

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, December 3, 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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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, December 3, 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 NOVEMBER 5, 2019 BOARD MEETING MINUTES
 - 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
 - Studio B Podcasting Demonstration
 - 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 27th day of November, 2019.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

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

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

Board Chair Sally Howell 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
District 2 (vacant)
Anna Hawkey Jablonski, District 3, present
Perry Helm, District 4, present
Yuny Parada, District 5, absent
Ken Chawkins, Vice-Chair, District 6, present
Sally Howell, Chair, District 7, present
Gail Schaper-Gordon, Treasurer, Mayor's Representative, present
Beth Leyden, Secretary, PUSD Representative, present
Alexander Boekelheide, PCC Representative, absent
Lisa Derderian, City Manager Representative, absent

Staff:

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

2. APPROVAL OF MINUTES FOR OCTOBER 1, 2019 BOARD MEETING

Motion to approve by Schaper-Gordon, second by Chawkins. All in favor.

3. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

No public comment.

4. TREASURER'S REPORT

Presented by Schaper-Gordon per Board agenda packet. She really looks hard for something interesting to talk about. Really darn close to where we were last year. Miller quickly notes that bound versions of the recently completed audit are available.

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

None

7. NEW BUSINESS

- ORAL PRESENTATION BY CHIEF ASSISTANT CITY ATTORNEY: "MINI BRIEFING" ON RECENT COURT DECISIONS REGARDING PUBLIC OFFICIALS' USE OF SOCIAL MEDIA PAGES
 - Information Item. No public comment.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Miscellaneous announcements

9. ADJOURNMENT

- Motion to adjourn by Chawkins, Second by Schaper-Gordon. Meeting adjourned at 8:22 pm

FUTURE MEETING DATES

- December 3, 2019

Pasadena Community Access Corporation		
Statement of Financial Position		
As of November 30, 2019		
	Total	
	As of Nov 30, 2019	As of Jun 30, 2019 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	258,235	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	\$ 520,453	\$ 500,394
Accounts Receivable		
1200 Accounts Receivable	2,248	1,948
Total Accounts Receivable	\$ 2,248	\$ 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	\$ 522,701	\$ 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	\$ 658,968	\$ 641,745
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	180	0
Total Accounts Payable	\$ 180	\$ 0
Credit Cards		
2050 Chase Visa Credit Card	3,549	5,894
2060 Divvy Credit Card	0	119
Total Credit Cards	\$ 3,549	\$ 6,013
Other Current Liabilities		
2100 Payroll Liabilities	9,114	18,234
2200 Accrued Vacation	21,623	21,623
2400 Accrued Liabilities	134	134
2800 Deferred Income	184,789	227,280
Total Other Current Liabilities	\$ 215,660	\$ 267,271
Total Current Liabilities	\$ 219,389	\$ 273,284
Total Liabilities	\$ 219,389	\$ 273,284
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	404,732	404,732
Net Income	71,118	
Total Equity	\$ 439,579	\$ 368,461
TOTAL LIABILITIES AND EQUITY	\$ 658,968	\$ 641,745

