

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, February 5, 2019
7:00 p.m. at 150 S. Los Robles Ave., Suite 101**

BOARD OF DIRECTORS

Ann Marie Hickambottom (District 1)
Grant Scott McComb, President (District 2)
Robert Oltman (District 3)
Perry Helm, (District 4)
Yuny Parada (District 5)
Ken Chawkins (District 6)
Sally Howell, Vice-President (District 7)
Gail Schaper-Gordon, Treasurer (Mayor's Representative)
Lisa Derderian (City Manager's Representative)
Beth Leyden, Secretary (PUSD Representative)
Alexander Boekelheide (PCC Representative)

STAFF

George Falardeau, Executive Director CEO
Chris Miller, Chief Operations Officer
Bobbie Ferguson, Head of Production
Aaron Wheeler, Head of Community Development
Liza Rodriguez, Office Administrator/Asst. to the Executive Director CEO

MISSION STATEMENT

The Pasadena Community Access Corporation is dedicated to the community access function of the Pasadena Telecommunications system and shall be operated exclusively for charitable, scientific, literary and educational purposes. In fulfilling these purposes, the corporation shall strive to achieve communication, facilitation, and development of media skills toward the ends of self-expression and community cohesion and improvement.

Item on the agenda may not be called in order listed.

Agendas and supporting documents are available on the Internet at
<http://www.pasadenamedia.org>

Materials related to an item on this Agenda submitted to Pasadena Media after distribution of agenda packet are available for public inspection in the Pasadena Media Administrative office at 150 S. Los Robles Avenue, Suite 101, Pasadena, during normal business hours.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact PCAC at (626) 794-8585. Notification 24 hours prior to the meeting will enable PCAC to make reasonable arrangements to assure accessibility to this meeting.

DISTRIBUTION:

PCAC Board of Directors
City Council
City Manager
City Attorney
City Clerk
Central Library
Public Information Officer

Los Angeles Times
Pasadena Star News
Pasadena Journal
Pasadena Weekly
Pasadena Now

**NOTICE OF REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)
BOARD OF DIRECTORS**

NOTICE IS HEREBY GIVEN that a regular meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) is scheduled for **Tuesday, February 5, 2019**, starting at **7:00 p.m.**, at **Pasadena Community Access Corporation** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

PUBLIC MEETING

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF DECEMBER 4, 2018 BOARD MEETING
 - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- PCAC CITIZENS ADVISORY COMMITTEE REPORT: Presented by Committee Chair Phil Hopkins
- OLD BUSINESS
- NEW BUSINESS
 - PCAC FY2020 BUDGET PRESENTATION AND APPROVAL
 - Action Item
 - PROPOSED AMENDMENT TO PASADENA MUNICIPAL CODE SECTION 2.155 REGARDING TERMS OF SERVICE FOR CITIZENS ADVISORY COMMITTEE
 - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Grant McComb, Chair, PCAC Board of Directors

I HEREBY CERTIFY that this notice, in its entirety, was posted on both the Council Chambers Bulletin Board, Room 247, and the Information Kiosk (in the rotunda area), at City Hall, 100 N. Garfield Ave., Pasadena, CA, in Pasadena Community Access Corporation Suite 101, and a copy was distributed to the Central Library for posting on the 1st day of February, 2019.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR DECEMBER 4, 2018.

MEETING HELD AT PCAC, 150 S. LOS ROBLES AVE., SUITE 101, PASADENA, CALIFORNIA, 91101

REGULAR MEETING

1. INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL

Chair Grant Scott McComb called the meeting to order at 7:00 p.m.

