

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, March 3, 2020
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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City Attorney
City Clerk
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Los Angeles Times
Pasadena Independent
Pasadena Journal
Pasadena Now
Pasadena Star News
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, March 3, 2020**, starting at **7:00 p.m.**, at **PCAC** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

CLOSED SESSION – to be heard at 7:00 pm, and/or at the conclusion of the public meeting

BOARD OF DIRECTORS CONFERENCE with Real Property Negotiator pursuant to Government Code Section 54956.8

Property Location: 150 S. Los Robles Ave., Suite 101

Agency Negotiator: George Falardeau

Negotiating Party: Gloria French

Under Negotiation: Price and terms of payment

PUBLIC MEETING

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF FEBRUARY 4, 2020 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
 - PCAC FY2021 BUDGET PRESENTATION
 - Action Item
 - APPOINTMENTS OF MEMBERS TO PCAC'S CITIZENS ADVISORY COMMITTEE for three-year terms: Geoff Baum, Ann Erdman, Rabbi Joshua Levine Grater, Mic Hansen, Phil Hopkins, Al Moses, Diana Peterson-More, Tom Selinske, Martin Sweeney, Sheryl Turner & Tim Winter.
 - Action Item
 - PEG CAPITAL FUND REQUEST NOT TO EXCEED \$35,438: KLRN request for content distribution equipment.
Recommendation:
 - 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
 - Authorize the Executive Director/CEO to distribute PEG capital funds to Pasadena Unified School District in an amount not to exceed \$35,438.
 - Action Item

- PEG CAPITAL FUND REQUEST NOT TO EXCEED \$71,417: PCAC request for content distribution equipment and computers.

Recommendation:

- 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);
- Authorize the Executive Director/CEO to enter a contract, without competitive bidding pursuant to City Charter Section 1002(C), contracts from only one vendor, with Telvue Corporation for content distribution equipment in an amount not to exceed \$67,960;
- Grant the proposed contract with Telvue an exemption from the competitive selection process pursuant to Pasadena Municipal Code Section 4.08.049(B), contracts for which the best interests of Pasadena Media are served; and
- Authorize the Executive Director/CEO to enter a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with HP for computers and associated accessories in an amount not to exceed \$3,457.
 - Action 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 28th day of February, 2020.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR FEBRUARY 4, 2020.

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 7:02 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, absent
Perry Helm, District 4, present
Yuny Parada, District 5, present
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, present
Lisa Derderian, City Manager Representative, present

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 JANUARY 7, 2020 BOARD MEETING

Motion to approve by Parada, second by Hickambottom. All approved.

3. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

No public comment.

4. TREASURER'S REPORT

Presented by Treasurer Schaper-Gordon per agenda packet.

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

- PCAC TAX RETURN: SUBMISSION OF THE ANNUAL IRS FORM 990
 - Information Item Only – Presented per Board agenda packet. Audit was completed on time to do the tax return.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Miscellaneous announcements. Don't forget to vote on March 3rd!

9. ADJOURNMENT

Motion to adjourn by Hickambottom, Second by Schaper-Gordon. Meeting adjourned at 7:46 pm.

FUTURE MEETING DATES

March 3rd, 2020

April 7th, 2020

Pasadena Community Access Corporation		
Statement of Financial Position		
As of February 29, 2020		
	Total	
	As of Feb 29, 2020	As of Jun 30, 2019 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	289,464	196,399
1130 Bank of America Capital - Restricted (9451)	180,631	227,280
1160 Paypal	6,263	1,268
1170 PFCU Savings (7181)	75,256	75,247
Total Bank Accounts	\$ 551,815	\$ 500,394
Accounts Receivable		
1200 Accounts Receivable	690	1,948
Total Accounts Receivable	\$ 690	\$ 1,948
Other Current Assets		
1190 Undeposited Funds	100	950
1330 Prepaid Insurance	0	2,186
Payroll Refunds	1	
Total Other Current Assets	\$ 101	\$ 3,136
Total Current Assets	\$ 552,606	\$ 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	\$ 688,873	\$ 641,745
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	4,324	5,894
2060 Divvy Credit Card	0	119
Total Credit Cards	\$ 4,324	\$ 6,013
Other Current Liabilities		
2100 Payroll Liabilities	5,227	18,234
2200 Accrued Vacation	21,623	21,623
2400 Accrued Liabilities	134	134
2800 Deferred Income	180,631	227,280
Total Other Current Liabilities	\$ 207,616	\$ 267,271
Total Current Liabilities	\$ 211,940	\$ 273,284
Total Liabilities	\$ 211,940	\$ 273,284
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	404,732	404,732
Net Income	108,472	
Total Equity	\$ 476,933	\$ 368,461
TOTAL LIABILITIES AND EQUITY	\$ 688,873	\$ 641,745
Saturday, Feb 29, 2020 02:23:55 PM GMT-8 - Accrual Basis		

