Agenda Item #: 6E-1

PALM BEACH COUNTY BOARD OF COUNTY COMMISSIONERS BOARD APPOINTMENT SUMMARY

	February 27, 2007			
Department <u>:</u> Submitted By:	Public Affairs Channel 20			
Advisory Board Nam	e: Education and Gov	ernment Prograr	mming Advisory Board	
		 I. EXECUTIVE B	:=====================================	
	aff recommends motion to iming Advisory Board to com	approve: Appo	intment of one (1) new m	
Nominee	Requirement	Seat	Nominated By	Term Expires
Appoint: Marta Casas-Celaya	Cable TV Employee	4	Comm. Greene Comm. Koons Comm. McCarty	4/17/09
	lution No. R-91-1489 amend			
Programming Advisor categories, and shall some the communication years); PBC Public Soyears) and two citizer and Government Progrequired field for the bases.	ory Board consists of ten (serve for the designated tern systems (3 years); Marketii chool System (3 years); Men ns-at-large (2 years). There gramming Advisory Board. board position. Ms. Marta Ca	10) members with the members with the members of the BCC (is one (1) vacant the following me	ith a representative from neral Manager (2 years); E ars); cable industry (3 yea (2 years); Municipal gover t position that needs to be ember, Ms. Kathryn Huttor	n each of the following ingineer with experience ars); Adult Education (2 mment representative (3 e filled on the Education no longer works in the
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PALM BEACH COUNTY BOARD OF COUNTY COMMISSION BOARD APPOINTMENT INFORMATION FORM

Part I:
Board Name: Education and Government
[x] At Large Appointment or [] District Appointment
Term of Appointment: 2 years. From <u>02/27/2007</u> <u>To 4/17/2009</u>
Seat Requirement: Cable Industry Seat # 4
(Please describe education and/or experience that qualifies the nomination under the seat requirement). Employed as Region Director of Government and Community Affair
[X]**Reappointment or [] New Appointment
or [X] to complete the term of Kathryn Hutton
due to: [X]resignation []other
completion of term to expire on: April 17, 2009
Part II: APPLICANT, UNLESS EXEMPTED, MUST BE A COUNTY RESIDENT
Name: Marta Casas-Celaya
Occupation/Affiliation: West Palm Region Director of Government and Community Affairs
Business Name: Comcast Cable Communications
Business Address: 1100 Northpoint Parkway, Suite 100
City & State: Zip Code: 33407
Residence Address:
City & State:Zip Code:
Home Phone: Business Phone:561.227.3457
Fax No.: 561.242.8608 E-Mail Address: marta_casas-celaya@cable.comcast.com
Mailing Address preference: [X] Business Address [] Residence Other or [] Other:
Minority Identification Code: []IF (American Indian Female)
Part III: COMMISSIONER COMMENTS
Appointment to be made at BCC Meeting on: 2/27/2007
*When a person is being considered for re-appointment, the number and nature of previously disclosed voting conflicts shall be considered by the Board of County Commissioners. Number of previously disclosed voting conflicts. Signature Date: Date: Date: Date: Date: Date: Date:

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Home Phone: Business Phone: 561.227.3457
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Mailing Address preference: [X] Business Address [] Residence Other or [] Other:
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Fax No.: 561.242.8608 E-Mail Address: marta_casas-celaya@cable.comcast.com
Mailing Address preference: [X] Business Address [] Residence Other or [] Other:
Minority Identification Code: []IF (American Indian Female) []AF (Asian Female) []BF (Black Female) []HF (Hispanic Female) []WF (White Female) []WM(White Male)
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Public Affairs Department Channel 20

P.O. Box 1989

West Palm Beach, FL 33402-1989

(561) 355-4573

FAX: (561) 355-6685

www.pbcgov.com

2

Palm Beach County Beard of County Commissioners

Addie L. Greene, Chairperson

Jeff Kooris, Vice Chair

Karen T. Iviarcus

Warren H. Newell

Mary McCarty

Burt Aaronson Jess R. Santamaria

County Administrator

Robert Weisman

"An Equal Opportunity Affirmative Action Employer"

