

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, June 4, 2019
7:00 p.m. at 150 S. Los Robles Ave., Suite 101**

BOARD OF DIRECTORS

Ann Marie Hickambottom (District 1)
Vacant (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.

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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, June 4, 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 and MAY 7, 2019 BOARD MEETINGS
 - 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
- NEW BUSINESS
 - FY20 PCAC BOARD OFFICER NOMINATIONS AND ELECTION
 - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Sally Howell, Vice 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 31st day of May, 2019.

Liza Rodriguez, Office Administrator

Pasadena Community Access Corporation (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR MARCH 5, 2019

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

Regular Meeting

1. CALL TO ORDER/ROLL CALL

President Grant McComb called 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 President and District 2, present

Robert Oltman, District 3, present

Perry Helm, District 4, present

Yuny Parada, District 5, present

Ken Chawkins, District 6, present

Sally Howell, Vice-President and District 7, absent

Gail Schaper-Gordon, Treasurer, Mayor's Representative, present

Beth Leyden, PUSD Representative, present

Alex Boekelheide, PCC Representative, absent

Lisa Derderian, Secretary, 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

2. APPROVAL OF MINUTES FOR FEBRUARY 5, 2019 BOARD MEETING

Motion to approve by Schaper-Gordon, Second by Chawkins; Motion approved. No Public comment.

3. PUBLIC COMMENT

No public comment.

4. TREASURER'S REPORT

As presented by Treasurer Gail Schaper-Gordon per Board agenda packet.

Information item only. No action. No public comment.

5. EXECUTIVE DIRECTOR'S REPORT

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

6. OLD BUSINESS

- PCAC FY2020 BUDGET PRESENTATION AND APPROVAL
 - Action item – Hickambottom made an amendment to occupancy be \$3 less to make a balanced budget. Motion to approve by Schaper-Gordon, Second by Parada. Unanimous approval.

7. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Miscellaneous announcements by Board Members and Staff

8. ADJOURNMENT

Motion to adjourn by Oltman, Second by Hickambottom. Meeting adjourned 8:10 p.m.

FUTURE MEETING DATES

- April 2, 2019
- May 7, 2019

Pasadena Community Access Corporation (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR MAY 7, 2019

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

Regular Meeting

1. CALL TO ORDER/ROLL CALL

President Grant McComb called meeting to order at 7:02 p.m.

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

Ann Marie Hickambottom, District 1, late

Grant Scott McComb Board President and District 2, present

Robert Oltman, District 3, absent

Perry Helm, District 4, present

Yuny Parada, District 5, present

Ken Chawkins, District 6, late

Sally Howell, Vice-President and District 7, present

Gail Schaper-Gordon, Treasurer, Mayor's Representative, present

Beth Leyden, PUSD Representative, absent

Alex Boekelheide, PCC Representative, present

Lisa Derderian, Secretary, 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

2. APPROVAL OF MINUTES FOR APRIL 2, 2019 BOARD MEETINGS

Motion to approve by McComb, Seconded by Schaper-Gordon; Motion approved. The approval of minutes for March 5, 2019 Board Meeting has been tabled until the next meeting. No Public comment.

3. PUBLIC COMMENT

No public comment.

4. TREASURER'S REPORT

As presented by Treasurer Gail Schaper-Gordon per Board agenda packet.
Information item only. No action. No public comment.

5. EXECUTIVE DIRECTOR'S REPORT

As presented by ED Falardeau, and staff, per Board agenda packet. Information item only.

Pasadena Media is the recipient of the Hometown Media Award in Overall Excellence in Public, Education or Government (PEG) programming at this year's Alliance for Community Media National Conference.

No public comment.

6. OLD BUSINESS

- STAFF PRESENTATION TO CITY COUNCIL RE: CAC TERMS OF SERVICE
 - Information item – Board has agreed that the CAC should stay in the Municipal Code with amendments to address issues such as terms of service.

7. NEW BUSINESS

- PCAC TAX RETURN: SUBMISSION OF THE ANNUAL IRS FORM 990
 - Information item – Tax return update as presented in the board packet.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Treasurer Schaper-Gordon reminded everyone that board elections and terms are up next month.
- Chair McComb is resigning from the PCAC Board of Directors.

Miscellaneous announcements per Board Members.

9. ADJOURNMENT

Motion to adjourn by McComb, Second by Boekelheide. Meeting adjourned at 8:33 p.m.

