

**AGENDA REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION  
Tuesday, April 2, 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:**

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La Opinión

**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, April 2, 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 MARCH 5, 2019 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
- OLD BUSINESS
  - STAFF PRESENTATION TO CITY COUNCIL RE: CAC TERMS OF SERVICE
    - Information Item
- NEW BUSINESS
  - APPROVAL OF CONTRACT FOR COVERAGE OF ALTADENA TOWN COUNCIL MEETINGS WITH LOS ANGELES COUNTY
    - Recommendation
      1. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (General Rule); and
      2. Authorize the Executive Director/CEO to enter into a contract with Los Angeles County for coverage of monthly FY2019 Altadena Town Council Meetings in the amount of \$18,000.
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

\_\_\_\_\_  
Grant McComb, President, 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 29<sup>th</sup> day of March, 2019.

\_\_\_\_\_  
Liza Rodriguez, Office Administrator

| Pasadena Community Access Corporation            |                    |                         |
|--|--------------------|-------------------------|
| Statement of Financial Position                  |                    |                         |
| As of March 31, 2019                             |                    |                         |
|  | Total              |                         |
|  | As of Mar 31, 2019 | As of Jun 30, 2018 (PP) |
| <b>ASSETS</b>                                    |                    |                         |
| Current Assets                                   |                    |                         |
| Bank Accounts                                    |                    |                         |
| 1010 Petty Cash                                  | 200                | 200                     |
| 1120 Bank of America Checking (1018)             | 157,935            | 145,188                 |
| 1130 Bank of America Capital - Restricted (9451) | 227,280            | 84,702                  |
| 1150 Pex Debit Card                              | 3,408              | 10,689                  |
| 1160 Paypal                                      | 784                | 0                       |
| 1170 PFCU Savings (7181)                         | 100,228            | 100,202                 |
| Total Bank Accounts                              | \$ 489,834         | \$ 340,982              |
| Accounts Receivable                              |                    |                         |
| 1200 Accounts Receivable                         | 963                | 820                     |
| Total Accounts Receivable                        | \$ 963             | \$ 820                  |
| Other Current Assets                             |                    |                         |
| 1190 Undeposited Funds                           | 200                | 0                       |
| 1210 Other Receivables                           | 0                  | 18,263                  |
| 1300 Prepaid Expenses                            | -271               | 6,728                   |
| 1330 Prepaid Insurance                           | 1,432              | 11,377                  |
| A360 Uncategorized Asset                         | 190                | 0                       |
| Total Other Current Assets                       | \$ 1,551           | \$ 36,368               |
| Total Current Assets                             | \$ 492,347         | \$ 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                |
| <b>TOTAL ASSETS</b>                              | <b>\$ 676,188</b>  | <b>\$ 561,925</b>       |
| <b>LIABILITIES AND EQUITY</b>                    |                    |                         |
| Liabilities                                      |                    |                         |
| Current Liabilities                              |                    |                         |
| Accounts Payable                                 |                    |                         |
| 2000 Accounts Payable                            | 100                | 0                       |
| Total Accounts Payable                           | \$ 100             | \$ 0                    |
| Credit Cards                                     |                    |                         |
| 2050 Chase Visa Credit Card                      | 2,380              |                         |
| Total Credit Cards                               | \$ 2,380           | \$ 0                    |
| Other Current Liabilities                        |                    |                         |
| 2100 Payroll Liabilities                         | 7,926              | 21,010                  |
| 2200 Accrued Vacation                            | 20,538             | 20,538                  |
| 2400 Accrued Liabilities                         | 8,000              | 11,226                  |
| 2800 Deferred Income                             | 223,457            | 80,879                  |
| Total Other Current Liabilities                  | \$ 259,921         | \$ 133,654              |
| Total Current Liabilities                        | \$ 262,401         | \$ 133,654              |
| Total Liabilities                                | \$ 262,401         | \$ 133,654              |
| Equity   |                    |                         |
| 3000 Opening Bal Equity                          | -36,970            | -36,271                 |
| 3100 Retained Earnings                           | 464,542            | 464,542                 |
| Net Income                                       | 213,715            |                         |
| Total Equity                                     | \$ 641,287         | \$ 428,271              |
| <b>TOTAL LIABILITIES AND EQUITY</b>              | <b>\$ 903,688</b>  | <b>\$ 561,925</b>       |