Board Members Present, Absent or Late, at the time of the call to order:

Ann Marie Hickambottom, District 1, present
Grant Scott McComb, Board Chair and District 2, present
Robert Oltman, District 3, absent
Perry Helm, District 4, present
Yuny Parada, District 5, present
Ken Chawkins, District 6, present
Sally Howell, Vice-Chair, District 7, present
Gail Schaper-Gordon, Treasurer, Mayor's Representative, absent
Beth Leyden, Secretary, PUSD Representative, present
Alexander Boekelheide, PCC Representative, absent
Lisa Derderian, City/City Manager Representative, absent

Staff:

George Falardeau, Executive Director/CEO, present
Chris Miller, Chief Operations Officer, present
Javan Rad, Chief Assistant City Attorney, present

PCAC Community Advisory Committee:
Phil Hopkins

2. APPROVAL OF MINUTES FOR November 6, 2018 BOARD MEETING

Motion to approve the October 2nd minutes by McComb, Second by Howell;
Motion approved. No public comment.

3. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

No public comment.

4. TREASURER'S REPORT

As presented by COO Miller in the absence of Treasurer Schaper-Gordon per Board agenda packet. Noted that this is now a revised budget to reflect the \$50K reduction from the City. New 2019 operating budget is \$910,000.

5. EXECUTIVE DIRECTOR'S REPORT

As presented by ED Falardeau and staff, per Board agenda packet. Information item only. No public comment.

6. PCAC CITIZENS ADVISORY COMMITTEE REPORT

Presented by Committee Chair, Phil Hopkins per Board agenda packet. Information item only.

7. NEW BUSINESS

- PCAC BOARD OF DIRECTORS APPROVAL OF THE REVISED BUDGET FOR PCAC FY 18-19 – Action Item
 - Motion to approve the revised budget by Chawkins, seconded by Hickambottom. Unanimous approval.
- AUDIT PRESENTATION: FY 17-18 PCAC FINANCIAL STATEMENTS AND LANCE, SOLL AND LANGHARD, LLP'S REPORT – Action Item
 - Adam Odom presented the results of the audit. Of particular mention is that there were no material misstatements and that it was a very clean audit. Motion to accept the findings of the audit by Oltman, seconded by Parada. Unanimous approval.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Miscellaneous announcements by Board Members and Staff

9. ADJOURNMENT

- a. Motion to adjourn by Oltman, Second by McComb Meeting adjourned at 8:35 p.m.

FUTURE MEETING DATES

- January 1, 2019 (meeting cancelled)
- February 5, 2019

Pasadena Community Access Corporation
Statement of Financial Position

As of January 31, 2019

	Total	
	As of Jan 31, 2019	As of Jun 30, 2018 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	294,708	145,188
1130 Bank of America Capital - Restricted (9451)	176,981	84,702
1150 Pex Debit Card	6,367	10,689
1160 Paypal	596	0
1170 PFCU Savings (7181)	100,228	100,202
Total Bank Accounts	\$ 579,079	\$ 340,982
Accounts Receivable		
1200 Accounts Receivable	2,513	820
Total Accounts Receivable	\$ 2,513	\$ 820
Other Current Assets		
1190 Undeposited Funds	50	0
1210 Other Receivables	0	18,263
1300 Prepaid Expenses	-271	6,728
1330 Prepaid Insurance	2,864	11,377
Total Other Current Assets	\$ 2,643	\$ 36,368
Total Current Assets	\$ 584,235	\$ 378,170
Fixed Assets		
1600 Production Equipment	340,454	340,369
1635 Leasehold Improvements	93,898	93,898
1650 Accumulated Depreciation	-251,511	-251,511
Total Fixed Assets	\$ 182,841	\$ 182,756
Other Assets		
1800 Security Deposit	1,000	1,000
Total Other Assets	\$ 1,000	\$ 1,000
TOTAL ASSETS	\$ 768,075	\$ 561,925
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	2,208	0
Total Accounts Payable	\$ 2,208	\$ 0
Other Current Liabilities		
2100 Payroll Liabilities	6,373	21,010
2200 Accrued Vacation	20,538	20,538
2400 Accrued Liabilities	8,000	11,226
2800 Deferred Income	173,158	80,879
Total Other Current Liabilities	\$ 208,069	\$ 133,654
Total Current Liabilities	\$ 210,277	\$ 133,654
Total Liabilities	\$ 210,277	\$ 133,654
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	464,542	464,542
Net Income	129,527	
Total Equity	\$ 557,799	\$ 428,271
TOTAL LIABILITIES AND EQUITY	\$ 768,075	\$ 561,925

