



PUBLIC CABLE TELEVISION AUTHORITY

A Joint Powers Agency of the Cities of Fountain Valley, Stanton, and Westminster
7800 Katella Avenue, Stanton, CA 90680

REGULAR MEETING AGENDA

September 18, 2024

9:00 A.M.

MEETING LOCATION: Stanton City Hall, City Council Chambers
7800 Katella Avenue Stanton, CA 90680

IN ACCORDANCE WITH THE REQUIREMENTS OF CALIFORNIA GOVERNMENT CODE SECTION 54954.2, THIS AGENDA IS POSTED NOT LESS THAN 72 HOURS PRIOR TO THE MEETING DATE AND TIME ABOVE. ALL WRITTEN MATERIALS RELATING TO EACH AGENDA ITEM ARE AVAILABLE FOR PUBLIC INSPECTION IN THE OFFICE OF THE CITY CLERK OF EACH MEMBER CITY OF PCTA:

Fountain Valley City Hall, 10200 Slater Avenue, Fountain Valley, CA 92708
Stanton City Hall, 7800 Katella Avenue, Stanton, CA 90680
Westminster City Hall, 8200 Westminster Boulevard, Westminster, CA 92683

ALL AGENDAS, NOTICES, AND RELATED DOCUMENTS CAN BE ACCESSED ONLINE AT:
<https://www.fountainvalley.gov/599/Public-Cable-Television-Authority>.

IN THE EVENT ANY MATTER NOT LISTED ON THIS AGENDA IS PROPOSED TO BE SUBMITTED TO THE BOARD FOR DISCUSSION AND/OR ACTION, IT WILL BE DONE IN COMPLIANCE WITH BROWN ACT REQUIREMENTS.

ORDER OF BUSINESS:

1. Call to Order
2. Pledge of Allegiance & Roll Call
3. Public Comments: Persons wishing to address the Board on PCTA matters may as determined by the Chair; comments are limited to three minutes or deferred until the specific agenda item.
4. Consent Calendar: All matters listed under the Consent Calendar are considered to be routine and will be enacted on simultaneously with one motion without discussion, unless separate action and/or discussion is requested by a board member, staff, or a member of the public.
 - A. Minute Approval of August 21, 2024, Regular Meeting: See backup to Item 4A.
 - B. Receive/File Register: None received at time of posting.
 - C. Receive/File Treasurer's/Administrative Expenditure Reports: None received at time of posting.

5. Reports:
 - A. Report of Board
 - B. Report of Treasurer
 - C. Report of Attorney
 - D. Report of Administration

6. New Business
 - A. Reimbursement for City of Stanton Employee
 - i. Summary: The City of Stanton is requesting its quarterly reimbursement for City of Stanton employee Danny Hitt, related to PCTA administrative and operations support in the amount of \$12,165.35. (Attachment 6A)
 - ii. Recommended action: Approve reimbursement not to exceed \$12,165.35.

 - B. June 19th Board meeting FY 2024-2025 Budget Workshop Review
 1. FY 2024-25 Budget Presentation by Director Grandis. (Attachment 6B1)
 2. Discuss the autonomy with which each City can spend their approved budget. (Attachment 6B2)
 3. Discuss need for maximum reimbursement amount for Westminster Council upgrades. (Attachment 6B3)
 4. Discuss capital purchases / Westminster lift purchase vs. rent. (Attachment 6B4)
 5. Discuss possibility of creating a Capital Improvement Fund. (Attachment 6B5)
 6. Discuss protocol for compiling an approved vendor/contractor list. (Attachment 6B6)
 7. Discuss rate structure for contractors. (Attachment 6B7)
 8. Discuss the potential to rent out the Production Truck to increase PCTA revenues. (Attachment 6B8)

7. ADJOURNMENT TO October 16, 2024, at Stanton City Council Chambers, 7800 Katella Avenue, Stanton, CA 90680.



MINUTES

Regular Meeting of August 21, 2024

7800 Katella Avenue, Stanton, CA 92680

1. Call to Order: Chair David J. Shawver called the meeting to order at 9:01 A.M.

2. Roll Call:

Present: Director Glenn Grandis, City of Fountain Valley, Director Carol Warren, City of Stanton, Director NamQuan Nguyen, City of Westminster and Chair David J. Shawver, City of Stanton.