**Pasadena Community Access Corporation**

**Pro Forma P&L - March 2019**

**FY 2019 YTD Actual vs FY 2019 Revised Budget**

|                                      |                 | vs. 9 mo. Budget |                  |                | vs. Full Year Budget |                  |                |
|--------------------------------------|-----------------|------------------|------------------|----------------|----------------------|------------------|----------------|
|                                      | YTD Actual      | YTD Budget       | \$               | %              | 2019 Budget          | \$               | %              |
| <b>Income</b>                        |                 |                  |                  |                |                      |                  |                |
| City of Pasadena                     | 682,500         | 682,500          | -                | 0.0%           | 910,000              | (227,500)        | -25.0%         |
| Contributions & Grants               | 1,262           | 6,000            | (4,738)          | -79.0%         | 8,000                | (6,738)          | -84.2%         |
| Production Services                  | 8,069           | 15,375           | (7,306)          | -47.5%         | 38,500               | (30,431)         | -79.0%         |
| Program Services                     | 5,276           | 6,500            | (1,224)          | -18.8%         | 10,000               | (4,724)          | -47.2%         |
| Other Revenue                        | 1,121           | 225              | 896              | 398.2%         | 300                  | 821              | 273.6%         |
| <b>Total Income</b>                  | <b>698,228</b>  | <b>710,600</b>   | <b>(12,372)</b>  | <b>-1.7%</b>   | <b>966,800</b>       | <b>(268,572)</b> | <b>-27.8%</b>  |
| <b>Expenses</b>                      |                 |                  |                  |                |                      |                  |                |
| Payroll Expenses                     | 415,642         | 419,604          | 3,962            | 0.9%           | 575,645              | 160,003          | 27.8%          |
| Payroll Taxes                        | 36,411          | 36,494           | 82               | 0.2%           | 48,930               | 12,519           | 25.6%          |
| Employee Benefits                    | 72,475          | 76,710           | 4,235            | 5.5%           | 106,075              | 33,600           | 31.7%          |
| Occupancy Expenses                   | 145,119         | 146,522          | 1,403            | 1.0%           | 182,882              | 37,763           | 20.6%          |
| Accounting & Audit                   | 10,909          | 11,649           | 740              | 6.4%           | 12,999               | 2,090            | 16.1%          |
| Advertising & Marketing              | 1,778           | 2,700            | 922              | 34.2%          | 3,600                | 1,822            | 50.6%          |
| Automobile Expense                   | 512             | 1,088            | 575              | 52.9%          | 1,450                | 938              | 64.7%          |
| Bank & Payroll Processing Fees       | 1,081           | 1,125            | 44               | 3.9%           | 1,500                | 419              | 27.9%          |
| Board Materials & Expenses           | 75              | 90               | 15               | 17.2%          | 120                  | 45               | 37.9%          |
| Cable Drop Fees                      | 1,198           | 3,206            | 2,007            | 62.6%          | 4,274                | 3,076            | 72.0%          |
| Contract Labor                       | 600             | 2,625            | 2,025            | 77.1%          | 3,500                | 2,900            | 82.9%          |
| 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       | -               | -                | -                |                | 154                  | 154              | 100.0%         |
| Meals & Entertainment                | 1,263           | 1,125            | (138)            | -12.3%         | 1,500                | 237              | 15.8%          |
| Office Expense                       | 2,065           | 6,825            | 4,760            | 69.7%          | 9,100                | 7,035            | 77.3%          |
| Production Expense                   | 9,803           | 12,150           | 2,347            | 19.3%          | 15,000               | 5,197            | 34.6%          |
| Professional Development             | 904             | 1,200            | 296              | 24.7%          | 2,000                | 1,096            | 54.8%          |
| Travel & Lodging                     | 878             | 3,000            | 2,122            | 70.7%          | 4,000                | 3,122            | 78.0%          |
| <b>Total Expenses</b>                | <b>712,013</b>  | <b>736,382</b>   | <b>24,369</b>    | <b>3.3%</b>    | <b>1,002,999</b>     | <b>290,986</b>   | <b>29.0%</b>   |
| <b>Net Operating Income</b>          | <b>(13,785)</b> | <b>(25,782)</b>  | <b>11,997</b>    | <b>-46.5%</b>  | <b>(36,199)</b>      | <b>22,414</b>    | <b>-62%</b>    |
| <b>PEG Capital Income Recognized</b> | <b>0</b>        | <b>150,000</b>   | <b>(150,000)</b> | <b>-100.0%</b> | <b>200,000</b>       | <b>(200,000)</b> | <b>-100.0%</b> |
| <b>PEG Capital Equipment Expense</b> | <b>0</b>        | <b>150,000</b>   | <b>150,000</b>   | <b>100.0%</b>  | <b>200,000</b>       | <b>(200,000)</b> | <b>-100.0%</b> |