Pasadena Community Access Corporation

Pro Forma P&L - January 2019

FY 2019 YTD Actual vs FY 2019 Revised Budget

		vs. 7 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	2019 Budget	\$	%
Income							
City of Pasadena	682,500	682,500	-	0.0%	910,000	(227,500)	-25.0%
Contributions & Grants	1,206	4,667	(3,461)	-74.2%	8,000	(6,794)	-84.9%
Production Services	6,364	11,958	(5,594)	-46.8%	38,500	(32,136)	-83.5%
Program Services	5,141	5,500	(359)	-6.5%	10,000	(4,859)	-48.6%
Other Revenue	1,009	175	834	476.5%	300	709	236.3%
Total Income	696,220	704,800	(8,580)	-1.2%	966,800	(270,580)	-28.0%
Expenses							
Payroll Expenses	327,665	330,832	3,166	1.0%	573,442	245,777	42.9%
Payroll Taxes	27,221	29,113	1,892	6.5%	50,463	23,242	46.1%
Employee Benefits	58,475	61,335	2,860	4.7%	114,429	55,954	48.9%
Occupancy Expenses	115,687	115,855	169	0.1%	184,682	68,995	37.4%
Accounting & Audit	10,459	10,749	290	2.7%	12,999	2,540	19.5%
Advertising & Marketing	1,291	2,100	809	38.5%	3,600	2,309	64.1%
Automobile Expense	387	846	459	54.2%	1,450	1,063	73.3%
Bank & Payroll Processing Fees	805	875	70	8.0%	1,500	695	46.3%
Board Materials & Expenses	56	70	14	20.0%	120	64	53.4%
Cable Drop Fees	1,101	2,493	1,392	55.8%	4,274	3,173	74.2%
Contract Labor	400	2,042	1,642	80.4%	3,500	3,100	88.6%
Dues and Subscriptions	2,300	2,270	(30)	-1.3%	2,270	(30)	-1.3%
Legal & Professional Fees	9,000	8,000	(1,000)	-12.5%	28,000	19,000	67.9%
Licenses, Permits & Other Fees	-	2,392	2,392	100.0%	4,100	4,100	100.0%
Meals & Entertainment	933	875	(58)	-6.6%	1,500	567	37.8%
Office Expense	1,436	5,308	3,873	73.0%	9,100	7,664	84.2%
Production Expense	8,035	10,350	2,315	22.4%	15,000	6,965	46.4%
Professional Development	904	900	(4)	-0.4%	2,000	1,096	54.8%
Travel & Lodging	538	1,800	1,262	70.1%	4,000	3,462	86.6%
Total Expenses	566,693	588,206	21,513	3.7%	1,016,429	449,736	44.2%
Net Operating Income	129,527	116,594	12,933	11.1%	(49,629)	179,156	-361%
PEG Capital Income Recognized	0	116,667	(116,667)	-100.0%	200,000	(200,000)	-100.0%
PEG Capital Equipment Expense	0	116,667	116,667	100.0%	200,000	(200,000)	-100.0%

Executive Director CEO Report – December 2018 / January 2019

Respectfully submitted by George Falardeau

- Met with Police Chief John Perez to discuss Pasadena Media's support for PPD's Critical Incident Reporting. Lisa and Bobbie to give details.
- We are pleased to announce the hiring of a new Studio Coordinator Hannah Ramirez. Hannah is replacing Ian Starks who left to pursue his passion in directing/producing. Please welcome Hannah to our organization.
- Aaron Wheeler and I met with James Farr, a local freelance news reporter, to discuss the development of his weekly show *Conversations.Live with James Farr* covering topics within the City of Pasadena.
- PCAC's lease at 150 S. Los Robles is due for re-negotiation as the current expiration is October 31, 2019. This will be agendized at a future meeting.
- Lance, Soll & Lunghard have completed their final audit for PCAC. We are pleased to report that it was a clean audit with no recommendations.
- Aaron Wheeler and I attended the NAACP Reception & Officer's Installation for their new President Allen Edson. Aaron is working with Allen on creating a PSA for the NAACP; details forthcoming.
- Aaron Wheeler and I attended the annual State of the City Address by Mayor Terry Tornek at PHS. This event was televised by Pasadena Media on KPAS.
- Met with Board President Grant McComb and Erin Scott, President of the Pasadena Junior Chamber of Commerce, to discuss potential partnerships.
- Participated on the Rotary Weekend Backpack Program to support kids with an easy to prepare meal and snack for much-needed nutrition on weekends.
- Attended the PCAC Citizens Advisory Committee Special Meeting with admin staff on January 28, led by Phil Hopkins. Phil to give details.
- Attended a reception held at City Hall for new department heads Police Chief John Perez, Director of Human Services and Recreation Brenda Harvey-Williams and Public Information Officer Lisa Derderian.