Pasadena Community Access Corporation							
Pro Forma P&L - February 2020							
FY 2020 YTD Actual vs FY 2020 Adopted Budget							
		vs. 8 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY20 Budget	\$	%
Income							
City of Pasadena	725,250	725,250	-	0.0%	967,000	(241,750)	-25.0%
Contributions & Grants	3,607	5,333	(1,726)	-32.4%	8,000	(4,393)	-54.9%
Production Services	12,086	12,267	(180)	-1.5%	36,400	(24,314)	-66.8%
Program Services	4,552	7,200	(2,648)	-36.8%	12,000	(7,448)	-62.1%
Other Revenue	4,856	667	4,189	628.4%	1,000	3,856	385.6%
Total Income	750,351	750,717	(366)	0.0%	1,024,400	(274,049)	-26.8%
Expenses							
Payroll Expenses	375,938	378,613	2,675	0.7%	579,055	203,117	35.1%
Payroll Taxes	33,048	33,318	270	0.8%	50,957	17,909	35.1%
Employee Benefits	59,256	76,860	17,604	22.9%	111,110	51,854	46.7%
Occupancy Expenses	136,061	137,638	1,577	1.1%	201,847	65,786	32.6%
Accounting & Audit	12,268	11,313	(955)	-8.4%	13,113	845	6.4%
Advertising & Marketing	997	2,400	1,403	58.5%	3,600	2,603	72.3%
Automobile Expense	754	967	212	22.0%	1,450	696	48.0%
Bank & Payroll Processing Fees	1,578	1,000	(578)	-57.8%	1,500	(78)	-5.2%
Board Materials & Expenses	39	80	41	51.3%	120	81	67.5%
Cable Drop Fees	1,631	2,849	1,218	42.8%	4,274	2,643	61.8%
Contract Labor	1,040	1,667	627	37.6%	2,500	1,460	58.4%
Dues and Subscriptions	2,270	2,300	30	1.3%	2,300	30	1.3%
Legal & Professional Fees	-	-	-		20,000	20,000	100.0%
Licenses, Permits & Other Fees	95	-	(95)		154	59	38.3%
Meals & Entertainment	1,199	1,080	(119)	-11.0%	1,620	421	26.0%
Office Expense	3,847	5,800	1,953	33.7%	8,700	4,853	55.8%
Production Expense	9,711	11,917	2,205	18.5%	16,000	6,289	39.3%
Professional Development	1,309	1,400	91	6.5%	2,100	791	37.7%
Travel & Lodging	837	2,300	1,463	63.6%	4,000	3,163	79.1%
Total Expenses	641,879	671,501	29,622	4.4%	1,024,400	382,521	37.3%
Net Operating Income	108,472	79,215	29,257	36.9%	-	108,472	
PEG Capital Income Recognized	193,225	126,667	66,558	52.5%	190,000	3,225	1.7%
PEG Capital Equipment Expense	193,225	126,667	(66,558)	-52.5%	190,000	3,225	1.7%

PCAC Administrative Report – February 2020

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

EXECUTIVE DIRECTOR CEO

- Pasadena Media recorded and televised the *38th Annual Black History Parade*. Production went well. Community producer James Farr was asked to conduct street interview for the parade. It is currently airing on KPAS.
- Met with Assemblymember Chris Holden along with COO Chris Miller to discuss state and local community access channel issues – an important meeting for Pasadena Media state legislative concerns.
- Appeared before the Mayor and City Council along with COO Chris Miller to present an amendment to PCAC's Municipal Code regarding the Citizens Advisory Committee (CAC) terms. Mayor and City Council unanimously approved those terms; details forthcoming.
- Met with Bob Davidson, business entrepreneur and community leader, to discuss political issues in the City of Pasadena.
- Pasadena Media received the 2020 WAVE Award at the Alliance for Community Media (ACM) Western Region Conference in the category of Professional News Programming for *NewsRap News Brief*. Production Tech Charles Winners attended the event and accepted the award on our behalf.
- Attended the Executive Roundtable meeting at the Pasadena Conservatory of Music. The topic for this meeting is Part 2 of Creating the Future and the speaker was Gail Meltzer, Senior Consultant for CoreStrategies for Nonprofits, Inc.
- Met with our accountants Jen Lorenzen and Patrick Tantraphol of Lorenzen & Noll CPAs, Inc. to discuss admin processes, QuickBooks and upcoming audit; details forthcoming.
- Met with Martin Sweeney, Board Chair on Pasadena's Accessibility and Disability Commission, for a potential collaboration on the continuation and progression of Robert Gorski's show *Access For All*.