## Executive Director CEO Report – March 2019

Respectfully submitted by George Falardeau

- Attended the *HerStory 2019* presented by Pasadena's Commission on the Status of Women. The featured speaker was Dr. Caroline Heldman, Associate Professor of Political Science at Occidental College. Dr. Heldman discussed Women in Politics.
- Met with former mayor Bill Bogaard to discuss City issues and Pasadena Media's future documentary on the Arroyo Seco/Huamongna project; details forthcoming.
- Attended the Executive Roundtable event on Social Enterprises presented by Dr. Betsy Densmore, Founder & Managing Director of Academies for Social Entrepreneurship. Dr. Densmore discussed fundraising for nonprofit organizations.
- Attended the SoCalGas Community Advisory Council Meeting which will provide a \$500 donation check to Pasadena Media.
- Attended a community meeting with District 2 Councilwoman Margaret McAustin and discussed Pasadena Media's documentary project with PCAC CAC member Jan Sanders on the 100<sup>th</sup> Anniversary of Women's Suffrage; details forthcoming.
- Met with Alex Nogales, President and Co-Founder of the National Hispanic Media Coalition (NHMC), and COO Chris Miller to discuss potential collaboration with Pasadena Media.
- Attended the Rotary Program Committee Meeting and the Rotary Board Meeting at the University Club.
- Met with Community Producers Andre Coleman & Aaron Harris, Head of Community Development Aaron Wheeler & COO Chris Miller to discuss Aaron Harris' new video podcast programming, *The Aaron Harris Experience*.
- Attended the Pasadena Chamber Legislative Committee Meeting at the Pasadena Chamber of Commerce.

- Presented the PCAC FY2020 Budget together with COO Chris Miller to City Manager Steve Mermell and his administrative staff.
- Staff interviewed candidates for our open Studio Coordinator II position. We received 91 applicants for this part-time position and a candidate has been identified.
- Met with Christian Daly from Los Angeles County 5<sup>th</sup> District Supervisor Kathryn Barger's office and Head of Community Development Aaron Wheeler to discuss community updates.
- Met with PCAC Board President Grant McComb (on a separate occasion) and with the PCAC Ad Hoc Committee members Gail Schaper-Gordon, Ken Chawkins and Alex Boekelheide along with admin staff to discuss PCAC's Strategic Plan; further details and meetings to take place.
- Attended the City Council Meeting along with COO Chris Miller regarding PCAC Citizens Advisory Committee (CAC) Terms of Service; details forthcoming.
- Met with District 6 Councilmember Steve Madison and PCAC Board Member Ken Chawkins to discuss current updates on Pasadena Media and developments regarding CAC.
- Attended the CAC Regular Meeting along with COO Chris Miller and admin staff; details forthcoming.