Memorandum

Date:

January 23, 2007

To:

Honorable Addie L. Greene, Chairperson and Members

Board of County Commissioners

Thru:

Beth Ingold-Love, Director

Public Affairs

From:

Lester Williams, Station Manager

Channel 20

Subject:

Education and Government Advisory Board

Nominations are needed to fill Seat 4 on the Education and Government Programming Advisory Board. This seat has been vacated by Kathryn Hutton. Ms. Hutton resigned from the Education and Government Programming Advisory Board because she is no longer employed at Comcast cable. The requirement for the seat is to be a resident of Palm Beach County and employed in the cable TV industry. The term for this seat on the Advisory Board runs through April 17, 2009.

Staff has suggested that the Board of County Commissioners nominate and appoint Marta Casas-Celaya to fill the above vacancy. Ms. Casas-Celaya is the Comcast West Palm Region Director of Government and Community Affairs.

I have attached a Board Appointment information form for you to use if you have a nomination for this seat. Please fill out the form completely and return to me by Friday, February 9, 2007 so I may prepare an agenda item for your consideration on the Tuesday, February 27, 2007 agenda.

If you have any questions concerning this appointment, you may contact me at 355-2282.

Attachments

cc: Education and Government Programming Advisory Board

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, AMENDING RESOLUTION NO. R-91-1489, PROVIDING FOR AN ADDITIONAL CITIZENAT-LARGE MEMBER TO THE EDUCATIONAL AND GOVERNMENT PROGRAMMING ADVISORY BOARD; AND PROVIDING FOR STAFF SUPPORT CLARIFICATION.

WHEREAS, the Board of County Commissioners established the Educational and Government Programming Advisory Board through Ordinance No. 91-38 and Resolution No. R-91-1489; and

WHEREAS, the Board of County Commissioners is desirous of adding another citizen-at-large to the Advisory Board's membership to enable further input by the citizen community; and

whereas, the Station Manager of Channel 20 should be involved with the advisory board, as he is responsible for the station's operations and programming.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, PLORIDA, that:

- 1. Section 2. "Membership" of Resolution No. R-91-1489 is amended to read:
 - °2 citizens-at-large.
- 2. Section 8. "Staff Support" of the same resolution is amended to read:

Section 8. Staff Support.

The Director of Public Affairs, the Cable Coordinator Channel 20 Station Manager; and staff from County Channel 20 shall work closely with the advisory board and assist said board, as needed. The Director of Public Affairs or his/her designee shall be responsible for the preparation of the board's agenda and minutes. The Assistant County Attorney assigned to represent the Cable Television Division shall provide legal guidance as needed.

January Topolagion was offered by SmitsSibilet
Roberts who moved its adoption. The motion was seconded
by Commissioner lee and, upon being put to a vote,
the vote was as follows:
KAREN T. MARCUS, CHAIR - Aye
CAROLE PHILLIPS, VICE-CHAIR - Absent CAROL A. ROBERTS - Aye
CAROL J. ELMQUIST - Aye MARY McCARTY Aye
KEN FOSTER - Absent MAUDE FORC LEE - Aye
The Chairman thereupon declared the resolution duly
passed and adopted this 17 day of March , 1992.
APPROVED AS TO FORM AND PALM BEACH COUNTY, FLORIDA, BY ITS LEGAL SUFFICIENCY BOARD OF COUNTY COMMISSIONERS
John B. Dunkle, Clerk MILTON T. BAUER, CLERK
By Demonatych By: Luda C. Hickman
Deputy Clerk
advisory.res

R92 388

BOOK 1157 PLGE 090

RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, ESTABLISHING THE EDUCATIONAL AND GOVERNMENT PROGRAMMING ADVISORY BOARD PURSUANT TO ORDINANCE NO. 86-35, AS AMENDED BY ORDINANCE NO. 91-42