- Met with PCAC Board President Sally Howell and CAC President Phil Hopkins along with COO Chris Miller to discuss the board vacancies and CAC terms as agreed on by the Mayor and the City Council.
- Met with Pasadena Police Chief John Perez and Commander/Public Information Officer Jason Clawson along with our Head of Production Bobbie Ferguson to discuss potential pro-service projects for the Pasadena Police Department and Pasadena Media; details forthcoming.
- Met with filmmaker Pablo Miralles, an Emmy nominee on the short film *Day of Independence* which he co-produced. He's a writer, producer, director and founder of Arroyo Seco Films who has written and directed the documentary *Can We All Get Along? The Segregations of John Muir High* of which he was a graduate of Class '82.
- Congratulations goes out to our Production Tech Jarred Hodgdon, his wife Diana and the arrival of their new baby boy named Nikolai.

OPERATIONS

- Reached out to Pasadena's Congressional representatives regarding the Protecting Community Television Act, though none of the three have joined Adam Schiff as a co-sponsor.
- Assemblymember Holden offered to write a letter to Charter regarding the lack of offering PEG channels in HD. I sent his office a draft to assist them with this task.
- One of the three multicore camera cables in the studio lost iris control after severe kinking from improper handling since installation in 2014. The cable could not be repaired and we'll need to fabricate a new one.

COMMUNITY

- Hosted Tony Bennet's Exploring The Arts Executive Director Toby Boshak and team for a tour of our facility
- Welcomed two new interns: Ounaje Dandridge from Pasadena City College and Dolores Alvarez from CalState Fullerton

- Submitted a grant proposal for Comcast NBCUniversal's "Project Innovation" for a potential \$50,000

PRODUCTION

- Completed pro-services project for Heritage Housing Partners by creating a mission overview video for their website
- Completed the second episode of *From Bustles to Boardrooms* featuring the Pasadena Celebrates 2020 group
- Captured two events for the Pasadena Public Library - the Black History Festival and an author presentation about suffragette Matilda Joselyn Gage

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

Operations Report - February 2020

Respectfully submitted by Chris Miller, Chief Operations Officer

- **UPDATE - Threat to Franchise Fees & PEG: Protecting Community Television Act**
The bill would deflate the FCC's notion that so-called "in-kind" services are actually fees being charged to cable companies. And it would stop cable companies from charging back hidden fees against their franchise obligations. Congressman Schiff is an original co-sponsor of HR5659. I have written to all three other Congressional representatives asking for their co-sponsorship and only Senator Feinstein has responded, stating that "S.3218 is currently awaiting consideration by the Committee on Commerce, Science, and Transportation, of which I am not a member. However, please be assured that I have made careful note of your views, and I will keep your thoughts in mind should this bill be considered by the full Senate."
- **PEG Equipment Installation: Ongoing**
The networked editing storage system that went missing during shipping was replaced and delivered. Installation is scheduled for next week.
- **Windows 10 and Adobe Updates: Completed**
After migrating all computers to Windows 10 and the current Adobe suite, three machines require replacement. See PEG request agenda report for details.
- **Damaged Multicore Camera Cable: Ongoing**
One of the three multicore camera cables in the studio lost iris control after severe kinking from improper handling since installation in 2014. The cable was uninstalled for repair by removal of the most damaged section of cable. Unfortunately, the issue is still present in the shortened cable. As these cables are not readily available, we must fabricate a new cable.
- **Issue Delivering Arroyo to Charter: Ongoing**
We utilize Osprey Talon streaming devices to send Arroyo and KPAS to City Hall in order to be modulated for Charter distribution. On the past two Sundays, an issue has occurred in which Arroyo video has frozen on a frame while audio continues. A reboot of the decoding device solves the issue, but we have not yet determined the cause so we can prevent it from happening. AT&T and online streams are unaffected.
- **Tax Return: Filed**
Our IRS form 990, California Exempt Organization Return form 199 and CA Attorney General Registration Renewal form RRF-1 were filed and accepted on 2/21.
- **Assisting Assemblymember Chris Holden with Letter to Charter: Completed**
After Assemblymember Holden offered to write a letter to Charter regarding the lack of offering PEG channels in HD, I sent his office a draft. His staff responded to gain clarification and I understand that the letter is forthcoming.