FUTURE MEETING DATES

- June 4, 2019
- July 2, 2019

Pasadena Community Access Corporation		
Statement of Financial Position		
As of May 31, 2019		
	Total	
	As of May 31, 2019	As of Jun 30, 2018 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	240,213	145,188
1130 Bank of America Capital - Restricted (9451)	227,280	84,702
1150 Pex Debit Card	0	10,689
1160 Paypal	1,294	0
1170 PFCU Savings (7181)	100,240	100,202
Total Bank Accounts	\$ 569,228	\$ 340,982
Accounts Receivable		
1200 Accounts Receivable	450	820
Total Accounts Receivable	\$ 450	\$ 820
Other Current Assets		
1190 Undeposited Funds	100	0
1210 Other Receivables	0	18,263
1300 Prepaid Expenses	-271	6,728
1330 Prepaid Insurance	0	11,377
Total Other Current Assets	-\$ 171	\$ 36,368
Total Current Assets	\$ 569,506	\$ 378,170
Fixed Assets		
1600 Production Equipment	340,561	340,369
1635 Leasehold Improvements	93,898	93,898
1650 Accumulated Depreciation	-251,511	-251,511
Total Fixed Assets	\$ 182,947	\$ 182,756
Other Assets		
1800 Security Deposit	1,000	1,000
Total Other Assets	\$ 1,000	\$ 1,000
TOTAL ASSETS	\$ 753,454	\$ 561,925
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	75	0
Total Accounts Payable	\$ 75	\$ 0
Credit Cards		
2050 Chase Visa Credit Card	2,836	
Total Credit Cards	\$ 2,836	\$ 0
Other Current Liabilities		
2100 Payroll Liabilities	13,433	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	\$ 265,428	\$ 133,654
Total Current Liabilities	\$ 268,340	\$ 133,654
Total Liabilities	\$ 268,340	\$ 133,654
Equity		
3000 Opening Bal Equity	-36,970	-36,271
3100 Retained Earnings	464,542	464,542
Net Income	57,542	
Total Equity	\$ 485,114	\$ 428,271
TOTAL LIABILITIES AND EQUITY	\$ 753,454	\$ 561,925

Pasadena Community Access Corporation

Pro Forma P&L - May 2019

FY 2019 YTD Actual vs FY 2019 Revised Budget

	YTD Actual	vs. 11 mo. Budget			vs. Full Year Budget		
		YTD Budget	\$	%	2019 Budget	\$	%
Income							
City of Pasadena	910,000	910,000	-	0.0%	910,000	-	0.0%
Contributions & Grants	3,538	7,333	(3,795)	-51.8%	8,000	(4,462)	-55.8%
Production Services	11,727	18,792	(7,065)	-37.6%	38,500	(26,773)	-69.5%
Program Services	5,276	7,500	(2,224)	-29.7%	10,000	(4,724)	-47.2%
Other Revenue	1,558	275	1,283	466.4%	300	1,258	419.2%
Total Income	932,098	943,900	(11,802)	-1.3%	966,800	(34,702)	-3.6%
Expenses							
Payroll Expenses	527,310	530,984	3,674	0.7%	575,645	48,335	8.4%
Payroll Taxes	45,260	45,431	171	0.4%	48,930	3,670	7.5%
Employee Benefits	88,268	99,371	11,103	11.2%	106,075	17,807	16.8%
Occupancy Expenses	163,552	167,549	3,996	2.4%	182,882	19,330	10.6%
Accounting & Audit	13,609	12,549	(1,060)	-8.4%	12,999	(610)	-4.7%
Advertising & Marketing	2,195	3,300	1,105	33.5%	3,600	1,405	39.0%
Automobile Expense	646	1,329	683	51.4%	1,450	804	55.4%
Bank & Payroll Processing Fees	1,408	1,375	(33)	-2.4%	1,500	92	6.2%
Board Materials & Expenses	101	110	9	8.1%	120	19	15.8%
Cable Drop Fees	1,400	3,918	2,518	64.3%	4,274	2,874	67.2%
Contract Labor	770	3,208	2,438	76.0%	3,500	2,730	78.0%
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	-	0.0%	154	-	0.0%
Meals & Entertainment	1,450	1,375	(75)	-5.4%	1,500	50	3.3%
Office Expense	2,625	8,342	5,716	68.5%	9,100	6,475	71.2%
Production Expense	11,240	13,950	2,710	19.4%	15,000	3,760	25.1%
Professional Development	1,979	1,400	(579)	-41.3%	2,000	21	1.1%
Travel & Lodging	1,289	3,450	2,161	62.6%	4,000	2,711	67.8%
Total Expenses	874,557	908,065	33,509	3.7%	1,002,999	128,442	12.8%
Net Operating Income	57,542	35,835	21,707	60.6%	(36,199)	93,741	-259%
PEG Capital Income Recognized	0	183,333	(183,333)	-100.0%	200,000	(200,000)	-100.0%
PEG Capital Equipment Expense	0	183,333	183,333	100.0%	200,000	(200,000)	-100.0%