- Met with Alma Myers, a potential producer member for the Arroyo channel. She's a Senior Private Client Advisor and Vice President at Bank of the West.
- Attended the 2019 RH Star Awards at the University Club in conjunction with the Pasadena and Sierra Madre Rotary Clubs. Pasadena Media covered the event devoted to accomplishments in the areas of health & medicine, disaster relief & recovery, knowledge sharing and environmental improvement.
- Attended the Pasadena Chamber of Commerce Foundation Board Meeting as a board member.
- Pasadena Media staff attended AB1234 Ethics Training led by City Attorney/City Prosecutor Michele Bagneris, Esq.
- All Performance Appraisals for Pasadena Media staff have been completed.
- Aaron Wheeler and I participated in the Hot Meal Program at Jackie Robinson Center.
- Attended the Mayor's Holiday Tree Lighting Ceremony which was televised by Pasadena Media on KPAS.
- Participated in the Bikes for Christmas giveaway at the Salvation Army Pasadena Tabernacle Corps. which was televised on *What's Up Pasadena!*
- Aaron Wheeler and I attended Chis Holden's Annual Christmas Party with other community leaders and constituents.
- Attended the Pasadena Chamber of Commerce's Tournament of Roses President's Breakfast with Gerald Freeny as President at the Hilton.
- As a reminder, all board members must fill out their Form 700.
- Pasadena Media staff attended and helped coordinate the ACM West Conference in Long Beach. I spoke at a staffing workshop and Studio Coordinator Danielle Ross spoke at a social media workshop. Also attended WAVE Awards where Pasadena Media won two awards (for *What's Up Pasadena!* and *Off The Shelf*) and our staff provided coverage.

Attached: Operations Report, Cable Complaint, Community Development Report & Production Services Report

Operations Report - December 2018 / January 2019

Respectfully submitted by Chris Miller, Chief Operations Officer

- **Granicus Issues: Temporary Fix In Place**
Recording and streaming of City Council meetings via CityOfPasadena.net have had intermittent issues for several months. Granicus shipped a replacement encoder in December that fixed the issues. The Dept. of Information Technology, who oversees the Granicus video and meeting management suite, is nevertheless forging ahead with a system upgrade to provide HD video, though there is no timeline for this project.
- **Threat to Franchise Fees & PEG: FCC Proposed Rulemaking, MB Docket No. 05-311 UPDATE** - With the new Congress, the PEG industry is keeping this issue in front of Representatives.
- **Threat to Local Authority Over Public Rights-Of-Way: H.R. 530**
The Accelerating Wireless Broadband Development by Empowering Local Communities Act (H.R. 530), which Representative Anna Eshoo introduced on January 14, would return local governments' ability to balance competing interests for the use of the public rights-of-way by overturning actions of the FCC in August and September of 2017. The FCC's actions are unlikely to achieve the stated goal of ensuring affordable broadband access for every American, but do deny local governments the ability to manage the public rights-of-way effectively and equitably. This concerns us not just as an Operating Company of a local government entity, but also because of our relationship with cable companies who use public rights-of-way.
- **Threat to PEG Channels: MCAC v Halleck**
The US Supreme Court has agreed to hear a case between the PEG operator in Manhattan and a content provider. Unfortunately, the NCTA (a cable industry trade association) is using the dispute in the case to try to do an end run around the Cable Act and claim that PEG channels are private property that have illegally been taken from cable companies. An extremist ruling from the current court composition could eliminate PEG channels.
- **Winter Hiatus Maintenance: Completed**
We were closed to the public for studio productions and editing during December. During that period, we performed routine maintenance, streamlined some operations and took several items out of service for minor repairs. Tasks included reassigning the former Panasonic staff cameras to the producers, testing cables and gear, organizing storage and general cleaning.
- **Bulletin Boards Down: Solved**
On January 7, all three Carousel bulletin board players for KPAS, Arroyo and PCC-TV were down when I arrived at 10am. These machines normally reboot after a power failure. In this case, the machines each entered Startup Repair instead of Windows - the first such occurrence since installation over five years ago. To solve the issue, I removed each from the normal output and hook up a traditional monitor and keyboard.