## **Operations Report - March 2019**

Respectfully submitted by Chris Miller, Chief Operations Officer

- **Cable Complaints Regarding PEG Channel Unavailability: Ongoing**  
UPDATE - Between October and February, we had four cable complaints that reported PEG channel outages which did not affect other channels. According to Charter, the first two incidents were solved with technician visits to the homes and the latter two occurred because "Pasadena Water and Power had recently completed a pole transfer that caused damage to our distribution cable". This month, we had four more complaints. Charter has not yet indicated that they have been solved, but one complainant has told us that a Charter technician cited damage to the cable feeding the home caused by squirrels. As I said over the past few months, staff remains concerned that these incidents are not as isolated as indicated and we will continue dialogue with Charter representatives.
- **Playout System Ransomware Attack: Solved**  
Late on Sunday, March 10, a cryptovirus accessed our main Cablecast playout server that controls the three channels and began to encrypt all of its files. This continued until Monday morning when Bobbie noticed KPAS and PCC were black. When she could not access the server to determine the issue, she notified the manufacturer who logged in to the machine and told her to power it off immediately. This stopped the attack, which had just begun to encrypt files on the secondary machine that houses all Arroyo files. The virus destroyed the entirety the control unit, all bulletin board data, all of KPAS and PCC's files, and about 400 of the 5000 Arroyo files. We re-imaged the main unit that same day to restore the channels. Meanwhile, other access centers with the same servers were being attacked. It was determined the next day that servers of a certain age from this manufacturer came with two different remote desktop support tools. The one that was never used and never updated was the vulnerability. We have ensured that the tool is no longer on any of our machines and will continue to monitor and keep up to date our network, firewalls, anti-virus, anti-malware, and the like. In the end, most data and videos were backed up, so we only lost approximately a week of labor for myself and Chavel as well as approximately 150 community video files, none of which were currently playing.
- **DVDs: Eliminated**  
With the new contract from LA County, we no longer create DVDs for ATC meetings and instead upload them to YouTube. These were the last DVDs handled in our facility, so we are now free of handling physical media on a regular basis.
- **Chavel: Departing Shortly**  
One of our longest-serving employees, who has also been a part of PCAC for many years prior as a student, volunteer, and producer, will be moving with his family out of the region around the beginning of May. As many of you may know, Chavel has been the center of technical operations since I took on the Interim Executive Director role over three years ago. The extra few weeks will allow us to make a smooth transition to the next employee. We plan to post the job description tomorrow.

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## Multiple Pasadena PEG Channel Outages

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Chris Miller <chris@pasadenamedia.org>

Wed, Mar 27, 2019 at 12:59 AM

To: Corporate Escalations, "Hidalgo, Peter G" Cc: "Contreras, Clemente"

As you know, we had several reports of the four PEG channels being unavailable between October and February. Two weeks ago, someone at City Hall informed me of a similar complaint, but the caller could not be reached for more information so I have not passed on anything to you. Over the past day, however, we've had three more that are all over town:

1) XXXX E Dudley St

2) S Oak Knoll Ave at Pinehurst Dr (caller refused to give specific address, but stated that she was 2 blocks N of Langham Hotel on Oak Knoll)

3) ZZZ Prospect Blvd

<https://goo.gl/maps/QLVzNyQMfTB2>

I can verify that all the channels work at 150 S Los Robles Ave and at my residence in East Pasadena.

As I recall, we never had a complaint of this nature in my first five years here. I believe that it's time to do a more intensive search on what is going on with PEG channel distribution to subscribers in Pasadena. Before we get to that though, how would you like to handle these three reports?

**Chris Miller**

**Chief Operations Officer**

**Pasadena Media**

150 S. Los Robles Ave., Suite 101

Pasadena, CA 91101

626-794-8585 x 105

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## Spectrum Ch 3

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Sxxxx, Bxxxx <bsxxxx@cxxxxxxxxxxxxx.xxx>

Mon, Apr 1, 2019 at 9:07 AM

To: <chris@pasadenamedia.org>

Chris,

For what it's worth my Mother in Law called me last night to say that Charter was at her place 3 ½ hours over the weekend and the tech was mystified why there would be a problem with only the PEG channels. She said he poked around quite a bit and then he said he saw "squirrel damage" on the cable so he replaced the entire run from the pole into her house and then everything worked. It was unclear if the purported squirrel damage was up on the pole or under her house but none the less that's what the tech pointed to as the problem. I have a hard time understanding how damage to the cable would impact just 3 PEG channels which are in different segments of the lineup.

So, her service is working fine. Thanks for your help. Just thought you'd like to know what Charter was saying/doing....

---Bxxxx



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## Cable Complaint - Txxxxxxx P 20190301

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### Corporate Escalations

Tue, Apr 2, 2019 at 8:18 AM

To: "chris@pasadenamedia.org"

Cc: Corporate Escalations

Good Day Mr. Miller,

Spectrum's records indicate on March 2, 2019, a representative spoke with Ms. Txxxxxxx regarding current service level and pricing. The representative explained that with the channels Ms. Txxxxxxx is watching that she is at the lowest price point for services. Ms. Txxxxxxx is not happy with the fact she only watches 24 channels but is paying over a \$100.00 a month for her services. Ms. Txxxxxxx wants to pay for her channels individually and not pay for packages.