Pasadena Community Access Corporation

Pro Forma P&L - November 2019

FY 2020 YTD Actual vs FY 2020 Adopted Budget

		vs. 5 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY20 Budget	\$	%
Income							
City of Pasadena	483,500	483,500	-	0.0%	967,000	(483,500)	-50.0%
Contributions & Grants	1,509	3,333	(1,824)	-54.7%	8,000	(6,491)	-81.1%
Production Services	8,996	7,667	1,330	17.3%	36,400	(27,404)	-75.3%
Program Services	952	3,000	(2,048)	-68.3%	12,000	(11,048)	-92.1%
Other Revenue	9	417	(407)	-97.7%	1,000	(991)	-99.1%
Total Income	494,966	497,917	(2,950)	-0.6%	1,024,400	(529,434)	-51.7%
Expenses							
Payroll Expenses	242,461	244,985	2,524	1.0%	579,055	336,594	58.1%
Payroll Taxes	18,488	21,559	3,071	14.2%	50,957	32,469	63.7%
Employee Benefits	40,968	51,671	10,703	20.7%	111,110	70,142	63.1%
Occupancy Expenses	98,092	89,481	(8,610)	-9.6%	201,847	103,755	51.4%
Accounting & Audit	9,468	9,963	495	5.0%	13,113	3,645	27.8%
Advertising & Marketing	431	1,500	1,069	71.3%	3,600	3,169	88.0%
Automobile Expense	400	604	204	33.8%	1,450	1,050	72.4%
Bank & Payroll Processing Fees	547	625	78	12.4%	1,500	953	63.5%
Board Materials & Expenses	25	50	25	50.0%	120	95	79.2%
Cable Drop Fees	508	1,781	1,273	71.5%	4,274	3,766	88.1%
Contract Labor	410	1,042	632	60.6%	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	494	675	181	26.8%	1,620	1,126	69.5%
Office Expense	2,072	3,625	1,553	42.8%	8,700	6,628	76.2%
Production Expense	6,436	7,647	1,211	15.8%	16,000	9,564	59.8%
Professional Development	900	875	(25)	-2.9%	2,100	1,200	57.1%
Travel & Lodging	69	1,600	1,531	95.7%	4,000	3,931	98.3%
Total Expenses	423,849	439,763	15,914	3.6%	1,024,400	600,551	58.6%
Net Operating Income	71,118	58,154	12,964	22.3%	-	71,118	
PEG Capital Income Recognized	140,000	79,167	60,833	76.8%	190,000	(50,000)	-26.3%
PEG Capital Equipment Expense	140,000	79,167	(60,833)	-76.8%	190,000	(50,000)	-26.3%

PCAC Administrative Report – November 2019

Respectfully submitted by George Falardeau, Chris Miller, Aaron Wheeler & Bobbie Ferguson

EXECUTIVE DIRECTOR CEO

- Operations Review - Have asked Chris Miller, COO, to conduct an admin/operations review of Pasadena Media. Are we structured the right way? Are we fulfilling our obligations to the community through the services we provide? Are we making an overall relevance in the community that we serve? Review to be complete by the end of the year; details forthcoming at the beginning of 2020.
- Ribbon-cutting ceremony for the grand opening of Studio B/Podcasting took place on November 22 with the community and board members present. Very strong positive reactions from producers regarding this podcasting service that we offer.
- Met with Ken Chawkins, PCAC Board Vice President, and Mike Alvarez, Professor of Political Science at Caltech, along with Kenneth Hargreaves, Asst. VP of Strategy Implementation and External Relations Officer and Shayna Chabner McKinney, Chief Communications Officer - Office of the Strategic Communications, to discuss our election coverage for 2020.
- Successfully taped and aired *IMPACT Pasadena* with Congresswoman Judy Chu of California's 27th congressional district. Interview went well, Congresswoman Chu was pleased with our facility and staff.
- Met with PCAC Board President Sally Howell and COO Chris Miller to discuss updates and current projects at Pasadena Media.
- Attended the SoCalGas Community Advisory Council meeting.
- Attended various Rotary meetings - Rotary Board & Rotary Program Committee

OPERATIONS

- The Alliance for Community Media along with municipal allies across the U.S. supported a motion to stay the FCC's Third Report and Order in Federal Court last week. The FCC on Friday won its argument for the case to be moved to the 6th Circuit Appeals Court.
- All equipment is now permanently in place in Studio B. Several community members have utilized the studio to create their first episodes, which will be scheduled on both Arroyo and our "Listen" page shortly.
- An intermittent issue on Charter's end caused three of the PEG channels to be unavailable to cable boxes inside our building. Our engineer Joe has taken this opportunity to explore again other delivery options to Charter.

COMMUNITY

- Attended PCC Future of Work Conference - Learn how to enhance our workforce development component.
- Attended the Pasadena Salvation Army Annual Red Kettle Kickoff Breakfast.
- Attended Civitas' Jeffersonian Discussion - Topic: Innovation in communities. I was able to share media and workforce development perspective.
- Professional Development - Began 6-week PCC Business Management course.

PRODUCTION

- Completed MASH Trainee Recruitment video which will appear on the City of Pasadena's Human Resources website.
- Partnering with Tiffany Wright, Community Outreach and Media Specialist for the City of Pasadena, to add recent KPAS video programs onto the City's YouTube page to garner a wider audience.
- Captured *The ABCs of ADA for Businesses* and *Growing Together Pasadena* events.