WHEREAS, Ordinance No. 86-35, as amended by Ordinance No. 91-42, requires the establishment of an Educational and Government Programming Advisory Board by resolution; and

WHEREAS, an advisory board as such will greatly assist the Board of County Commissioners in the operation of its County Channel 20; and

WHEREAS, the continued success of County Channel 20 will further the interests of the residents and Visitors of Palm Beach County.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF PALM BEACH COUNTY, FLORIDA, that:

Section 1. Creation.

An advisory board to be made known as the "Educational and Government Programming Advisory Board" is herein established.

Section 2. Membership.

The advisory board shall consist of nine (9) members, with a representative from each of the following categories, and shall serve for the designated term.

	•	TERM
°Broadcast General Manager		2 Years
<pre>°Engineer with experience in telecommunication systems</pre>		3 Years
°Marketing Director		2 Years
°Cable Industry		3 Years
*Adult Education		2 Years
°Palm Beach County Public School System		3 Years
°Member of the Board of County Commissioners		2 Years
•Municipal Government Representative		3 Years
°Citizen-at-large .		2 Years

Board members shall serve without compensation. All Board-members must be residents of Palm Beach County at the time of appointment and while serving on the board.

R92 388

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- A. Review the various means available to provide educational and governmental programming for residents and for Palm Beach County's in-house training purposes.
- B. Develop criteria for educational and government programs
 and review program line-ups:
- C. Provide input on marketing strategies.
- D. Explore funding alternatives.
- E. Assist with technical recommendations.
- F. Explore the implementation of a public access channel and make recommendations.
- G. Prepare, adopt and present to the Board of County

 Commissioners an annual report.

Section 4. Subcommittees.

The advisory board shall establish a subcommittee to focus on educational programming, with concentration on adult education series and other community education opportunities. A subcommittee shall also be formed to address the needs of governmental programming. The board may form other subcommittees as needed.

Section 5. Meetings and Procedures.

The members of the advisory board shall hold an organizational meeting. At said meeting, the board shall determine a time and place for regular meetings and shall adopt rules of procedure as it may deem necessary. Meetings shall be held at least once a month for the first year, with meetings held bimonthly thereafter, unless it is deemed necessary to meet more frequently. All meetings of the board, including subcommittee meetings, shall be open to the public and must provide adequate notice of their meeting. A quorum shall be present at all meetings. A majority of the members appointed shall constitute a quorum. All meetings shall be governed by Robert's Rules of Order.

R92 388

or accemuance/parererpacton : if he a habis for automatic removal. Lack of attendance is to be defined as missing three consecutive meetings or one-half of the meetings within a calendar year. Participation for less than three-fourths of a meeting shall constitute lack of participation. Excused absences will not count against the attendance requirements. Any absence that is to qualify as excused must be voted upon and approved by the advisory board. The types of absences that can be considered excused are: 1) illness; 2) out of County; or 3) personal hardship. A business conflict is not to be considered excused. Excused absences shall be entered into the minutes at the next regularly scheduled meeting of the advisory board. If a member exceeds the absence limit, the member will be removed from the advisory board, however, the appointing Commissioner at his/her discretion can reappoint the individual. Members removed under this section shall not continue to serve until a new appointment. is made and removal shall create a vacancy. Any vacancy shall be filled by the Board of County Commissioners.

Section 7. Ethics: Conflict of Interest.

All advisory board members shall be governed by the applicable provisions of the Palm Beach County Ethics Ordinance upon its adoption. Abstention from voting due to a conflict of interest on more than three (3) separate matters during any calendar year shall result in automatic removal.

Section 8. Staff Support.

