



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Honorable Mayor and Members of City Council
FROM: Bill Peake, Council Member
MEETING DATE: March 16, 2016
SUBJECT: Access Monterey Peninsula (AMP)
CEQA STATUS: Does not constitute a “Project” under California Environmental Quality Act (CEQA) Guidelines

RECOMMENDATION

Receive report.

DISCUSSION

A new strategic plan was recently approved by the AMP Board of Directors. This plan describes key directions for the organization.

1. “Legislative Fix” – PEG fees paid by cable TV franchisees to cities (Monterey, Pacific Grove, Seaside, and Marina) and transferred to AMP are its major source of funding. This funding is in jeopardy as cable TV becomes less popular and is replaced by internet streaming services. AMP would join nationwide legislative efforts to secure new PEG funding sources.
2. “Dig In” – Policies and financial processes need updating. AMP has difficulty attracting board members. The right balance between paid services (e.g. broadcast Council meetings) and subsidized services has not been established. The current Executive Director is due to retire at the end of 2016. All these current operational issues (and more) need to be addressed.
3. “Grow & Reinvent It” - AMP has a small membership which it would like to grow. New funding sources will be needed to offset any loss of PEG fees. An opportunity exists to merge with similar organizations to the north. The internet poses both a threat to AMP TV channels and an opportunity to expand beyond TV.

Public/community service provided by AMP has in many ways been bypassed by the internet and cell phones. The funding on which AMP survives is in jeopardy. This leaves AMP’s future unclear.

I have not heard community support of AMP. If you know of folks that support AMP please have them contact me. Thank you.

ATTACHMENTS

1. AMP 2016 Strategic Plan

RESPECTFULLY SUBMITTED:

Bill Peake, Council Member

REVIEWED BY:

AMP 2016 STRATEGIC PLAN

Vision: Enabling Community through Communication

Mission	Value Drivers	Strategic Initiatives	Tactical Plans	Evaluation
<p>Access Monterey Peninsula is the premier resource promoting and enabling local government, the general public, and community organizations to effectively communicate using electronic media.</p>	<ol style="list-style-type: none"> 1. Provide and promote venues for expression via use of multimedia content 2. Provide and promote access to quality training, tools, facilities & advice to author media 3. With a commitment to deliver outstanding customer service, support the missions of partner organizations including nonprofits, schools, & local governments 4. Engage the community with a vibrant, relevant, business-like, and sustainable organization with quality Board Members and staff 5. Leverage the power of communication, volunteerism, and community development strategies to enable AMP's mission and improve the quality of life in the community 	<p><u>Legislative Fix</u></p> <ol style="list-style-type: none"> 1. Participate in the effort to shape new state and national telecommunications policy <p><u>Dig In</u></p> <ol style="list-style-type: none"> 2. Complete succession plans for Board Members and staff and conduct a recruitment and selection process to fill the ED position upon Paul's retirement 3. Update AMP's financial, human resources, and public access policies and procedures 4. Implement a cost/program accounting system to understand how resources are spent and revenues received over AMP's various programs/services 5. Identify the appropriate level of AMP subsidies to "non-core" public access services and implement a set of business practices that will reach this target 	<p><u>Legislative Fix Plan</u></p> <p><u>Dig In Plan</u></p> <p>A tactical plan is assembled for each Strategic Initiative</p>	<p>An evaluation component is created for each Strategic Initiative</p>

AMP 2016 STRATEGIC PLAN

Strategy Definitions

The following four strategies were suggested by Greg Baker and adopted by the group at the AMP Strategic Planning Board Retreat on January 30, 2016 with a minor revision to one of the strategy definitions.

Legislative Fix: Fix the broken legislation to “reinstate AMP”.

Dig In: Focus the operation on its core mission and define excess capacity.

Grow It: Incrementally expand AMP via additional revenue streams.

Reinvent It: Rethink AMP’s mission and identity for potential paradigm shifts.

Strategy Teams

The following Strategy Teams were configured at the AMP Strategic Planning Board Retreat on January 30, 2016. The group recognized the need to integrate Board Members not in attendance into these teams. This activity will be addressed at the next AMP Board Meeting.

The three teams were formed around the four strategies defined above. One of the teams will address two strategies, Grow It and Reinvent It, as these strategies are related and potentially complementary. Initial team assignments are as follows. Team Leaders are indicated by bold text.

Legislative Fix	Dig In	Grow/Reinvent It
Nancy Amadeo	Paul Congo	Mitch Winick
Fred Cohn	Bob Evans	Paul Congo
Paul Congo	Nancy Amadeo	Paul Michel
John Ittelson	Gayle Trier	Bob Evans
Gayle Trier	Fred Cohn	Fred Cohn
		John Ittelson