Executive Director CEO Report – May 2019

Respectfully submitted by George Falardeau

- Attended the City Council’s Economic Development and Technology (ED Tech) Committee meeting on May 21st, along with COO Chris Miller to support the PCAC Citizens Advisory Committee (CAC) staying in the Municipal Code. In attendance were PCAC Vice President Sally Howell, PCAC Board Treasurer Gail Schaper-Gordon and PCAC CAC President Phil Hopkins. Councilmembers voted in favor of our request and a date for review by the Mayor and City Council forthcoming.
- Pasadena Media, in collaboration with Innovate Pasadena, successfully produced *Innovate Pasadena Presents: Johanna Lucht* (NASA’s First Deaf Engineer). It was an all-deaf American Sign Language (ASL) interview and the first production of its kind that Pasadena Media has done. This will air on the Arroyo channel at a later date.
- Attended and televised the 46th Annual Mayor’s Interfaith Breakfast at the Pasadena Convention Center. Featured speaker at this event was Dr. Thomas Rosenbaum, President of Caltech and a Professor of Physics who spoke on the subject of “Faith and Science.”
- Pasadena Media received a stipend of \$1,500 in partnership with Exploring the Arts (ETA) Spring 2019 Apprenticeship Program.
- Attended the United States Marine Corps (USMC) Welcome Home Ceremony at Pasadena City Hall. These Reserve Marines were returning from their deployment overseas. Many of them are residents in the local areas. Staff provided live coverage for KPAS.
- Pasadena Media covered Councilmember John J. Kennedy’s District 3 Community Meeting held at the Pasadena Presbyterian Church.
- Attended the Police and Fire Memorial 2019 held at Pasadena City Hall. Staff provided live coverage for KPAS.
- Was the Master of Ceremonies at the Kiwanis Annual Student Awards Luncheon held at Pasadena University Club. Awards were given out to deserving students in the Pasadena area.

- Presented overview of Pasadena Media as the guest speaker at the City of Learning (P:CoL) meeting held at Pacific Oaks College.
- Attended as a member of the Pasadena Chamber of Commerce Legislative Committee meeting, reviewing upcoming legislative issues as they relate to the City.
- Met with District Councilmember John J. Kennedy to discuss updates with Pasadena Media and potential candidates for our board from his district.
- Attended the Rotary Program Committee Meeting and the Rotary Board Meeting.
- ED CEO and COO attended the Women's March on May 21st in front of Pasadena City Hall. It was a large turnout with over 100 people.
- Attended Friends In Deed's Inaugural Advisory Board Meeting held at the Pasadena Senior Center.

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

Operations Report - May 2019

Respectfully submitted by Chris Miller, Chief Operations Officer

- **Post-NAB Trade Show May 8: Attended**
I recently attended Key Code Media's Post-NAB show in Burbank where I spoke with several vendors that I missed at NAB. Among solutions I looked at were SAN/NAS/cloud storage, switchers and ENG cameras.
- **ABC7 Tour May 9: Attended**
Pasadena PIO Lisa Derderian organized a tour of ABC7's facility in Burbank with one of their news directors. Our group, largely comprised of departmental PIOs, got to see one of the largest and busiest affiliate newsrooms in the country up close with opportunities to interact with staff. Most valuable I think was the information regarding how to present information to news directors so that it is noticed amongst the thousands of requests they get each day. My biggest takeaway was just how much the business has changed in the past twenty years in terms of how few people it takes to run an operation of this size. To illustrate: for the live newscast that was going on, there were just six people present: anchor, weather person, stage manager, director, producer and associate producer.
- **Granicus Issues: Ongoing**
I continue working with DoIT staff to mitigate issues with their meeting management, streaming and video archival tool. This month, the group took a big step forward by beginning a training program and a plan to clean up the back end to make it easier for future users.
- **Council Chamber Security Cameras:**
I've been working with the City Manager's office and DoIT staff to provide guidance on the installation of security cameras to capture activity in the room not caught on our cameras during City Council meetings.
- **New Employee Expense Management Tool: Implemented**
We have replaced our Pex debit cards for the staff with Divvy cards. First and foremost, this was done to save the \$30/month fee as Divvy is free.