The Director of Public Affairs, the Cable Coordinator, and staff from County Channel 20 shall work closely with the advisory board and assist said board, as needed. The Director of Public Affairs or his/her designee shall be responsible for the preparation of the board's agenda and minutes. The Assistant County Attorney assigned to represent the Cable Television Division shall provide legal guidance as needed.

Section 9. Sunset.

This advisory board shall be reviewed three (3) years from the date of this resolution to determine whether to continue or dissolve the board. At least ninety (90) days prior to the scheduled review, the board shall submit a written recommendation

R92 388

board should	be continued or dissolved.	If the board recommends
continuation,	the recommendation sh	nall also include any
recommended r	evisions to this resolutio	n.
The fore	going resolution was offere	ed by Commissioner Roberts
l .	adoption. The motion was	
Elmquist	•	a vote, the vote was as
follows:		•
	KAREN T. MARCUS AY	<u>E</u>
	CAROL J. ELMQUIST AY	E
op s	MARY MCCARTY AY CAROLE PHILLIPS NA	
	KEN L. FOSTER AB MAUDE FORD LEE AY	SENT E
The Chai	r thereupon declared the R	esolution duly passed and
adopted this	15th day of October	, 1991.
	DATA DOLG	
. ·	BOARD OF	H COUNTY, FLORIDA, BY ITS COUNTY COMMISSIONERS
	John B. D	unkle, Clerk
APPROVED AS TO LEGAL SUFFICE	T11-01-	ha House
	ENCY By:	Deputy Clerk
By: Deute	MUDistel_	iring the state of
County A		
resolutn.egp	· ·	
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R91 1489

BOOK 1090 PAGE 004

Section 6. Absences: Removal.

Lack of attendance/participation-shall-be a basis automatic removel. Lack of attendance is to be defined as missing three consecuti c meetings or one-half of the meetings within a calendar year. Participation for less than three-fourths of a meeting shall constitute lack of participation. Excused absences will not count gainst the attendance requirements. Any absence that is to qualify as excused must be voted upon and approved by the advisory board. The types of absences that can be considered excused are: 1) illness; 2) out of County; or 3) personal hardship. A business conflict is not to be considered excused. Excused absences shall be entered into the minutes at the next regularly scheduled meeting of the advisory board. If a member exceeds the absence limit, the member will be removed from the advisory board, however, the appointing Commissioner at his/her discretion can reappoint the individual. Members removed under this section shall not continue to serve until a new appointment is made and removal shall create a vacancy. Any vacancy shall be filled by the Board of County Commissioners.

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BOOK 1090 PAGE 00 \$ 01 1489

to the Board of County Commiss	ioners as to whether the advisor
board should be continued or d	issolved. If the board recommend
continuation, the recommend	ation shall also include an
recommended revisions to this	
The foregoing resolution w	as offered by Commissioner Robert
who moved its adoption. The m	otion was seconded by Commissione
	put to a vote, the vote was a
follows:	
KAREN T. MARCUS CAROL A. ROBERTS CAROL J. ELMQUIS MARY MCCARTY CAROLE PHILLIPS KEN L. FOSTER MAUDE FORD LEE	AYE AYE AYE AYE AYE NAY ABSENT AYE
The Chair thereupon declar	ed the Resolution duly passed and
adopted this 15th day of 0	October , 1991. PALM BEACH COUNTY, FLORIDA, BY ITS OARD OF COUNTY COMMISSIONERS
J	ohn B. Dunkle, Clerk
APPROVED AS TO FORM AND LEGAL SUFFICIENCY By: Drught Stel County Attorney resolutn.egp	Deputy Clerk

R91 1489

Comcast.

A letter from Gary Waterfield, regional vice president for the Comcast West Palm Region, concerning a recent appointment to his team:

October 23, 2006

Dear Comcasters:

I am pleased to announce that Marta Casas-Celaya has joined the Comcast West Palm Region as director of government and community affairs, based at our regional office in West Palm Beach, Florida.