Absent: Vice-Chair Kimberly Ho, City of Westminster, Director Ted Bui, City of Fountain Valley

Excused: Director Ted Bui, City of Fountain Valley

3. Public Comments: None.

4. Consent Calendar:

Director Warren motioned to approve the Consent Calendar Seconded by Director Nguyen.

Motion carried by the following vote:

AYES: 4 (Warren, Grandis, Shawver, Nguyen)

NOES: None

ABSTAIN: None

ABSENT: 2 (Ho, Bui)

Motion unanimously carried 4-0

A. Minutes Approved: Regular Meeting of July 17, 2024.

5. Reports:

A. Report of Board

i. None.

B. Report of Treasurer

i. Director Grandis recaps on proposed budget.

C. Report of Attorney

i. None.

D. Report of Administration

i. Staff gave update on PCTA survey as well as progress on the planned small claims case.

Vice-Chair Ho arrives at 9:07am

6. New Business

A. FY 2020-2021 PCTA Draft Audit Presentation

- i. Summary: Staff has contracted the CPA firm Davis Farr to conduct the PCTA audit for Fiscal Year 2020-2021. Davis Farr has completed the draft audit statement to present to the PCTA Board.
- ii. Recommended Action: Review draft statement and approve to finalize.

Board heard draft audit presentation and motioned to approve the audit report as provided.

Motion/Second: Grandis/Shawver

Motion carried by the following roll call vote:

Director Nguyen:	YES
Director Grandis:	YES
Director Warren:	YES
Vice-Chair Ho:	YES
Chair Shawver:	YES

Motion carried 5-0.

B. June 19th Board meeting FY 2024-2025 Budget Workshop Review

- i. FY 2024-25 Budget Presentation by Director Grandis. (Attachment 6B1)
- ii. Discuss the autonomy with which each City can spend their approved budget. (Attachment 6B2)
- iii. Discuss need for maximum reimbursement amount for Westminster Council upgrades. (Attachment 6B3)
- iv. Discuss capital purchases / Westminster lift purchase vs. rent. (Attachment 6B4)
- v. Discuss possibility of creating a Capital Improvement Fund. (Attachment 6B5)
- vi. Discuss protocol for compiling an approved vendor/contractor list. (Attachment 6B6)
- vii. Discuss rate structure for contractors. (Attachment 6B7)
- viii. Discuss the potential to rent out the Production Truck to increase PCTA revenues. (Attachment 6B8)

Board motions to move item to September 18th Board meeting.

Motion/Second: Shawver/Nguyen

Motion carried by unanimous vote 5-0

7. Adjournment: 9:48 A.M.

To the next regularly scheduled meeting, September 18, 2024, at 9:00 A.M. at Stanton City Hall, Council Chambers, 7800 Katella Avenue, Stanton, CA 90680.



DATE	INVOICE NO
8/1/2024	0000460

BILL TO
Public Cable Television Authority 10350 Fern Avenue Stanton, CA 90680

DUE DATE
Due Upon Receipt

DESCRIPTION	QUANTITY	EFFECTIVE RATE	AMOUNT	DISCOUNT	CREDIT	BALANCE
PREVIOUS OUTSTANDING BALANCE						12,089.78
April 2024 - June 2024 Staff Reimbursement:						
PCTA Reimbursement	1.00	9,400.66	9,400.66	0.00	0.00	9,400.66
PCTA PEG	1.00	2,764.69	2,764.69	0.00	0.00	2,764.69
INVOICE TOTAL:			12,165.35	0.00	0.00	12,165.35

