entity.

President Sonne asked Mr. Fenton to check with the City Attorney and ensure that the Cable Foundation can proceed with the ideas presented, prevent any difficulties, and keep it as fair as possible to all Buena Park businesses as to not play favorites.

Mr. Fenton suggested that this item be discussed further again at another meeting. In the meantime, he will get answers to the questions levied. He also suggested that staff would look at the budget impact as the Board has asked for specific content and quality that may be more costly than what the Board is used to. He said that he wanted the Board to be proud of the content being produced, especially for new concepts. This could require getting budget approval for additional costs.

President Sonne agreed and responded that there might be a need to create a new sub-committee to review questions and programming details that could report to the entire Board to discuss.

Director Park commented that she is not necessarily opposing in terms of budget, but would like to make sure that it is okay legally. Also, budget-wise, perhaps Economic Development Fund has unallocated funds that can be spent toward production. She acknowledged she was aware they are two different entities, but maybe they could collaborate.

Director Night commented that although the Cable Foundation is a 501(c) 3, all five Buena Park Council Members are also part of the Buena Park Cable Foundation Board. Consequently, most Buena Park citizens view the Cable Foundation as part of the City.

President Sonne concluded that she believes there needs to be caution in moving forward and requested staff to return with a list of the issues involved and recommendations.

MOTION: Receive and file report.

## 6. CITY GOVERNMENT ACCESS REPORT

Ms. Van Stratten stated that the Buena Park Television channel is currently playing the latest City Council Meeting, Planning Commission, and Crime Watch as the bulk of what is playing on the channel.

MOTION: Receive and file report.

**ANNOUNCEMENTS/DISCUSSION:**

No announcements.

**ADJOURNMENT**

There being no further business, the meeting was adjourned at 2:53 p.m. The next meeting is scheduled for May 10, 2022, at 2:30 p.m.

**ATTEST:**

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Susan Sonne, President

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Yaretza Medina, Executive Assistant