Marta brings to Comcast more than 25 years experience in communications and government affairs. Most recently, she served as area director of regulatory and external affairs for BellSouth in Florida. She also served as vice president for The Pantin Partnership, a full-service public relations firm with clients including McDonald's, Ford, Univision and Super Bowl XXIX. Marta also worked in government relations and public affairs with Citibank Florida and has directed public relations for Big Brothers/Big Sisters of Greater Miami and the United Way of Dade County.



In her new position with Comcast, Marta is responsible for regional franchising and government affairs activities, and maintaining consistent and effective communications with government officials at the local, state and federal levels. She will also handle public and community relations.

Marta will play an integral role in helping the West Palm Region transition our 635,000 customers over to our new Comcast products and services, including the transition to *ON DEMAND* and the launch of Comcast Digital Voice (CDV) and the Triple Play bundle.

Marta earned a Master of Arts in Communication degree from the University of Miami and a Bachelor of Sciences degree in communications and Bachelor of Arts degree in International Relations from Florida International University. She is active in a number of community activities including serving as co-chair of the government affairs committee for the South Florida Hispanic Chamber of Commerce.

Please join me in welcoming Marta to the West Palm Region and the Comcast Southern Division.

Thanks.

GW/rg

08/01/2006

(specbrd2)

Page

EDUCATION AND GOVERNMENT PROGRAMMING ADVISORY ADVISORY BOARD MEMBERS

SEAT ID	CURRENT MEMBER		BUSINESS/ HOME PHONE	REQUIREMENT	APPOINT DATE	EXPIRE DATE
APPOI	NTED BY: At Large					
1	John Spinola, V.P. WFLX-TV, Raycom Media, Inc. 4119 W. Blue Heron Blvd. West Palm Beach, FL 33404	WM	(561) 845-2394	Broadcast General Manager	04/18/2006	04/17/2008 2009
2	Keith Betts Channel 12 1100 Fairfield Drive West Palm Beach, FL 33407	WM	(561) 844-1212	Broadcast Engineer	05/01/2006	300-1 04/30/200
3	Carey O'Donnell Carey O'Donnell Public Relations Group 477 So. Rosemary Ave., 319 West Palm Beach, FL 33401	WF	(561) 832-3231	Marketing Director	04/18/2006	04/17/2008
4				Cable Industry	04/18/2006	04/17/2009
5	Elsie Leviton 214 Wells Road Palm Beach, FL 33480	WF	(561) 832-1139	Adult Education	03/01/2006	02/28/2008 AD ^O 9
6	Deborah Stewart School District of PBC 3372 Forest Hill Blvd., B-1 West Palm Beach, FL 33406	BF	(561) 434-8620	Public School System	05/01/2006	04/30/200°
7	Commissioner Mary McCarty District 4 301 N. Olive Avenue, 12th Fl West Palm Beach, FL 33401	WF	(561) 355-2204 ()	County Commissioner	12/08/2002	11
8	Mayor Linda Hodgkins Town of Juno Beach 340 Ocean Dr. Juno Beach, FL 33408	WF	(561) 626-1122	Municipal Government	05/01/2006	04/30/2009

08/01/2006 (specbrd2)

EDUCATION AND GOVERNMENT PROGRAMMING ADVISORY ADVISORY BOARD MEMBERS

SEAT	CURRENT MEMBER		BUSINESS/ HOME PHONE	REQUIREMENT	APPOINT DATE	EXPIRE DATE
9	Sarah Alsofrom Gunster Yoakley & Stewart 777 So. Flagler Dr. West Palm Beach, FL 33401	WF	(561) 804-4350 (561) 801-1368	Citizen At-Large	07/11/2006	06/30/2008
10	Cheryl Carpenter Palm Beach Public Relations & Special Events 224 Datura St., Ste. 311 West Palm Beach, Ft. 33401	WF	(561) 655-7224 (561) 683-6194	Citizen At-Large	06/01/2006	05/31/2008