Cable Complaint - Rxxxx X 20190116

1 message

Corporate Escalations

Wed, Jan 23, 2019 at 10:57 AM

To: "Chris Miller"

Cc: "Hidalgo, Peter G", Corporate Escalations

Good Day Mr. Miller,

Spectrum records indicate on January 17, 2019, a representative spoke with Mr. Rxxxx in regards to his concern. The representative informed Mr. Rxxxx that channel 167 only broadcast in standard definition and was not offered in high definition. Mr. Rxxxx was informed that a channel addition request had been sent on his behalf. Mr. Rxxxx confirmed his understanding of this information but was not pleased with the decision.

Thank you,



Ashley Irby |Corporate Customer Escalation Lead | 833-780-1877
[2 Digital Place | Simpsonville, SC 29681](#)

From: Chris Miller
Sent: Wednesday, January 16, 2019 5:43 PM
To: Corporate Escalations
Cc: Hidalgo, Peter G
Subject: Cable Complaint - Rxxxx X 20190116

I just received a call from Xxxxx Rxxxx, a Charter customer who would like to receive BYUtv (channel 167) in high definition like all of the other channels he enjoys in his HD cable package. He has spoken with friends who subscribe to other cable and satellite providers in our area that offer BYUtv, along with other public interest channels, in HD. He attempted to talk to Charter directly about this, but no one at the numbers he called could direct him to the appropriate department.

Please contact Mr. Rxxxx to discuss further. He can be reached by phone at 626-XXX-XXXX or email at rxxxxxxxxx@charter.net

Thank you,

Chris Miller

Chief Operations Officer

Pasadena Media

[150 S. Los Robles Ave., Suite 101](#)

[Pasadena, CA 91101](#)

626-794-8585 x 105

Community Development Report - December 2018 / January 2019

Respectfully submitted by Aaron B. Wheeler, Head of Community Development

Members Tiers	New Volunteers Year-To-Date	Total Volunteers 2018 / 2019 YTD	Total Active Trainees & Producers 2018 / 2019 YTD
Volunteers - Free Trainees - Paid Producers - Paid	21	242 / 58	62 / 37

Monthly Programming

New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
37	102	43	34

Media Training Courses

Orientation	21	Studio Camera	11	TD & Media Mgmt.	3	Teleprompter	-	Editing A	5
Producing Training	15	Floor Manager	11	Lighting	3	Character Generation	-	Editing B	5
Director	6	Audio	7	Field Production	11	Arroyo Profiles TV Training	12		

Total Class Enrollments - 2018 / 2019 Year to Date: 647 / 78

Social Media Analytics

Facebook	Dec.	Jan.	YouTube	Dec.	Jan.	Instagram	As of 12/31	As of 1/31
Reach	3048	9381	Views	6600	6561	Followers	1352	1378
Views	247	254	Comments	4	4			
Engagement	214	911	Likes	53	43	Twitter	As of 12/31	As of 1/31
Clicks	253	1354	Subscribers	23	22	Followers	1779	1789
Likes	9	18						

