

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

BOARD OF DIRECTORS

Ann Marie Hickambottom (District 1)
Vacant (District 2)
Anna Hawkey Jablonski (District 3)
Perry Helm (District 4)
Yuny Parada (District 5)
Ken Chawkins, Vice President (District 6)
Sally Howell, 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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City Council
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Pasadena Weekly
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, November 5, 2019**, starting at **7:00 p.m.**, at **PCAC** 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 OCTOBER 1, 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
- NEW BUSINESS
 - ORAL PRESENTATION BY CHIEF ASSISTANT CITY ATTORNEY: "MINI BRIEFING" ON RECENT COUNT DECISIONS REGARDING PUBLIC OFFICIALS' USE OF SOCIAL MEDIA PAGES
 - Information Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Sally Howell, 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 October, 2019.

Liza Rodriguez, Office Administrator



**CONSOLIDATED MINUTES FOR THE REGULARLY SCHEDULED MEETING
OF THE PCAC BOARD OF DIRECTORS FOR OCTOBER 1, 2019**

Minutes to be distributed prior to board meeting

Pasadena Community Access Corporation

Statement of Financial Position

As of October 31, 2019

	Total	
	As of Oct 31, 2019	As of Jun 30, 2019 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	344,115	196,399
1130 Bank of America Capital - Restricted (9451)	184,789	227,280
1160 Paypal	1,982	1,268
1170 PFCU Savings (7181)	75,247	75,247
Total Bank Accounts	\$ 606,332	\$ 500,394
Accounts Receivable		
1200 Accounts Receivable	203	1,948
Total Accounts Receivable	\$ 203	\$ 1,948
Other Current Assets		
1190 Undeposited Funds	0	950
1330 Prepaid Insurance	0	2,186
Payroll Refunds	1	
Total Other Current Assets	\$ 1	\$ 3,136
Total Current Assets	\$ 606,536	\$ 505,478
Fixed Assets		
1600 Production Equipment	340,369	340,369
1635 Leasehold Improvements	93,898	93,898
1650 Accumulated Depreciation	-286,944	-286,944
1660 Accumulated Depreciation - LHI	-23,475	-23,475
Total Fixed Assets	\$ 123,848	\$ 123,848
Other Assets		
1800 Security Deposit	12,420	12,420
Total Other Assets	\$ 12,420	\$ 12,420
TOTAL ASSETS	\$ 742,803	\$ 641,745
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	2,414	5,894
2060 Divvy Credit Card	0	119
Total Credit Cards	\$ 2,414	\$ 6,013
Other Current Liabilities		
2100 Payroll Liabilities	-522	18,234
2200 Accrued Vacation	21,623	21,623
2400 Accrued Liabilities	134	134
2800 Deferred Income	324,789	227,280
Total Other Current Liabilities	\$ 346,024	\$ 267,271
Total Current Liabilities	\$ 348,439	\$ 273,284
Total Liabilities	\$ 348,439	\$ 273,284
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	404,732	404,732
Net Income	25,903	
Total Equity	\$ 394,364	\$ 368,461
TOTAL LIABILITIES AND EQUITY	\$ 742,803	\$ 641,745