PLEASE DETACH BOTTOM PORTION & REMIT WITH YOUR PAYMENT

For questions please contact us at (714) 379-9222

Customer Name: Public Cable Television Authority
 Customer No: 008308
 Account No: 0000140 - Reimbursement for staff time and other expenses

DUE DATE	INVOICE NO
Due Upon Receipt	0000460

Please remit payment by the due date to:

City of Stanton
7800 Katella Avenue
Stanton, CA 90680-3162

Previous Balance:	12,089.78
Invoice Total:	12,165.35
Discounts:	0.00
Credit Applied:	0.00
Ending Balance:	24,255.13

INVOICE BALANCE: \$12,165.35
AMOUNT PAID: _____

Project Management

Task 2 Label Detail By Project Label

User: MBannigan

Printed: 8/22/2024 - 9:29 AM



Label	Code	Description							
Project Label	OTHER 2024-604	Other Projects PCTA-PEG							
<u>Date</u>	<u>Amount</u>	<u>ALFRE</u>	<u>LEMS</u>	<u>System</u>	<u>Hours</u>	<u>Descripti on</u>	<u>Reference</u>	<u>Line Item Description</u>	<u>Expense Amount</u>
04/15/2024	383.95	Expense	S	AP	0.00	USB3019	US BANK	Adobe Pro & Creative Cloud Apps for PCTA/FEB-2024	383.95
05/17/2024	383.95	Expense	S	AP	0.00	USB3019	US BANK	Adobe Pro & Creative Cloud Apps for PCTA/MAR-2024	383.95
06/14/2024	383.95	Expense	S	AP	0.00	USB3019	US BANK	Adobe Pro & Creative Cloud Apps for PCTA/APR-2024	383.95
06/30/2024	383.95	Expense	S	AP	0.00	USB3019	US BANK	Adobe Pro & Creative Cloud Apps for PCTA/MAY-2024	383.95
06/30/2024	51.19	Expense	S	AP	0.00	USB3019	US BANK	Adobe Pro & Creative Cloud Apps for PCTA/JUN-2024(partia	51.19
06/06/2024	33.80	Expense	L	PR	0.00	HitD	Hitt	HitD Employee Benefit	33.80
06/06/2024	1,124.12	Expense	L	PR	34.50	HitD	Hitt	HitD Employee Gross	1,124.12
06/30/2024	1.01	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-JUN 2024	1.01
06/30/2024	18.77	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-JUN 2024	18.77
PCTA-PEG							Totals:		2,764.69