Community Development Report - May 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)	96	48

PROGRAMMING	New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
April	7	49	31	47
May	2	51	20	48

TRAINING	Orientation	Other Media Classes
April	26	52
May	30	34

Total Class Enrollments - 2019 Year to Date: 297

Upcoming Special Training Events:

Bi-Annual Membership Meetings - June 5th, 6:30pm-8:30pm & June 6th, 3pm-5pm

2019 CAM Youth Camp - Week-long, Full-day - June 24th-29th, 9:30am-4:30pm

Narrative Screenwriting - Instructor: Roe Moore - July 13th, 1pm-4pm

Script Supervising - Instructor: Roe Moore - Sep 21th, 1pm-5:30pm

Community Outreach & Networking

- Exploring The Arts Internship Program Completed - Received \$1500
- Partnership - Agreed to be a sponsor of 2019 L.A.'s Largest Mixer for the 3rd year
- Presented At - Business Networking International - Monrovia Chapter
- Attended - PCC's Robert G. Freeman Grand Opening
- Attended - SGV After Dark - Multi-chamber mixer in Pasadena - Staff: Alex Orellana
- Attended - Leadership Pasadena Recruitment Mixer - Class of 2020
- Attended - ChapCare Health Center Grand Opening honoring LAC Supervisor Kathryn Barger
- Attended - Bernie Sanders Rally and Immigrant Unity and Freedom Presidential Forum - Training opportunity for Pasadena Media's Interns and Volunteers for Electronic News Gathering (ENG) and Field Production in Pasadena.

Social Media Analytics

Facebook Page	April	May	Year To Date	Definition
Reach	7,825	8,099	43,384	The number of unique individuals who have actually seen any content related to your Facebook Page.
Views	255	249	1,376	The total number of times your Facebook Page was viewed.
Engagement	718	674	3,392	A Like, Comment, Share or click received on a post from your Page.
Clicks	860	686	4,393	The number of clicks on links within the ad/post that led to destinations or experiences, on or off Facebook.
Likes	14	22	84	People who Like your Facebook Page.

YouTube Channel	April	May	Year To Date	Definition
Views	6802	6,253	44,013	The total number of times the YouTube channel was viewed during the time period you select.
Comments	1	3	181	The number of comments received on the channel.
Likes	37	49	268	People who Like a video in your channel.
Subscribers	9	25	110	People who have chosen to “follow” your channel to stay updated with your latest videos.

Followers	Year To Date	Change YTD
Instagram	4,310	+219%
Twitter	1,829	+3%

Production Report - May 2019

Respectfully submitted by Bobbie Ferguson, Head of Production

- 21 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 3 productions shot in the field. 27 productions were covered for KPAS and 3 productions were covered for pro services.

- Current/Potential Partnerships:
 - Pasadena Media staff may partner with the City of Pasadena's Economic Development Department to produce a number of business spotlight videos
 - Pasadena Media staff will meet with Julie Bank to discuss a potential series highlighting nonprofit organizations in the city
 - Six organizations have been notified of their selection for the series *From Bustles to Boardrooms: Women's Progress in the Last 100 Years*, produced in partnership with CAC Member and Former Library Director Jan Sanders. Shooting will begin in August 2019.

- Notable Completed Productions Include:
 - *Body Mind Spirit*: Hardcore Fitness Segment with Chief John Perez
 - Police and Fire Memorial 2019
 - *Off the Shelf*: Mental Health Day
 - Mayor's Interfaith Prayer Breakfast 2019
 - USMC Welcome Home Ceremony

- Notable Upcoming Productions:
 - Vote Center Placement Project
 - *Pasadena In Focus*: BoldPas and Playhouse District Block Party
 - Pasadena Chalk Festival