Pasadena Community Access Corporation

Pro Forma P&L - October 2019

FY 2020 YTD Actual vs FY 2020 Adopted Budget

	YTD Actual	vs. 4 mo. Budget			vs. Full Year Budget		
		YTD Budget	\$	%	2019 Budget	\$	%
Income							
City of Pasadena	483,500	483,500	-	0.0%	967,000	(483,500)	-50.0%
Contributions & Grants	1,509	2,667	(1,158)	-43.4%	8,000	(6,491)	-81.1%
Production Services	6,091	6,133	(42)	-0.7%	36,400	(30,309)	-83.3%
Program Services	952	2,400	(1,448)	-60.4%	12,000	(11,048)	-92.1%
Other Revenue	9	333	(324)	-97.2%	1,000	(991)	-99.1%
Total Income	492,061	495,033	(2,972)	-0.6%	1,024,400	(532,339)	-52.0%
Expenses							
Payroll Expenses	176,140	178,171	2,030	1.1%	579,055	402,915	69.6%
Payroll Taxes	13,353	15,679	2,326	14.8%	50,957	37,604	73.8%
Employee Benefits	31,717	42,610	10,893	25.6%	111,110	79,393	71.5%
Occupancy Expenses	83,609	73,429	(10,180)	-13.9%	201,847	118,238	58.6%
Accounting & Audit	7,635	7,529	(106)	-1.4%	13,113	5,478	41.8%
Advertising & Marketing	431	1,200	769	64.1%	3,600	3,169	88.0%
Automobile Expense	240	483	244	50.4%	1,450	1,210	83.5%
Bank & Payroll Processing Fees	519	500	(19)	-3.9%	1,500	981	65.4%
Board Materials & Expenses	15	40	25	62.5%	120	105	87.5%
Cable Drop Fees	406	1,425	1,019	71.5%	4,274	3,868	90.5%
Contract Labor	410	833	423	50.8%	2,500	2,090	83.6%
Dues and Subscriptions	2,080	2,080	-	0.0%	2,300	220	9.6%
Legal & Professional Fees	-	-	-		20,000	20,000	100.0%
Licenses, Permits & Other Fees	-	-	-		154	154	100.0%
Meals & Entertainment	471	540	69	12.8%	1,620	1,149	70.9%
Office Expense	2,072	2,900	828	28.5%	8,700	6,628	76.2%
Production Expense	6,092	6,563	471	7.2%	16,000	9,908	61.9%
Professional Development	900	700	(200)	-28.6%	2,100	1,200	57.1%
Travel & Lodging	69	1,500	1,431	95.4%	4,000	3,931	98.3%
Total Expenses	326,159	336,182	10,024	3.0%	1,024,400	698,241	68.2%
Net Operating Income	165,903	158,851	7,052	4.4%	-	165,903	
PEG Capital Income Recognized	140,000	63,333	76,667	121.1%	190,000	(50,000)	-26.3%
PEG Capital Equipment Expense	140,000	63,333	(76,667)	-121.1%	190,000	(50,000)	-26.3%

Executive Director CEO Report – October 2019

Respectfully submitted by George Falardeau

- Attended the NAACP “Celebrating 100 Years: Ruby McKnight Williams Awards Banquet”. Was a guest of President Allen Edson and Chair of Economic Development Committee for NAACP Pasadena, Aaron Wheeler.
- Participated in and televised the Latino Heritage Parade 2019 along with Liza Rodriguez, Office Administrator and Assistant to the Executive Director CEO. The parade was live on the Arroyo and streamed via Facebook and YouTube.
- Met with Police Chief John Perez and former City Manager Phil Hawkey to discuss various city issues as well as Pasadena Media’s support for the PPD’s critical incident briefings.
- Had a series of meetings with Phil Hopkins, Alex Boekelheide, Sheryl Turner, Chris Miller and Gail Schaper-Gordon to discuss and plan a Pasadena Media Scholarship Program / Fundraising Luncheon.
- Attended the Pasadena Police Foundation Breakfast at the First Church of Nazarene to support honorees of the Police Department and their foundation.
- Met with Dr. Steve Beck, practicing physician and screenwriter, for a potential program on the Arroyo channel. The show would focus on health, well-being issues and advice from the doctor. In the planning stages; details forthcoming.
- Met with Mary Malecha, Executive Director of Rose City Center. Mary met with ED to discuss his previous role as a board member and to get insight as to their board governance.
- Met with Christian Daly and Aaron Wheeler to discuss upcoming events in LA County Supervisor Kathryn Barger’s district, specifically around the Pasadena area.
- Attended the Pasadena Economic Business Summit held at the University Club and videotaped the event held by the Chamber of Commerce and CEO Paul Little to discuss the state of affairs and business in the LA region and for future development.

- Attended the Legislative Committee meeting at the Pasadena Chamber of Commerce to discuss pending legislative issues being promoted by the Board of Directors of the Chambers of Commerce.
- Met with Gail Scanlan, Development Consultant, and her client, Simone Wright. Simone is developing a Science and Technology forum to be held in the City of Pasadena; details forthcoming.
- As a board member, attended the Pasadena Rotary's Centennial Ball at The Valley Hunt Club. We are pleased that we've raised over \$150K to eradicate polio and to support the homeless at Union Station.
- Met with PCAC Board President Sally Howell and PCAC Board Member Perry Helm to discuss future projects and to provide board president with an update on operations in District 4.
- Met with PCAC Board Member Ken Chawkins and Mike Alvarez for potential new programming regarding the Presidential Election, to air on the Arroyo channel. Mr. Alvarez is a professor of Political Science at Caltech and co-director of the Voting Technology Project, a joint Caltech-MIT Project.
- Current list of staff-produced public interest and KPAS shows:

<i>Access For All</i>	<i>At Your Service</i>
<i>Arroyo Profiles</i>	<i>Body Mind Spirit</i>
<i>City of Giving</i>	<i>Heat Watch</i>
<i>From Bustles to Boardrooms</i>	<i>Off The Shelf</i>
<i>IMPACT Pasadena</i>	<i>Pasadena in 60</i>
<i>Innovate Pasadena</i>	<i>Pasadena in Focus</i>
<i>NewsRap</i>	<i>Public Service: The Pasadena Way</i>
<i>Pasadena Media News</i>	<i>Recreation Rundown</i>
<i>What's Up Pasadena!</i>	
Caltech/Prof. Mike Alvarez (in development)	
Homelessness (on hold)	

Operations Report - October 2019

Respectfully submitted by Chris Miller, Chief Operations Officer

- Granicus Issues: Completed
UPDATE - On 10/3, Granicus support pushed a software update to rectify two issues reported on 9/24 which affected the live KPAS stream on CityOfPasadena.net. Delays in support have become more common with Granicus, but this 9-day span is the longest I've ever heard of. I've shared my thoughts on this with DoIT, who is ultimately responsible for the system.
- Threat to Franchise Fees & PEG: FCC Proposed Rulemaking, MB Docket No. 05-311
UPDATE - The Alliance for Community Media joined with municipalities, cable commissions and other groups to file an appeal of the FCC's so-called "in-kind" order on cable franchising this last week in DC District Court. Other cities, counties and possibly states will join suit against the Commission. The next step for the suit will be a transfer to the Ninth Circuit Court which has standing in the case because of the initial legal filing by the City of Eugene, OR. The FCC is trying to force the case to go to a different circuit they believe will be more favorable to their positions.
- New Studio B: In Progress
UPDATE - Community members have begun booking the studio. A "Listen" page has been added to the website with two of our public interest shows already available for stream or download.
- City Council Live Issue: Completed
During the 10/7 City Council meeting, we observed audio tics and pops on our IP stream coming from coming from City Hall that feeds KPAS on AT&T and the pasadenamedia.org stream. It appears that this condition occurs when the encoder has an internal loss of audio timing. It seems likely that this happens when the video feed to the encoder is cut off, as the control room is powered down at meeting's end. To correct this issue, a reboot of the encoder has been instituted before each meeting.
- Live Issue: Completed
An input on the CleanSwitch routing device failed for the live cablecast of *NewsRap* on 10/11. The show was live on Facebook and recorded for repeats on the channel. A reboot of the unit, which was performed late at night to minimize disruption, solved the issue. Should this problem recur, a new unit (approx. \$1500) will be required to maintain channel operations.



Chris Miller <chris@pasadenamedia.org>

RE: Cable Complaint Submission: 2019/10/24 M*** S*******

Regulatory.Complaints

Tue, Oct 29, 2019 at 11:58 AM

To: "Chris Miller"

Cc: "Regulatory.Complaints"

Hello –

A representative contacted the consumer to discuss her concerns. We have been slowly increasing our base internet speed throughout our entire footprint. This increase is done on a rolling basis as an area is ready for the increase. Unfortunately, this speed increase happen to occur at the same time in the consumer's area as a company-wide rate increase was announced. These two items were not connected – the timing was just an unfortunate coincidence.

Please do not hesitate to contact us with any further questions.

Regards,

Bill



William C. Wesselman | Director Law - Regulatory |
6360 S Fiddlers Green Circle | Greenwood Village CO 80111

From: Chris Miller

Sent: Thursday, October 24, 2019 4:51 PM

To: Corporate Escalations

Subject: Cable Complaint Submission: 2019/10/24 M***** S*****

Ms. M***** S***** just called with a complaint about her bill. Within the past few weeks, she received a promotional letter from Charter stating that her internet speeds have been increased "at no cost to you" and then received her bill which has a \$4 increase on her internet line item. When she called Charter to complain, the agent could not reduce or eliminate the fee and tried but failed to find her a promotion that would save money.

She called the franchise administrator on the back of the bill to let us know about this deceitful practice.

Please respond to Ms. S***** , whose information is below.