Project Management

Task 2 Label Detail By Project Label

User: MBannigan

Printed: 8/22/2024 - 9:29 AM



Label	Code	Description							
Project Label	OTHER	Other Projects							
	2024-605			PCTA-FRANCHISE					
Date	Amount	ALFRE	LEMS	System	Hours	Description	Reference	Line Item Description	Expense Amount
03/14/2024	11.12	Expense	L	PR	0.00	HitD	Hitt	HitD Employee Benefit	11.12
03/14/2024	342.12	Expense	L	PR	10.50	HitD	Hitt	HitD Employee Gross	342.12
03/28/2024	38.65	Expense	L	PR	0.00	HitD	Hitt	HitD Employee Benefit	38.65
03/28/2024	1,189.30	Expense	L	PR	36.50	HitD	Hitt	HitD Employee Gross	1,189.30
03/31/2024	25.57	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-MAR 2024	25.57
03/31/2024	1.38	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-MAR 2024	1.38
03/31/2024	10.61	Expense	M	GL	0.00		119-10-2024	Postage Distribution April 2024	10.61
04/11/2024	28.60	Expense	L	PR	0.00	HitD	Hitt	HitD Employee Benefit	28.60
04/11/2024	879.74	Expense	L	PR	27.00	HitD	Hitt	HitD Employee Gross	879.74
04/18/2024	76.48	Expense	M	AP	0.00	MIN15024	MINUTEMAN PRESS	(250) 2-sided business cards/D. Hitt	76.48
04/25/2024	1,335.90	Expense	L	PR	41.00	HitD	Hitt	HitD Employee Gross	1,335.90
04/25/2024	43.42	Expense	L	PR	0.00	HitD	Hitt	HitD Employee Benefit	43.42
04/30/2024	1.99	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-APR 2024	1.99
04/30/2024	37.00	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-APR 2024	37.00
06/30/2024	0.64	Expense	M	GL	0.00		119-10-2024	Postage Distribution April 2024	0.64
05/09/2024	977.49	Expense	L	PR	30.00	HitD	Hitt	HitD Employee Gross	977.49
05/09/2024	31.76	Expense	L	PR	0.00	HitD	Hitt	HitD Employee Benefit	31.76
05/23/2024	42.36	Expense	L	PR	0.00	HitD	Hitt	HitD Employee Benefit	42.36
05/23/2024	1,303.34	Expense	L	PR	40.00	HitD	Hitt	HitD Employee Gross	1,303.34
05/31/2024	2.05	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-MAY 2024	2.05
05/31/2024	38.09	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-MAY 2024	38.09
05/31/2024	0.64	Expense	M	GL	0.00		119-11-2024	Postage Distribution May 2024	0.64
06/14/2024	350.00	Expense	M	AP	0.00	USB3019	US BANK	Deposit towards repairs/JVC Pro Camera	350.00
06/20/2024	18.19	Expense	L	PR	0.00	HitD	Hitt	HitD Employee Benefit	18.19
06/20/2024	1,254.47	Expense	L	PR	38.50	HitD	Hitt	HitD Employee Gross	1,254.47
06/30/2024	1.13	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-JUN 2024	1.13
06/30/2024	20.95	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-JUN 2024	20.95
06/30/2024	18.66	Expense	L	PR	0.00	HitD	Hitt	HitD Employee Benefit	18.66
06/30/2024	1,287.03	Expense	L	PR	38.50	HitD	Hitt	HitD Employee Gross	1,287.03
06/30/2024	21.49	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-JUN 2024/PERIOD 13	21.49
06/30/2024	1.16	Expense	L	GL	0.00	HitD	Hitt	UAL AND ADMIN OH-JUN 2024/PERIOD 13	1.16
06/30/2024	9.33	Expense	M	GL	0.00		141-12-2024	Postage Distribution June 2024	9.33
				PCTA-FRANCHISE					
						Totals:			9,400.66

Project Management

Task 2 Label Detail By Project Label

User: VHolguin@StantonCA.gov

Printed: 8/21/2024 - 5:36 PM



Label	Code	Description			
Labor	Report Totals	1,177.70			
			Total Amount:	0.00	1,177.70
				=====	=====
				=====	=====

Attachment to Item 6B1 - FY 2024-25 Budget Presentation by Director Grandis

-Dir. Grandis gives FY24-25 Budget Presentation

-Dir Grandis suggests LAIF interest income should be moved to Admin accounts

-Chair Shawver suggests using LAIF interest to create a Capital Improvement Fund (CIF)

-Dir. Grandis states annual LAIF interest is approximately \$40K p/yr.

-Dir. Grandis suggest 5yrs of interest moved to a CIF would equal about \$200K

-No action taken regarding budget or LAIF suggestions at time of June 19th meeting

-July 17th Board Mtg: The Board voted to adopt the PCTA Budget as presented by Treasurer Grandis

VOTE: MO: Warren - 2ND: Bui with a 4-0 unanimous vote. (Vice-Chair Ho and Dir. Nguyen were both absent for July 17th Board Meeting)

Attachment to Item 6B2 - Discuss the autonomy with which each City can spend their approved budget

-The Board unanimously agrees each City should retain 100% autonomy over the spending of their own budget (Should this be included in PCTA policies?)

-Chair Shawver asks what to do with excess budget at end of year. Dir. Grandis states overages are unlikely and anticipates the more likely scenario of budget deficits.

