

**BUENA PARK CABLE FOUNDATION
MINUTES OF MEETING
May 9, 2017**

Vice President Fred Smith called the Buena Park Cable Foundation Meeting of May 9, 2017 to order at 2:30 p.m. in the Council Chamber, 6650 Beach Boulevard, Buena Park, California.

PRESENT: Barnet, Bass, Brown, Night, Smith, Swift and Vaughn (entered at 2:40 P.M.)
ABSENT: Berry and Harbert

ALSO PRESENT:

Aaron France, Assistant to the City Manager, Adrian Garcia, Accounting Technician, Myrna Holmquist Communications and Marketing Manager and Marsha Cook, Executive Assistant.

PLEDGE OF ALLEGIANCE

Beth Swift led the Pledge of Allegiance to the flag.

PUBLIC COMMENTS (Agenda Items):

There were no public comments.

CONSENT CALENDAR:

MINUTES OF APRIL 11, 2017

RESOLUTION APPROVING CLAIMS AND DEMANDS

MOTION: Swift/Night to APPROVE the Consent Calendar.
AYES: Barnet, Bass, Brown, Night, Smith and Swift
NOES: None
ABSENT: Berry, Harbert and Vaughn.

UNFINISHED BUSINESS

Director Night presented the results of a survey that he took between June and September 2016 from 61 cable tv subscribers noting what they currently watched and what they wanted to see on cable tv in the future. He reported that he also contacted several cable channels that cover niche markets to find out their methods in obtaining maximum viewership. (A copy of the report is attached hereto.)

NEW BUSINESS

Contribution for on-line video server (Swagit) – Aaron France reviewed the City Council's action at the end of 2016 to change video service providers (from Granicus to Swagit) at a savings of \$7,000 per year. As a result, the City purchased a new on-line video server for \$6,230 and requested that the Cable Foundation split the cost.

BUENA PARK CABLE FOUNDATION

May 9, 2017

PAGE 2

MOTION: Barnet/Swift to APPROVE splitting the cost of a new on-line video server for \$3,115; \$2,000 of which would come out of the Capital Outlay fund and \$1,115 out of Equipment Replacement fund.

AYES: Barnet, Bass, Brown, Night, Smith, Swift and Vaughn.

NOES: None

ABSENT: Berry and Harbert.

Budget Preparation – Aaron France distributed a proposed budget and budget overview for FY 2017-2018. He reported that the Budget Sub-committee met and suggested changes to the 2016-2017 Mid-Year budget as follows: (A copy of the proposed budget is attached hereto.)

- A reduction in staff services from \$13,000 to \$5,000
- A reduction in Government Access BPTV Channel 3 Production Budget from \$79,700 to \$72,000
- A reduction in programming from \$4,000 to \$2,500
- Total budget reduced from \$129,900 to \$112,700

Award of Scholarships – Myrna Holmquist distributed a report on the 2017 applicants. Director Beth Swift described the 2 candidates and their qualifications.

MOTION: Swift/Night to APPROVE awarding two \$2,000 scholarships to Karolina Rivas and Jaycee Legaspi for 2017.

AYES: Barnet, Bass, Brown, Night, Smith, Swift and Vaughn.

NOES: None

ABSENT: Berry and Harbert.

CITY GOVERNMENT ACCESS REPORT

Myrna Holmquist reported that BPTV is currently airing Adopt-a-Pet, the City's Open House promo, a Seussical production promo, Emery School "Say No To Drugs" Award Presentation, What's New in Two, Crime Watch, pre-production for Buena Park Today Summer Edition, Buena Park Police Appreciation Luncheon promo and a Community Development Update.

PUBLIC COMMENTS (Non-agenda Items):

Ken McKinney announced that he is finishing the production of Love Buena Park and the OCFA Groundbreaking.

ANNOUNCEMENTS

There were no announcements.

ADJOURNMENT

There being no further business, the meeting was adjourned at 3:03 p.m. The next meeting is scheduled for June 13, 2017 at 2:30 p.m.