M***** S*****

N Orange Grove Unit ###, Pasadena
626-###-####

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 - October 2019

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

MEMBERS	New Volunteers (Free)	Active Trainees & Producers (Paid)
2019 Season 1 (Jan-June)	96	48
2019 Season 2 (July-current)	41	53

PROGRAMMING	New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
October	4	60	26	52
September	2	110	16	47

TRAINING	Orientation	Other Media Classes
October	11	47
September	11	72

Total Class Enrollments - 2019 Year to Date: 558

Community Outreach & Networking:

- Pasadena Media was recognized Media Sponsor at NAACP's Ruby McKnight Williams fundraiser
- Met with Ideal Youth Treasurer, Luna Petty to discuss potential partnership opportunities for 2020
- Met with Exploring The Arts new LA Program Manager, Maya Mackrandilal in continuation and expansion of the 2 year internship program.
- Met with new Coordinator of the Office of the Young Child, Crystal O'Grady
- Toured Compass Real Estate and met with Samuel Darahdgian who offered free event space
- Completed PSAs for Office of Young Child, CHAPCare and Collaborate Pasadena
- Met with Wafic Khalil, Editor-in-Chief of ColoradoBoulevard.net and newspaper concerning content collaboration
- Virtual meeting with Caltech's TechReach Team concerning new membership management system
- Attended: Leadership Pasadena Training - Project: Homelessness in Pasadena
- Attended: Town Hall Meeting on Homelessness
- Attended Pasadena Chamber of Commerce's monthly luncheon
- Attended: Pasadena: City of Learning Meeting
- Participated in Pasadena Police Dept - 2-Day Lieutenant Interview Panel
- Personally invited and attended: Victor Gordo's Mayoral launch party

Grant Opportunities:

- Working with Sheryl Turner and Phil Hopkins on California Arts Council Grant
- Researching Facebook Journalism Project (FJP) Grant

New Community Development staff member:

- Joshua Morales, Studio Coordinator II

Social Media Analytics

Facebook Page	October	September	Year To Date	Definition
Reach	6,472	10,146	90,075	The number of unique individuals who have actually seen any content related to your Facebook Page.
Views	363	286	2,976	The total number of times your Facebook Page was viewed.
Engagement	697	936	7,904	A Like, Comment, Share or click received on a post from your Page.
Clicks	701	1,043	8,961	The number of clicks on links within the ad/post that led to destinations or experiences, on or off Facebook.
Likes	17	10	167	People who Like your Facebook Page.

YouTube Channel	October	September	Year To Date	Definition
Views	6,787	5,705	77,750	The total number of times the YouTube channel was viewed during the time period you select.
Comments	11	10	219	The number of comments received on the channel.
Likes	61	39	576	People who Like a video in your channel.
Subscribers	25	17	230	People who have chosen to “follow” your channel to stay updated with your latest videos.

Followers	Current	Change YTD
Instagram	3,994	+195%
Twitter	1,860	+5%

Production Report - October 2019

Respectfully submitted by Bobbie Ferguson, Head of Production

- 36 productions and pre-production meetings were scheduled in the studio for Arroyo channel producers. Arroyo Originals consisted of 10 production held in the studio. 18 productions were covered for KPAS and 1 production was covered for pro services.
- Current/Potential Partnerships:
 - **Pro Services:** Staff is working with Heritage Housing Partners, a nonprofit organization dedicated to providing affordable homeownership to the community. Staff will create a series of videos explaining their programs and application process, as well as an overview video of HHP's mission.
 - Staff is working with General Manager Darryl Dunn and the Rose Bowl Legacy Foundation to create a video for their annual event at the Langham Huntington.
 - Staff is completing the edit of the first episode of *From Bustles to Boardrooms*, featuring Planned Parenthood, to be broadcast in January 2020.
- Notable Completed Productions Include:
 - *Pasadena In 60:* Staff has completed two 90-second videos for the City of Pasadena's social media platforms to highlight events happening in the city.
 - *Rotary 100 Years Celebration:* Staff completed an in-depth video about the history, mission and future of the Rotary Club of Pasadena for their Centennial Ball.
 - *Pasadena Water and Power: A Day in the Life of Electric Services:* Staff completed a video featuring various PWP employees and their functions in electric services for an internal PWP staff meeting and for future KPAS broadcast.
 - *A Conversation with Author Michael Connelly:* Staff partnered with the Pasadena Public Library to capture a discussion with bestselling author Michael Connelly to discuss his new book, *The Night Fire*. Staff was able to provide a video and audio feed to overflow crowd in the library's auditorium.
 - *Latino Heritage Parade*
 - *Pasadena Business and Economic Summit*
- Notable Upcoming Productions:
 - Community Meetings for Districts 3, 4 and 6
 - *Veterans Day Ceremony*
 - *Impact Pasadena: Congresswoman Judy Chu*