-Dir. Grandis states that any city-shortage will come from Admin Gen Fund for that City

-General sentiment from the Board is stay within budget – if over budget, difference will come from city's Admin General Fund

NO ACTION/VOTE TAKEN

Attachment Item 6B3 - Discuss need for maximum reimbursement amount for Westminster Council upgrades

- WM liaison Vanessa Johnson asks what is the max amount allotted for chamber upgrade
- Dir. Grandis suggests FV upgrade from 2020 should be basis for WM upgrade for pricing baseline
- Chair Shawver suggests WM figure out needs and associated cost, and that the Board can't create spending cap at present time
- Chair Shawver also suggested possibility that all cities upgrade annually individual pieces of equipment to space out cost
- Dir Nguyen reminds Board that FV costs were pre-pandemic 4+ yrs ago
- Chair Shawver suggests annual maintenance for control rooms and production truck

ACTION STAFF (completed): Review control room and production truck maintenance routine. Staff confirms that Engineers Rich and Hugo do perform routine maintenance (as specified in their scope of service with PCTA), and regularly “patch” and fixed hardware to extend life beyond typical 5-year expectations. (NOTE: Some current components comprising the WM control room are over 15+ years old.)

ACTION WESTMINSTER: Research needs for Council upgrade and then request RFP's

Attachment to Item 6B4 - Discuss capital purchases / Westminster lift purchase vs. rent

- Staff gave report on purchasing vs. city borrow
- Dir. Bui brings attention to city liability potential
- Chair Shawver suggest renting a lift as needed
- Dir Nguyen suggests a drone that can send a live feed would be great for Tet
- Vanessa mentions WMPD hesitant to have drones at Tet
- Dir Nguyen wants to see pricing of equipment for scissor/boom lifts (buy vs rent)
- Chair Shawver suggests possibility of hiring a certified deputy to fly a drone for us as needed

ACTION STAFF: (1) Staff to research scissor lift & boom lift rental rates and purchase range (rent VS buy). (2) Staff to research drones that can send a live signal.

SCISSOR LIFT RENTAL RATES

United Rentals 20ft SLift \$168 Daily + tax/fees (waived for govt)

<https://www.unitedrentals.com/marketplace/equipment/aerial-work-platforms/scissor-lifts/20-21-ft-scissor-lift-electric-narrow-power-deck-extension>

Home Depot (WM) 20ft SLift \$229 Daily + tax/fees

<https://www.compactpowerrents.com/rental-equipment/scissor-and-boom-lifts/20-ft-single-manlift/>

Big Rentz 19ft SLift \$108 Daily + tax/fees

<https://www.bigrentz.com/equipment-rentals/scissor-lifts>

F&B Rentals 19ft SLift \$165 Daily + tax/fees

<https://fbrentals.net/equipment.asp?action=category&category=57&key=LIFS19>

BOOM LIFT RENTAL RATES

Discount Lift Rentals \$425 40ft BLift Daily + tax/fees

<https://discountliftrentals.com/rental-equipment/40-straight-boom-lift/>

DOZR \$265 30ft BLift Daily + tax/fees

https://dozr.com/rent/articulating-boom-lift?utm_source=search&utm_medium=googleads&utm_campaign=search-demand-articulatingboomlift-FL-CATX&cq_src=google_ads&cq_cmp=15415331700&cq_con=129087494606&cq_term=rent%20aerial%20lift%20near%20me&cq_med=&cq_plac=&cq_net=g&cq_pos=&cq_plt=gp&gad_source=&gclid=Cj0KCOjwkdO0BhDxARISAnkNcrd2ICrfs22i581c_pmujoYasxfYFZxJTdQbzPqxfQOtYURRNIQ5oHIaAotoEALw_wcB

United Rentals \$454 32ft BLift Daily + tax/fees

<https://www.unitedrentals.com/marketplace/equipment/aerial-work-platforms/boom-lifts/30-33-ft-articulating-boom-lift-electric>

Attachment to Item 6B4 - Discuss capital purchases / Westminster lift purchase vs. rent

BOOM LIFT RENTAL RATES (cont.)