BUENA PARK CABLE FOUNDATION
May 9, 2017
PAGE 3

ATTEST:



Marsha Cook, Exec. Asst.



Fred R. Smith, Vice President

BPTV CABLE SURVEY REPORT ON CHANNEL REORGANIZATION

Questions asked of cable subscribers:

Do you watch the BP government channel 3?
Do you watch more than twice a month?
What type of programs would you like to see?

Interviews conducted between June and September, 2016
Number of cable subscribers interviewed= 61
Number of cable subscribers who have watched channel 3= 27
Programs watched in order of repeat viewership=

1. City Council Meetings
2. Crime Watch
3. Adopt a Pet
4. Mayor's Show

Shows cable subscribers wanted to see:

Quiz shows, soap operas, cooking shows, gardening shows, reality shows, and local talent contests with call in voting.

Telephone discussions with programming staff from METV, TVLAND, and COZY.

Purpose: These cable channels cover niche markets by choice. BPTV covers a niche market by regulations. What methods do they use to obtain maximum viewership.

Answers:

Focus of channel programming was based upon determining which demographic group had the largest potential viewership pool.

Group TV shows within time blocks that are in the same entertainment area (comedies with comedies, action with action, etc).

METV, TVLAND, and COZY's Suggestions for BPTV.

Broadcast an easy to read daily program guide on both cable and internet.
Programs must be showed in the same time slots week after week.
Develop programming that local residents will identify with.
Develop programming that features local groups (elementary school plays and debates, high school football, basketball, and soccer games, contests for local residents to create an original show, etc.).

Mass promotion of the channels most popular shows.
Insert promotion of other regular shows continuously throughout the broadcast day.

BP CABLE FOUNDATION BUDGET



	Actual FY 15-16	Mid-Year FY 16-17	Sub-Committee Proposed FY 17-18
Administrative Budget			
Insurance/Bonding (Equip Coverage/Public Official Liability)	0	0	0
Taxes & Fees (Non-Profit Filing Fees)	61	100	100
Stationary & Supplies	73	250	250
Books, Dues & Subscriptions	180	200	200
Postage	96	100	100
Printing	0	150	150
Scholarship Program	10,000	10,000	10,000
Professional Services (Review of Financial Records)	1,540	1,600	1,600
Accounting/Staff Services	13,000	13,000	5,000
Director Stipends	3,600	3,000	3,000
Time Warner Video Services	924	1,000	1,000
Equipment Maintenance	2,323	2,000	2,000
Equipment Replacement Fund	0	3,500	3,500
Capital Outlay (One-Time Playback Equip Purchase)	17,631	2,000	2,000
Total Administrative Budget	\$49,428	\$36,900	\$28,900
Programming Budget			
Govt Access BPTV Ch 3 (Production Budget on Page 2)	\$89,773	\$79,700	72,000
Council Meetings (24 mtgs/year; 2 staff @ \$40/hr for 2 hrs)	8,000	6,000	6,000
Ministerial Series	825	3,300	3,300
Miscellaneous Expenditures/Add'l Programming	420	4000	2,500
Total Programming Budget	\$99,018	\$93,000	\$83,800
TOTAL BUDGET	\$148,446	\$129,900	\$112,700



BUDGET OVERVIEW

BUENA PARK CABLE FOUNDATION BUDGET BALANCES, EXPENDITURES AND PROPOSALS

<u>Fiscal Year 2016-17</u>		<u>Fiscal Year 2017-18</u>	
Ending Balance 6/30/16	\$43,273.79	<i>Projected</i> Balance 6/30/17	\$25,374
Income for 12 months (Estimated)	+\$ <u>105,000</u>	<i>Projected</i> Income for 12 months	+\$ <u>100,000</u>
Estimated Expenditures	-\$ <u>122,900</u>	<i>Proposed</i> Expenditures	<u>-\$112,700</u>
Ending Balance 6/30/17 (Estimated)	\$25,374	<i>Proposed</i> Balance 6/30/18	\$12,674