Community Outreach & Networking

- Met with Melanie Goodyear of Jericho Road to discussion Grant funding and Marketing opportunities
- Hired Hannah Ramirez, a new Community Development team member as a full-time Studio Coordinator
- Completed Community Development staff job evaluations
- Complete Ethics Training
- Represented Pasadena Media at Robin Salzer's Holiday Hot Meal Program, Chris Holden's Christmas party, State of the City address and Rotary STAR awards.
- Celebrated 10 years of public service at Pasadena Media
- Met with two representatives of Leader Pasadena discussing hosting the Vet and regular community programs
- Toured Pasadena Media with Founder and Principal of Rosebud Academy to discuss a media training workshop for their teaching staff.
- Toured Pasadena Media with the President of Pasadena's Junior Chamber and PCAC President Grant McComb
- Attended the Alliance for Community Media West Region Conference in Long Beach

Production Report - December 2018 / January 2019

Respectfully submitted by Bobbie Ferguson, Head of Production

- 35 productions and pre-production meetings were scheduled in the studio. 42 productions were covered by Pasadena Media including 36 for the City of Pasadena. Four pro service productions were covered over the two months.
- Beneficial Partnerships:
 - Pasadena Media is partnering with the Pasadena Police Department to create critical incident videos in the instance of use of force or Pasadena police-involved shootings and will utilize body-worn camera and surveillance video, as well as associated images and audio. These videos are produced in response to in response to Assembly Bill 748, which requires police departments to release within 45 days audio or video footage of shootings or other incidents involving serious use of force.
- Notable Completed Productions Include:
 - State of the City 2019
 - *Body Mind Spirit* - The first episode of this new show included a fitness workout with Councilmember Tyron Hampton, a visit to Pasadena's Classic Kickboxing studio and flu season tips from Huntington Hospital staff.
 - Rose Parade and Rose Bowl Game Safety Press Conference (LIVE)
 - 2019 Rose Parade
 - Mayor's Annual Holiday Tree Lighting Ceremony (LIVE)
- Notable Upcoming Productions:
 - Black History Parade 2019
- Notable Events
 - The City of Pasadena Human Services & Recreation Department submitted an episode of *Recreation Rundown* for a California Parks and Recreation Society Marketing and Communications Award of Excellence and won "Best of the Best" Marketing & Communications in the Digital Media category.
 - The entire Pasadena Media was able to attend all or a portion of the 2019 Alliance for Community Media West Region Conference in Long Beach, California. Pasadena Media provided crew for full coverage of the annual WAVE Awards ceremony.

Report to PCAC Citizens Advisory Committee – Community Outreach Committee
January 28, 2019

Following are possible actions and questions for the PCAC Board to consider: (*Italics are staff responses to committee questions*)

Several ideas emerged to increase advocacy and identify influencers, which may be able to influence the Mayor and City Council members and to build support. A goal identified is a desire to increase viewership. Following is a summary:

- Acquire additional community producers to PCAC
- Survey users old and new
- Expand distribution and readership of electronic newsletter
- Expand use of Pasadena Media promotional videos for social media
- Expand use of direct mailers or postcards
- Target more social media “friends”
- Grow community engagement
- Establish baseline demographics of viewers and establish growth metrics

Following is more detail for each area:

How do we get additional producers to PCAC? *Marketing & Advertising are paramount. We currently engage in guerrilla marketing and continue to develop partnerships with many community organizations and schools. Staff also increases our community presence through our many productions around the City as well as “word of mouth” generated by our users.*

Is there a survey of users old and new? Data? *No current surveys exist, however staff is developing a simple survey to be integrated in Pasadena In Focus sometime in the next year. The last survey is approximately five years old and is outdated.*

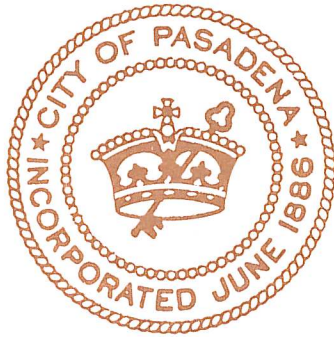
For the electronic newsletter, how many are on the list and who receives this? *We currently have approximately 600 subscribers for our weekly email newsletter. With the exceptions of the board, CAC and City Council, all of these individuals have signed up on their own. Having recently run through the list, we can verify that it includes most of our membership, many community groups and a number of people unknown to us.*

