



Telecommunications Commission Meeting Agenda
January 14, 2009, 3:00 - 5:00 p.m.
Location: 1818 5th Street, 2nd Floor Main Building

Commissioners: Jesse Drew, Jim Frame, Bob Kehr, Stephen McMahon (chair), Zackary O'Donnell, Amy Slavich, Darrick Servis

City Council Liaison: Sue Greenwald

Staff: Rick Guidara, Information Services Manager (Staff Liaison)
 Samantha Wallace, Community Services, Assistant to the Director
 Robert Schulz, Community Services, Media Services Specialist

- 3:00 PM **1. Welcome**
- 3:05 PM **2. Approve Agenda**
- 3:10 PM **3. Approve Minutes** from 12/10/08
- 3:15 PM **4. Commissioner/Staff Announcements**
 - a. Allows each commissioner to update the group on their own activities that could affect the role or goal of the commission
- 3:30 PM **5. Public Comments**

This is the time for the public to address the Commission on matters not listed on the agenda. The Commission is unable to take any formal action on an issue that is not listed on this agenda. Public comments may be limited to accommodate all speakers within the time available, or they may also be continued to later in the meeting should the time allotted for public comment expire. Items may also be referred to staff and/or future meeting agendas. Presentation time will be at the discretion of the Chairperson. Citizens who wish to present their comments for matters listed on the agenda should do so at the time the item is considered by the Commission.

- 3:45 PM **6. Standard Updates**
 - a. I-net (Rick Guidara/Bob Kehr)
 - b. Pending City Telecomm Requests (Rick Guidara/Samantha Wallace)
 - c. Power Backup for DMA Building
 - d. Update timelines/plans for Upcoming year:
 - Timeline**
 - June – Assessment Review –
 - July – General needs discussion
 - August – General needs discussion
 - September – General needs discussion
 - October-December: Public Forum on 11/13
 - January/March – Draft Staff report
 - April – Draft staff report to council

- 4:00 PM **7. Discussions:**
 - a. Update timeline (outlined in 6d above).
 - b. Discussion of Main Principles of the PEG/Franchise Fee use (Steve's draft is attached)

- 5:00 PM **8. Adjourn**
 - a. Proposed: Next Meeting: 2/11/09: Location 1818 5th Street.
 - b. Potential topics for Next Meeting (TBD at meeting)

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Any writing related to an agenda item for the open session of this meeting distributed to the Commission less than 72 hours before this meeting is available for inspection at City Hall, 23 Russell Blvd., Davis in the City Clerk's Office. These writings will also be available for review at the Commission meeting.

For Discussion

Proposition: the City of Davis' spending on community communications is money well-spent and shows returns in community effectiveness and solidarity. It also encourages democracy and gives voice to many who might not otherwise be heard.

Proposition: The city has historically spent nearly all of its community communications funding on cable-casting. This made sense historically, because cable television was the only rich media available for community communications. The unfortunate side of this is that many citizens were not reached.

New avenues of communication have developed, particularly LPFM and the Internet and have received a high degree of support from local organizations and individuals. These can and are being developed in ways that encourage localism as well as cosmopolitanism.

Cable-casting will remain important, particularly for live events and communications requiring excellent video quality. They also have a dedicated capital-and-equipment funding stream that we should leverage for that purpose.

Proposition: Our community media organizations are well-poised to take advantage of new communications opportunities. They are well-organized and staffed and — where appropriate — take great advantage of volunteer work and community fundraising.

These organizations may be encouraged to take advantage of new media opportunities without significant funding or staffing changes.

Proposition: The community communication priorities discussed by the Telecommunications Commission give us a good way to evaluate and justify community communication efforts when they are not strictly oriented to cable-casting.

Proposition: Funding for community media is tight given the needs, and will remain so. We need to spend it as well as possible. In particular, every organization should be encouraged to share facilities, equipment and staffing whenever possible.

Steve McMahon
December 10, 2008