CAT Rental Store \$360 34ft BLift Daily + tax/fees

https://www.catrentalstore.com/quinn/en_US/products/aerial-equipment/family.boom-lifts.html?utm_source=google&utm_medium=cpc&utm_campaign=wfx_cat_rentls_usa_dealer_quinn_rental_services&utm_content=wfx_cat_rentals_usa_dealer_quinn_rental_services&utm_term=rental%20boom%20lift&gclid=Cj0KCQjwkdO0BhDxARIsANkNcreTVoZT4ikRLrikylr6J4n5bMP2noDjczcnNF33Kb8BTALdg0fW3LAaApHcEALw_wcB

Bigrentz \$306 34ft BLift Daily + tax/fees

<https://www.bigrentz.com/equipment-rentals/boom-lifts>

SCISSOR LIFT PURCHASE RANGE: The price range for a 19ft scissor lift is, \$10k - \$20k+

BOOM LIFT PURCHASE RANGE: The price range for a 32ft boom lift is, \$35k - \$50k+

DRONES WITH LIVE BROADCAST ABILITY: This is a common feature amongst most professional level drones. The price range is, \$2,500 - \$5,000. One of the highest rated professional level drones with live broadcast ability is the DJI Mavic 3 Pro which retails for approximately \$3,500.00.

NOTE: (1) The PCTA production truck is already equipped with the necessary hardware to integrate a live drone feed. (2) PCTA currently has in its contractor roster an FAA certified drone pilot.

Attachment to Item 6B5 - Discuss possibility of creating a Capital Improvement Fund

-Chair Shawver gives example of uses for CIF fund

-Chair Shawver revisits the suggestion to take LAIF interest and create a CIF to be used by all member cities

VOTE: MO: Shawver-2ND: HO (To begin July 1 - new FY)

-Dir. Grandis also requests to move no more than \$200k from LAIF to PCTA local acct to pay bills (within next 90days)

VOTE: MO: Grandis-2ND-Ho Roll Call vote taken 6-0 Unanimous

ACTION BOARD: (1) Board to transfer LAIF interest into a new CIF account. (2) Dir. Grandis to transfer up to \$200k from LAIF to PCTA local account to pay bills (To be done within the next 90 days)

Attachment to Item 6B6 - Discuss protocol for compiling an approved vendor/contractor list

- Chair Shawver recounts the current process in place for production requests and assigning contractors
- Chair Shawver asks Staff if current contractor protocol is sufficient and adhering to best practices. Staff confirms current process is still best choice.
- Board agrees to continue with current process.

NO ACTION/VOTE TAKEN

Attachment to Item 6B7 – Discuss rate structure for contractors

-Chair Shawver requests Staff to do a regional comp study to see if Contractor hourly rate increase is justified

ACTION STAFF: Staff to do a regional comp study on video production pay rates.

CONTRACTOR/PA REGIONAL RATES: (Note: Current PCTA contractor rate is \$25 p/hr. since 2018)

Laguna Beach: \$180 w/ 4hr min. + additional time billed at \$45 p/hr.

Lakewood: Range starting at \$27 p/hr. then increases with time and responsibility (W2 emps / no 1099's)

Irvine: Range of \$35-\$40 p/hr. w/ 4hr min.

Tustin: \$45 p/hr. w/ 3hr min.

San Clemente: \$30 p/hr.

Buena Park: Range of \$26-\$56 p/hr. depending on experience and responsibilities

***Angels Baseball:** Range starting at \$37 p/hr. to \$45+ p/hr. depending on experience

***Honda Center:** Range starting at \$48 p/hr. to \$60+ p.hr. depending on experience

Recommended action: Board to approve increasing contractor rate to \$35 per hour.

*Increase comparison: The current 5 min average length video costs about \$1,500 to produce. With the contractor rate increase to \$35 p/hr. the 5 min average length video cost would increase to approximately \$1,550.