What could we do to produce commercials for social media? *Staff has created non-commercial video promos that have run both on the channels and via social media, along with other promotional social media content.*

Additionally, It was suggested that we have direct mailers or postcards to targeted audiences? *This tactic is continually under review, but direct mailers and postcards are cost-prohibitive. We do have postcard-sized flyers which we use towards our guerrilla marketing efforts and keep stocked at places like libraries and recreation centers.*

It was believed that this information could help us Target more social media “friends” to get the word out to build support and engage the community. Additionally, is there a budget to do some marketing or could this outreach be accomplished by current staff/ board? *Yes, we have a small budget to conduct current and future social media outreach efforts.*

We had questions regarding how many of our communities are engaged including the Latino, African American, Armenian and religious community are engaged with production, viewership and engagement with PCAC. This is not a comprehensive list of communities, only some examples. Staff see some opportunities to expand with some of these audiences in various roles.



Agenda Report

[Council Meeting Date]

TO: Honorable Mayor and City Council

FROM: Pasadena Community Access Corporation

SUBJECT: AMEND PASADENA MUNICIPAL CODE TITLE 2, CHAPTER 2.155 TO CLARIFY CITIZENS ADVISORY COMMITTEE TERMS OF SERVICE

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the proposed action is not a project subject to the California Environmental Quality Act ("CEQA") as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines and, as such, no environmental document pursuant to CEQA is required for this project; and
2. Direct the City Attorney to prepare and return within 60 days with an ordinance amending Chapter 2.155 of the Municipal Code, clarifying terms of service for the Pasadena Community Access Corporation's Citizens Advisory Committee, to ensure consistency with terms of service for City boards and commissions.

BACKGROUND:

On December 5, 2017 the Pasadena Community Access Corporation ("PCAC") Board appointed members to the PCAC's Citizen's Advisory Committee, which was established in 1987. The purpose of the Citizens Advisory Committee, as set forth in the Municipal Code, is to advise the PCAC Board of Directors on methods to "maintain continuing close liaison with the Pasadena community and remain responsive to the needs of the Community." Members were appointed with initial one, two and three-year initial terms as follows:

One-Year Term: Ann Erdman, Mic Hansen, Diana Peterson-More, Al Moses and Tim Winter

Two-Year Term: Geoff Baum, Rabbi Joshua Levine Grater, Phil Hopkins, Tom Selinski and Sheryl Turner

Three-Year Term: Barry Gordon, Robert Gorski, Roberta Martínez, Jan Sanders and Ishmael Trone

For most City boards and commissions, the Municipal Code provides that, among other things, members of boards or commissions (a) serve until June 30 of the ending year of their term; (b) may otherwise continue in office until a successor is appointed; and (c) may only serve two three-year terms.

In the Municipal Code, nearly all City boards and commissions (as well as the boards of the City's three operating companies) have terms that coincide with the Fiscal Year and members may serve until a successor is appointed.

To achieve a more uniform approach to terms of service, the Council should direct the preparation of the requested ordinance to bring the Citizens Advisory Committee in line with other City boards and commissions.

ENVIRONMENTAL ANALYSIS:

The action proposed herein is not a project subject to the California Environmental Quality Act (CEQA) in accordance with Section 21065 of CEQA and State CEQA Guidelines Section 15060 (c)(2), 15060 (c)(3), and 15378. The proposed amendment to the PMC to define terms of service are organizational and administrative activities that will not result in direct or indirect physical changes in the environment. Since the action is not a project subject to CEQA, no environmental document is required.

FISCAL IMPACT:

There is no fiscal impact anticipated from this proposed action.

Respectfully submitted,

George Falardeau
Executive Director CEO
Pasadena Community Access
Corporation

Prepared by:

Chris Miller
Chief Operations Officer
Pasadena Community Access
Corporation

Approved by:

STEVE MERMELL
City Manager