Community Development Report - February 2020

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

MEMBERS	New Volunteers (Free)	Active Trainees & Producers (Paid)
2020 Season 1 (Jan.-current)	39	46
2019 Season 2 (July-Dec.)	96	48

PROGRAMMING	New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
February	12	38	23	46
January	12	50	18	46

TRAINING	Orientation	Other Classes
February	19	42

Total Class Enrollments - 2020 Total Year: 139

Community Outreach & Networking:

- CalTech TechReach Weekly Meeting. In development of a PM member connection site
- Met with Hillside's Youth Moving On - Internship Program
- Attended Innovate Pasadena: Pasadena Educational Institution Meeting
- Hosted and toured Houston Media Source Public Access Community Producer - Anthony Covington
- Hosted and toured Tony Bennet's Exploring The Arts. Executive Director Toby Boshak and team
- Completed five PSAs for the Light Bringer Project with Muir H.S. Media Academy

New Interns:

- Dolores Alvarez - CalState Fullerton
- Ounaje Dandridge - Pasadena City College

Business/Personal Development:

- Leadership Pasadena - Project: Homelessness

Grant(s):

- Comcast NBCUniversal "Project Innovation": \$50,000 - Submitted
 - "Project Innovation" in 11 communities across the country. Project Innovation is a competitive grant challenge that will award nearly \$2.5 million in grants in 2019, to local non-profit organizations that are addressing local community issues through innovative solutions in the areas of storytelling, community engagement, culture of inclusion and youth education.
NBCUprojectinnovation.com

Awards:

- **NewsRap News Brief - Best in News Programming (Professional)**
2020 WAVE Award - ACM-Western Region

NewsRap Team: Hannah Ramirez, Jarred Hodgdon, Joe Carbonetta and Karren McKnight
Social Media Analytics

Facebook Page	February 2020	January 2020	Year To Date	Definition
Reach	7,732	8,223	15,955	The number of unique individuals who have actually seen any content related to your Facebook Page.
Views	573	571	1,144	The total number of times your Facebook Page was viewed.
Engagement	622	556	1,178	A Like, Comment, Share or click received on a post from your Page.
Clicks	604	573	1,177	The number of clicks on links within the ad/post that led to destinations or experiences, on or off Facebook.
Likes	16	21	37	People who Like your Facebook Page.

YouTube Channel	February 2020	January 2020	Year To Date	Definition
Views	6,838	7, 795	14,255	The total number of times the YouTube channel was viewed during the time period you select.
Comments	27	6	30	The number of comments received on the channel.
Likes	86	82	165	People who Like a video in your channel.
Subscribers	36	20	59	People who have chosen to “follow” your channel to stay updated with your latest videos.

Followers	Current	Change YTD
Instagram	3,938	-0.3 %
Twitter	1,887	+0.5 %

Production Report - February 2020

Respectfully submitted by Bobbie Ferguson, Head of Production

Type of Production	Monthly Total
Studio Productions and Preproduction Meetings	30
Arroyo Originals - Studio	9
Arroyo Originals - Field	4
KPAS/City Productions	10
Pro Services	4
Special Projects	1

- Completed Programs:

- *38th Annual Black History Parade*
- *From Bustles to Boardrooms: Pasadena Celebrates 2020*
- *2020 Mayoral and City Council Candidate Climate Action Forums*
- *Rotary Club of Sierra Madre STAR Awards*
- *Bungalow Heaven Association Candidate Forum*
- *Author Talk- Born Criminal: Matilda Joslyn Gage, Radical Suffragist*
- *Black History Festival at Pasadena Central Library*
- *Heritage Housing Partners Overview Video*

- Notable Upcoming Productions:

- *Press Conference at the Gamble House*
- *One City, One Story*
- *Robert Gorski Memorial*
- *Pasadena Transit 25th Anniversary*
- *ArtNight Spring 2020*
- *Pasadena Fire Girl's Camp*
- *Tesla Charging Station Ribbon Cutting*
- *League of Women Voters: Climate Change Forum*

FY21 Proposed Budget								
revised February 28, 2020								
		FY21 Budget	FY20 Adopted	Difference	%	FY20 Forecast	Rev/For Diff	FY19 Actuals
	Income							
1	4200 City of Pasadena	1,008,000	967,000	41,000	4%	967,000	-	910,000
2	4300 Contributions & Grants	8,000	8,000	-	0%	5,700	2,300	3,558
3	4700 Production Services	36,400	36,400	-	0%	38,240	(1,840)	31,704
4	4800 Program Services	12,000	12,000	-	0%	8,390	3,610	8,196
5	4900 Other Revenue	1,000	1,000	-	0%	5,070	(4,070)	1,570
	Total Income	1,065,400	1,024,400	41,000	4%	1,024,400	-	955,028
	Expenses							
6	5100 Salaries & Wages	594,779	579,055	15,724	3%	576,973	2,082	576,206
7	5200 Payroll Taxes	51,746	50,957	789	2%	49,156	1,801	48,844
8	5300 Benefits	110,626	111,110	(484)	0%	90,712	20,398	94,526
8a	5310 Health Benefits	82,788	84,787	(1,999)	-2%	65,634	19,153	71,632
8b	5320 Retirement	16,338	17,298	(960)	-6%	13,600	3,698	13,632
8c	5390 Workman's Compensation	11,500	9,025	2,475	27%	11,478	(2,453)	9,263
9	6000 Occupancy Expenses	221,972	201,847	20,125	10%	201,090	757	175,818
10	7120 Accounting & Audit	13,613	13,113	500	4%	13,113	-	13,609
11	7130 Advertising & Marketing	3,600	3,600	-	0%	3,200	400	2,808
12	7140 Automobile Expense	1,450	1,450	-	0%	1,300	150	646
13	7150 Bank & Payroll Processing	1,700	1,500	200	13%	2,219	(719)	1,561
14	7160 Board Materials & Expense	120	120	-	0%	92	28	101
15	7170 Cable Drop Fees	8,100	4,274	3,826	90%	2,235	2,039	1,404
16	7180 Contract Labor	2,200	2,500	(300)	-12%	1,650	850	1,130
17	7240 Dues and Subscriptions	3,500	2,300	1,200	52%	2,300	-	2,300
18	7440 Legal & Professional Fees	20,000	20,000	-	0%	20,000	-	21,020
19	7460 Licenses, Permits & Other	154	154	-	0%	99	55	154
20	7480 Meals & Entertainment	1,740	1,620	120	7%	1,680	(60)	1,578
21	7500 Office Expense	8,000	8,700	(700)	-8%	7,900	800	8,360
22	7600 Production Expense	16,000	16,000	-	0%	16,000	-	16,158
23	7700 Professional Development	2,100	2,100	-	0%	1,684	416	2,729
24	7800 Travel & Lodging	4,000	4,000	-	0%	3,259	741	2,377
	Total Expenses	1,065,400	1,024,400	41,000	4%	994,662	29,738	971,329
Net Gain or (Loss)		0	0	0	N/A	29,738	(29,738)	(16,302)

Channel Managers Meeting - February 28, 2019

Prepared by Chris Miller

Alexander Boekelheide, PCC Representative / PCC TV, present
Lisa Derderian, City Manager Representative / KPAS, present
Beth Leyden, PUSD Representative / KLRN, present
Chris Miller, PCAC COO / Arroyo, present

The Channel Managers met via telephone to discuss current and future PEG-related needs.

Miller reminded the group of previously-discussed needs for the Windows 7 end-of-life in January 2020. Miller and Leyden have been communicating since November about replacement of the Cablecast channel playback systems at Pasadena Media and PUSD which run all four PEG channels. After assessing the capabilities of products from the three manufacturers that service this need in the PEG industry, it was determined that TelVue would serve the best interests of all four channels due to their exclusive features such as automatic retrieval and scheduling of content, advanced series scheduling, advanced archival methods, streaming of specific programs to social media, and live / on-demand distribution via Apple TV. One big change that will occur with Over-The-Top (OTT) distribution is the introduction of ongoing costs that cannot be funded with PEG capital monies. While we can eliminate approximately \$300 spent on our current streaming platform, TelVue's CloudCast platform will cost \$4800/year after the first year. In addition, to keep all hardware and software up-to-date and fully compatible, TelVue's annual maintenance costs will run \$1485 for Pasadena Media and \$495 for KLRN.