EDITOR RATES (note: Editor rates have not increased in 12+ years)

Current PCTA Editor Sliding Scale Rates (Based on an avg 8hr day at 2 to 4+ days per project)

\$ 350 -\$400 SHORT: PSA or promo spots (up to 60 seconds)

\$ 550 -\$600 MEDIUM: news stories (1 to 5min projects)

\$ 650 - 1050 LONG: full programs (talk show, documentary, State of the City Address)

\$ 40/HR QUICK-EDITS: Individual Projects requiring very basic editing within a day

Attachment to Item 6B7 – Discuss rate structure for contractors (cont.)

Combined packages (w/post-production included):

\$ 1,200 - \$2,400 Completed PSA including in field, on-camera talent, voice over [if necessary], and all producer functions, in field or studio videography, script writing, post-production editing, finalization, delivered within technical specifications and by deadline.

RECOMMENDED Increase to Current Sliding Scale Editor Rates (Based on an avg 8hr day at 2 to 4+ days per project)

\$ 600 -\$650 SHORT: PSA or promo spots (up to 60 seconds)

\$ 800 -\$850 MEDIUM: news stories (1 to 5min projects)

\$ 900 - \$1,300 LONG: full programs (talk show, documentary, State of the City Address)

Recommended action: Board to approve the recommended increase to the current sliding scale method. No changes to the “Combined Packages” current rate range.

*Increase comparison: The current 5 min average length video costs about \$1,500 to produce. With the recommended contractor and editor rate adjustments the 5 min average length video cost would increase to approximately \$1,800.00.

Attachment to Item 6B8 - Discuss the potential to rent out the Production Truck to increase PCTA revenues

- Chair Shawver asks condition of production truck
- Staff replies with last 12 months status
- Staff shared there was a past rental of the production truck to the City of Garden Grove for the Strawberry Festival
- Chair Shawver suggests our crew should be included with truck rental package / Vice Chair Ho agrees w/ Chair Shawver on crew package
- Staff shared that the Garden Grove rental included a PCTA Engineer and one PCTA staff
- Board agrees Engineer and 1 PCTA staff would be ideal
- Chair Shawver suggests reaching out to Seal Beach and Los Alamitos to see if they have any interest/need in using the production truck
- Chair Shawver requests Staff perform a comp study on production truck rental costs.
- Dir. Bui adds we should look into insurance impact if we start to rent the truck to other entities
- Staff also shared that Item7A from Oct 2022 adopted to create a sizzle reel and solicit production business from other cities. Dir. Grandis suggests eventually reaching out to other cities to see if there is interest before we spend time or money soliciting other cities. Complete audits first.

ACTION BOARD: PCTA Board to reach out to point of contacts for Seal Beach and Los Alamitos to see if they have any interest/need in using the production truck.

ACTION STAFF: (1) Staff to perform a comp study to determine regional pricing for production truck rentals. (2) Staff to determine impact on auto insurance policy for production truck if PCTA rents to other entities.

REGIONAL PRICING FOR PRODUCTION TRUCK RENTAL COSTS

TAKEITLIVE MEDIA: Prod Trk nicer 4k version of PCTA / longer cable runs / 2 dedicated livestream computers

COST: \$2,000 per day + mileage + engineer

<https://takeitlive.tv/productiontrailerrental>

HRS Mobile TV: VERY high-end with 8 cameras – 12ch EVS playback system, plus usuals

COST: \$9,500 per day

www.hrsmobile.tv

VizTV Media Services:

COST: \$1,400-\$5,400 per day depending on add-ons

www.viztvmedia.com

Attachment to Item 6B8 - Discuss the potential to rent out the Production Truck to increase PCTA revenues (cont.)

NOTE: Quora production truck forum estimates range from \$5k-\$20k per day / this is for high end pro studio/broadcast level gear

POTENTIAL IMPACT TO AUTO INSURANCE POLICY

None, since PCTA would be acting within its normal course of business according to current production policies.