Thank you,



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

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**From:** Chris Miller

**Sent:** Friday, March 01, 2019 4:52 PM

**To:** Corporate Escalations

**Subject:** Cable Complaint - Txxxxxxx P 20190301

Ms. Pxxxxx Txxxxxxx called today with several pricing complaints that include:

- 1) The Big Ten channel is overpriced at around \$12
- 2) The cable company should pay Franchise Fees to local agencies and not deceptively pose them as a tax on consumers' bills
- 3) Her cable box is sub-par and costs too much at around \$7.50/mo compared to other, more feature-rich boxes
- 4) Her overall bill has increased at an alarming rate over the past several years while quality diminishes

Please call Ms. Txxxxxx at 626-577-9910 to address her concerns.

**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 - March 2019

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

| MEMBERS                     | New Volunteers (Free) | Active Trainees & Producers (Paid) |
|-----------------------------|-----------------------|------------------------------------|
| 2018 Season 2 (July-Dec)    | 106                   | 64                                 |
| 2019 Season 1 (Jan-current) | 40                    | 46                                 |

| PROGRAMMING | New Series | Local Episodes | Bicycled Episodes | Community Productions in Progress |
|-------------|------------|----------------|-------------------|-----------------------------------|
| February    | 6          | 62             | 32                | 41                                |
| March       | 4          | 60             | 28                | 46                                |

| TRAINING | Orientation | Other Media Classes |
|----------|-------------|---------------------|
| February | 14          | 72                  |
| March    | 15          | 49                  |

**Total Class Enrollments - 2019 Year to Date: 199**

### Advanced Training:

Sat., April 13 from 1 - 4 p.m.: Motion GFX & Visual FX Workshop: Work Like a Pro!

### Community Outreach & Networking

- Street Team Marketing with Staff member Jarred and Max Rahn (intern)
- Attended the Pasadena Chamber Networking Luncheon
- Met with Christian Daly - Kathryn Barger's Board of Supervisors Rep.

### Special Note:

Studio Coordinator Job Opening: Reviewed resumes and interviewed potential candidates.

## Social Media Analytics

| Facebook Page | Feb    | Mar   | Definition  |
|---------------|--------|-------|---|
| Reach         | 14,009 | 4,007 | The number of unique individuals who have actually seen any content related to your Facebook Page.            |
| Views         | 287    | 320   | The total number of times your Facebook Page was viewed.  |
| Engagement    | 724    | 359   | A Like, Comment, Share or click received on a post from your Page.  |
| Clicks        | 1,025  | 449   | The number of clicks on links within the ad/post that led to destinations or experiences, on or off Facebook. |
| Likes         | 17     | 12    | People who Like your Facebook Page.   |

| YouTube Channel | Feb    | Mar  | Definition  |
|-----------------|--------|------|---|
| Views           | 16,675 | 7224 | The total number of times the YouTube channel was viewed during the time period you select. |
| Comments        | 145    | 27   | The number of comments received on the channel.   |
| Likes           | 99     | 37   | People who Like a video in your channel.  |
| Subscribers     | 33     | 20   | People who have chosen to “follow” your channel to stay updated with your latest videos.    |

| Followers | As of 3/31 | Change |
|-----------|------------|--------|
| Instagram | 1446       | +4     |
| Twitter   | 1808       | +4     |

## **Production Report - March 2019**

Respectfully submitted by Bobbie Ferguson, Head of Production

- 19 productions and pre-production meetings were scheduled in the studio for Arroyo channel producers. Arroyo Originals consisted of 12 productions held in the studio and 5 productions shot in the field. 18 productions were covered for KPAS and 1 production was covered for pro services.
- Beneficial/Potential Partnerships:
  - The City of Pasadena Human Resources Department has reached out to Pasadena Media to potentially create a series of Frequently Asked Questions training videos for their website.
  - Pasadena Media is working with the Pasadena Police Department to produce an entertaining lip-sync video as a marketing tool for the department.
  - Pasadena Media is looking to partner with District 2 Councilmember Margaret McAustin to potentially produce a series about influential women in Pasadena, one individual to be selected by each Councilmember per their district.
- Notable Completed Productions Include:
  - HerStory 2019
  - One City, One Story 2019
- Notable Upcoming Productions:
  - District 6 Town Hall Meeting
  - Body Mind Spirit - Kickboxing with Councilmember Andy Wilson
- Informational Items
  - Pasadena Media staff is working to update all existing bulletin board slides to give the channel a fresh look.
  - Pasadena Media is beginning exploration of additional opportunities to provide coverage of governmental and board meetings as a new revenue source.