Other needs for PCAC are replacement of one editing workstation and two office computers that are incompatible with Adobe Creative Cloud or are insufficient to run Windows 10. Miller secured informal bids from three vendors for computers and accessories to determine pricing.

1. Content Distribution System Equipment To Be Installed At Pasadena Media (\$67,960)

- | | |
|--------------------------------------|--|
| - TelVue AIO B2000 4-Channel Server | - HyperCaster IP Capture |
| - (3) InfoVue Digital Signage Player | - (3) Blackmagic HDMI to SDI Converter |
| - (3) TeleCast 2 Streaming Encoder | - Blackmagic Converter Shelf |
| - Cisco SG350-28 Switch | |

2. Content Distribution System Equipment To Be Installed At PUSD (\$35,438)

- | | |
|------------------------------------|------------------------------------|
| - TelVue AIO B100 1-Channel Server | - (2) HyperCaster IP Capture |
| - InfoVue Digital Signage Player | - Blackmagic HDMI to SDI Converter |
| - TeleCast 2 Streaming Encoder | |

3. Computer Replacement (\$3,457)

- | | |
|---------------------------------|---------------------------------------|
| - HP Z2 Tower G4 Workstation | - (2) HP EliteDesk 705 35W G4 Mini PC |
| - (6) HP 24yh 23.8-inch Monitor | - (2) HP Dual VESA Sleeve |

TOTAL REQUEST: \$106,855

Motion to recommend all requests to PCAC board by Boekelheide, second by Leyden; approved unanimously.

Respectfully submitted,
Chris Miller
COO

Agenda Report

PEG Equipment Purchase

March 3, 2020

Recommendation:

It is recommended that the Board of Directors:

- A. 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);
- B. Authorize the Executive Director/CEO to enter a contract, without competitive bidding pursuant to City Charter Section 1002(C), contracts from only one vendor, with Telvue Corporation for content distribution equipment in an amount not to exceed \$67,960;
- C. Grant the proposed contract with Telvue an exemption from the competitive selection process pursuant to Pasadena Municipal Code Section 4.08.049(B), contracts for which the best interests of Pasadena Media are served; and
- D. Authorize the Executive Director/CEO to enter a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with HP for computers and associated accessories in an amount not to exceed \$3,457.

Background:

Staff has requested PEG funding to address identified needs in two areas: Content Distribution and Computing. Please refer to the report titled "Channel Managers Meeting - February 28, 2020" for a complete list of items.

Content Distribution: Our channel playback system, a 2013 Tightrope Media System consisting of Cablecast playout servers and Carousel digital signage computers, is running Windows 7 which had an end-of-life date in January 2020. They are no longer supported and cannot be upgraded. Staff determined that a Telvue system is the most suitable replacement, as it will not just maintain operations, but add significant functionality such as automatic retrieval and scheduling of content and live / on-demand distribution via all three of the most used Over-The-Top (OTT) players: Roku, Amazon Fire, and Apple TV. This functionality is not offered by any other vendor. Competitive bidding is not required for this system pursuant to Pasadena Charter Section 1002(C), contracts for labor, material, supplies, or services available from only one vendor.

Computer Replacement: When migrating to the current version of the Adobe Creative Suite, our oldest editing machine was rendered incompatible. When attempting to migrate the last of our staff workstations to Windows 10, two computers were also rendered incompatible for general duties. Staff recommends replacement. Staff has conducted an informal selection process by obtaining quotes from at least three vendors for all items. Competitive bidding is not required pursuant to Pasadena Charter Section 1002(D), contracts under \$75,000, and Pasadena Municipal Code Section 4.08.045, contracts under \$25,000; and competitive selection is not required, pursuant to Pasadena Municipal Code Section 4.08.047, contracts under \$25,000.

Fiscal Impact:

On March 3, 2020, the Board of Directors agendized the use of \$71,417 in PEG capital funds for this project, and the staff recommendation is \$71,417 for this project. Maintenance costs will be \$6,285 per year and are addressed in the proposed operating budget.

Respectfully submitted,
Chris Miller
COO