

**AGENDA SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Monday, January 28, 2019
6:00 p.m. at 150 S. Los Robles Ave., Suite 101**

CITIZENS ADVISORY COMMITTEE

Geoffrey Baum
Ann Erdman
Robert Gorski
Rabbi Joshua Levine Grater
Barry Gordon
Mic Hansen
Phil Hopkins, Chair
Diana Peterson-More
Roberta Martínez
Alfred Moses
Jan Sanders
Tom Selinske
Ishmael Trone
Sheryl Turner
Tim Winter

STAFF

George Falardeau, Executive Director CEO
Chris Miller, Chief Operations Officer

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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**NOTICE OF SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)
CITIZENS ADVISORY COMMITTEE**

NOTICE IS HEREBY GIVEN that a special meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) Citizens Advisory Committee is scheduled for **Monday, January 28, 2019**, starting at **6:00 p.m.**, at **Pasadena Community Access Corporation** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

PUBLIC MEETING

- WELCOME / INTRODUCTIONS / CALL TO ORDER / ROLL CALL (Phil Hopkins, CAC Chair)
- APPROVAL OF MARCH 28, 2018 SPECIAL MEETING MINUTES
 - Motion to Approve
- OLD BUSINESS
 - SET TIME(S), DATE(S) AND PLACE FOR REGULAR MEETING(S)
 - o Action Item
 - o Proposed: Annual Meeting to Align with Initial Terms of Citizens Advisory Committee Members, Additional Special Meetings as Required
 - Proposed Date for Regular Meeting: **Fourth Wednesday in March**
 - o Motion to Approve
- NEW BUSINESS
- AD HOC SUBCOMMITTEE REPORTS
 - FUNDING / GRANTS (Sheryl Turner, Ad Hoc Subcommittee Chair)
 - o Status of Grant Proposal Submitted and any Additional Proposals
 - Discussion
 - COMMUNITY OUTREACH (Tom Selinske, Ad Hoc Subcommittee Chair)
 - o Report-out Subcommittee Recommendations
 - Discussion
 - Motion to Table / Receive / Accept
- ANNOUNCEMENTS BY COMMITTEE MEMBERS AND STAFF
- ADJOURNMENT

Note to the public: Public comment is limited to items on this special meeting agenda. An opportunity for public comment on items on the agenda will be provided when the items are discussed. Please limit comments to no more than 3 minutes each.

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 25th day of January, 2019.

Liza Rodriguez, Office Administrator

Pasadena Community Access Corporation - Citizens Advisory Committee (CAC)

MINUTES FOR THE SPECIAL MEETING OF THE PCAC CITIZENS ADVISORY COMMITTEE FOR MARCH 28, 2018

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

Regular Meeting

1. CALL TO ORDER/ROLL CALL

ED CEO Falardeau called meeting to order at 6:09 p.m.

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

Geoff Baum, present

Ann Erdman, absent

Robert Gorski, present

Rabbi Joshua Levine Grater, absent

Barry Gordon, present

Mic Hansen, present

Phil Hopkins, present

Diana Peterson-More, present

Roberta Martínez, present

Alfred Moses, present

Jan Sanders, present

Tom Selinske, present

Ishmael Trone, present

Sheryl Turner, present

Tim Winter, present

PCAC Board Chair/Staff:

Grant McComb, PCAC Board Chair, present

George Falardeau, Executive Director/CEO, present

Chris Miller, Chief Operations Officer, present

Javan Rad, Chief Assistant City Attorney, present

No public comment.

2. PUBLIC COMMENT

No public comment.

3. NEW BUSINESS

Action Items

- Phil Hopkins was elected as Committee Chair. Motion by Barry Gordon, Second by Jan Sanders.
- Formation of two Ad Hoc Subcommittees:
 - Funding/Grants Committee with Sheryl Turner (Ad Hoc Subcommittee Chair), joined by Roberta Martínez, Jan Sanders & Robert Gorski.
 - Community Outreach Committee with Tom Selinske (Ad Hoc Subcommittee Chair), joined by Robert Gorski, Al Moses & Barry Gordon.

5. ADJOURNMENT

Meeting adjourned at 8:12 p.m. by unanimous vote.

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.