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

Operations Report - November 2019

Respectfully submitted by Chris Miller, Chief Operations Officer

- **Threat to Franchise Fees & PEG: FCC Proposed Rulemaking, MB Docket No. 05-311**
UPDATE - The Alliance for Community Media along with municipal allies across the US supported a motion to stay the FCC's Third Report and Order in Federal Court last week. The stay motion says the FCC is wrong on the law when it tries to rewrite the Cable Act – something courts found when they reviewed the agencies earlier actions on the matter – and the agency will cause irreparable harm if the Order is allowed to proceed. The FCC on Friday won its argument for the case to be moved to the circuit which heard Montgomery County et al vs FCC. The 6th Circuit Appeals Court will now consider the motion and the following legal challenge.
- **New Studio B: Completed**
UPDATE - A more powerful desktop computer is replacing an old laptop we've been using. With that change, all equipment is permanently in place. Several community members have utilized the studio to create their first episodes. Member programming on both Arroyo and our "Listen" page will commence in the next two weeks.
- **Charter Signals Issue: In Progress**
During the first two weeks of November, three of the four PEG channels have together been black intermittently in our suite on Charter cable boxes - KPAS, Arroyo and KLRN. As the fourth channel is delivered to Charter from the same origination site as two of the others, we were able to rule out our equipment immediately. As the channels continued to be available in other parts of Pasadena, we are again pursuing localized cabling issues to the office building with Charter technicians. Our engineer Joe has taken this opportunity to explore again other delivery options to Charter. We will keep you informed as the situation develops.
- **Wireless Mics Frequency Issues: Completed**
All wireless microphones in the U.S. utilizing frequencies between 617 and 698 MHz are required to cease operation no later than July 13, 2020. However, over the past several months we have started to encounter interference with several of our wireless mics as cellular operators roll out expanded service in our region. We have discontinued use of affected mics and have included replacement in our PEG equipment request tonight.

Community Development Report - November 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)	48	53

PROGRAMMING	New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
November	5	46	14	55
October	4	60	26	52

TRAINING	Orientation	Other Media Classes
November	7	43
October	11	47

Total Class Enrollments - 2019 Year to Date: 594

Community Outreach & Networking:

- Attended PCC Future of Work Conference
 - Learn how to enhance our workforce development component
- Attended Salvation Army Pasadena 6th Annual Red Kettle Kickoff Breakfast
- Attended the Civitas Club's Jeffersonian Discussion - Topic: Innovation in communities.
 - I was able to share media and workforce development perspective.
- Attended the Set The Table fundraising event present by Junior League and Leadership Pasadena
- Attended John Kennedy's District 3 meeting and Thanksgiving Turkey Giveaway

Business/Personal Development:

- Started 6-week Business Management class through PCC

Social Media Analytics

Facebook Page	November	October	Year To Date	Definition
Reach	6,274	6,472	90,507	The number of unique individuals who have actually seen any content related to your Facebook Page.
Views	281	363	3,266	The total number of times your Facebook Page was viewed.
Engagement	587	697	8,505	A Like, Comment, Share or click received on a post from your Page.
Clicks	634	701	9,611	The number of clicks on links within the ad/post that led to destinations or experiences, on or off Facebook.
Likes	10	17	178	People who Like your Facebook Page.

YouTube Channel	November	October	Year To Date	Definition
Views	4,577	6,787	83,032	The total number of times the YouTube channel was viewed during the time period you select.
Comments	12	11	234	The number of comments received on the channel.
Likes	48	61	630	People who Like a video in your channel.
Subscribers	20	25	254	People who have chosen to “follow” your channel to stay updated with your latest videos.

Followers	Current	Change YTD
Instagram	3,981	+195%
Twitter	1,862	+5%

Production Report - November 2019

Respectfully submitted by Bobbie Ferguson, Head of Production

Type of Production	Monthly Total
Studio Productions and Preproduction Meetings	36
Arroyo Originals - Studio	10
Arroyo Originals - Field	0
KPAS/City Productions	23
Pro Services	8
Special Projects	2

- Completed Programs:
 - **Pro Services:** SoCal Women's Health Expo
 - Adaptive Sports Festival
 - Veterans Day Ceremony
 - The ABCs of ADA for Businesses
 - Community Meetings for Districts 3, 4 and 6
 - Growing Together Pasadena
 - **Pro Services:** J.J. House Music Video
- Notable Upcoming Productions:
 - Mayor's Annual Holiday Tree Lighting Ceremony
 - At Your Service: *Let's Talk Trash* segment
 - District 3 Community Meeting
 - Pro Services: Jackie Kibler Presenter Reel