

**AGENDA SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, April 7, 2020**

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 Admin/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 pasadenamedia.org.

IF YOU NEED A REASONABLE MODIFICATION OR ACCOMODATION PURSUANT TO THE AMERICANS WITH DISABILITIES ACT BECAUSE YOU ARE UNABLE TO PARTICIPATE ELECTRONICALLY AS SET FORTH BELOW, CONTACT PCAC AS SOON AS POSSIBLE AT (626) 794-8585.

DISTRIBUTION:

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Los Angeles Times
Pasadena Independent
Pasadena Journal
Pasadena Now
Pasadena Star News
Pasadena Weekly
La Opinión

NOTICE OF SPECIAL MEETING

PASADENA COMMUNITY ACCESS CORPORATION (PCAC) BOARD OF DIRECTORS

NOTICE IS HEREBY GIVEN that a special meeting of the Pasadena Community Access Corporation Operating Company (dba Pasadena Media) is scheduled for **Tuesday, April 7, 2020**, starting at **7:00 p.m.** PASADENA MEDIA IS CLOSED TO THE PUBLIC UNTIL FURTHER NOTICE. PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSON ON MARCH 17, 2020, THIS MEETING WILL TAKE PLACE SOLELY BY VIDEOCONFERENCE/TELECONFERENCE.

In order to facilitate public participation, use the following webpage: pasadenamedia.org/agenda-comments. Livestream is available at pasadenamedia.org.

AGENDA

PUBLIC SESSION – 7:00 PM

PUBLIC COMMENT: Public comment is limited to items on this special meeting agenda and will be heard when the items are discussed.

- INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF MARCH 3, 2020 BOARD MEETING MINUTES
 - Motion to Approve
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- NEW BUSINESS
 - PCAC OPERATIONS UPDATE DURING COVID-19 PANDEMIC
 - Information Item
 - APPROVAL OF A CONTRACT FOR COVERAGE OF ALTADENA TOWN COUNCIL MEETINGS WITH LOS ANGELES COUNTY IN THE AMOUNT OF \$18,000.00
 - Recommendation:
 - Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
 - Authorize the Executive Director/CEO to enter into a contract with Los Angeles County for coverage of monthly FY2020 Altadena Town Council Meetings in the amount of \$18,000
 - 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 this 3rd day of April, 2020.

Liza Rodriguez, Office Administrator

Pasadena Community Access Corporation		
Statement of Financial Position		
As of March 31, 2020		
	Total	
	As of Mar 31, 2020	As of Jun 30, 2019
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	219,888	196,399
1130 Bank of America Capital - Restricted	124,958	227,280
1160 Paypal	6,058	1,268
1170 PFCU Savings (7181)	75,266	75,247
Total Bank Accounts	\$ 426,369	\$ 500,394
Accounts Receivable		
1200 Accounts Receivable	960	1,948
Total Accounts Receivable	\$ 960	\$ 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	\$ 427,430	\$ 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	\$ 563,697	\$ 641,745
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	5,248	5,894
2060 Divvy Credit Card	8	119
Total Credit Cards	\$ 5,255	\$ 6,013
Other Current Liabilities		
2100 Payroll Liabilities	5,619	18,234
2200 Accrued Vacation	21,623	21,623
2400 Accrued Liabilities	134	134
2800 Deferred Income	124,958	227,280
Total Other Current Liabilities	\$ 152,334	\$ 267,271
Total Current Liabilities	\$ 157,590	\$ 273,284
Total Liabilities	\$ 157,590	\$ 273,284
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	404,732	404,732
Net Income	37,647	
Total Equity	\$ 406,108	\$ 368,461
TOTAL LIABILITIES AND EQUITY	\$ 563,697	\$ 641,745

Pasadena Community Access Corporation							
Pro Forma P&L - March 2020							
FY 2020 YTD Actual vs FY 2020 Adopted Budget							
		vs. 9 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	4,180	6,000	(1,820)	-30.3%	8,000	(3,820)	-47.8%
Production Services	13,646	13,800	(154)	-1.1%	36,400	(22,754)	-62.5%
Program Services	4,652	7,800	(3,148)	-40.4%	12,000	(7,348)	-61.2%
Other Revenue	4,865	750	4,115	548.7%	1,000	3,865	386.5%
Total Income	752,593	753,600	(1,007)	-0.1%	1,024,400	(271,807)	-26.5%
Expenses							
Payroll Expenses	420,090	423,156	3,066	0.7%	579,055	158,965	27.5%
Payroll Taxes	37,043	37,238	195	0.5%	50,957	13,914	27.3%
Employee Benefits	65,990	85,256	19,267	22.6%	111,110	45,120	40.6%
Occupancy Expenses	151,426	153,690	2,265	1.5%	201,847	50,421	25.0%
Accounting & Audit	12,718	11,763	(955)	-8.1%	13,113	395	3.0%
Advertising & Marketing	1,452	2,700	1,248	46.2%	3,600	2,148	59.7%
Automobile Expense	754	1,088	333	30.6%	1,450	696	48.0%
Bank & Payroll Processing Fees	1,749	1,125	(624)	-55.4%	1,500	(249)	-16.6%
Board Materials & Expenses	49	90	41	45.6%	120	71	59.2%
Cable Drop Fees	1,740	3,206	1,465	45.7%	4,274	2,534	59.3%
Contract Labor	1,040	1,875	835	44.5%	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	1,259	1,215	(44)	-3.6%	1,620	361	22.3%
Office Expense	4,199	6,525	2,326	35.7%	8,700	4,501	51.7%
Production Expense	10,540	12,900	2,360	18.3%	16,000	5,460	34.1%
Professional Development	1,469	1,575	106	6.7%	2,100	631	30.0%
Travel & Lodging	1,065	3,000	1,935	64.5%	4,000	2,935	73.4%
Total Expenses	714,946	748,701	33,754	4.5%	1,024,400	309,454	30.2%
Net Operating Income	37,647	4,899	32,747	668.4%	-	37,647	
PEG Capital Income Recognized	300,050	142,500	157,550	110.6%	190,000	110,050	57.9%
PEG Capital Equipment Expense	300,050	142,500	(157,550)	-110.6%	190,000	110,050	57.9%

PCAC Administrative Update – March 2020

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

- Please refer to the Agenda Report in this packet regarding updates on PCAC operations during the COVID-19 pandemic.
- Pasadena Media recently received a check donation of \$500 from SoCalGas courtesy of George's participation with their Community Advisory Committee (CAC) meetings.
- Pasadena Media covered and televised Robert Gorski's Memorial service held in the courtyard at City Hall.
- Senator Feinstein has joined Congressman Schiff as a co-sponsor of the Protecting Community Television Act. We must keep reaching out to Congresswoman Chu and Senator Harris to let them know how invaluable we are, especially at a time like this.
- Please find Assemblymember Holden's letter to Charter regarding the lack of offering PEG channels in your packet.
- The normal preliminary budget meeting with City Staff was cancelled this year. Finance Dept. staff has reported that the recommended budget packet being prepared for City Council includes the proposed PCAC budget as the Board approved last month.

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

Operations Report - March 2020

Respectfully submitted by Chris Miller, Chief Operations Officer

- **UPDATE - Threat to Franchise Fees & PEG: Protecting Community Television Act**
Companion Senate and House bills would deflate the FCC's notion that "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. Senator Feinstein has signed on to co-sponsor S.3218, joining Congressman Schiff (an original co-sponsor of HR5659) as representatives that are responding to our concerns. Congresswoman Chu and Senator Harris have been unresponsive. While it is likely harder than before to reach these representatives, it is also the perfect time to let them know how invaluable we are at a time like this. I urge all of our stakeholders to keep reaching out to them.
- **Issue Delivering Arroyo to Charter: Completed**
The issue that occurred twice on Sunday mornings in which Arroyo video has frozen on a frame while audio continues has not reappeared so cannot determine a cause. We will continue to monitor.
- **Assisting Assemblymember Chris Holden with Letter to Charter: Completed**
Please find Assemblymember Holden's letter to Charter regarding the lack of offering PEG channels in HD on the next page.
- **PEG Equipment Installation: Ongoing**
The TelVue content distribution system arrived just before we implemented work-from-home protocols for the entire staff. Given the numerous advantages to the system, especially in a scenario where people are home all the time, we are fast-tracking the installation as much as we can. Once we receive hard drives next week, content can be migrated. After that process is complete, in theory, we can populate schedules and switch systems. The HP computers have also arrived, but have only been unboxed to verify that they are operable.
- **City Council Meeting Support: Ongoing**
Our staff supported the delivery of the March 17 City Council meeting as usual. While only two Councilmembers were present in the Chamber, other members participated via the phone conference bridge that is a part of the room's normal technical amenities. After the Safer At Home order, we worked with DoIT and City Clerk staff to develop a way to conduct meetings with all Councilmembers participating remotely while ensuring public participation. The March 30 meeting was successfully held using Zoom after numerous adjustments to Chamber technology including insertion of Chamber video as a Zoom user, audio routing, and closed captioning.
- **FY 2021 Budget: Ongoing**
The normal preliminary meetings between Department / Operating Company directors, the City Manager and Finance Department staff were canceled this year. Finance staff has reported that the recommended budget packet being prepared for City Council includes the proposed PCAC budget as the Board of Directors approved last month.

STATE CAPITOL
P.O. BOX 942849
SACRAMENTO, CA 94249-0041
(916) 319-2041
FAX (916) 319-2141

DISTRICT OFFICE
600 NORTH ROSEMEAD BLVD., SUITE 117
PASADENA, CA 91107
(626) 351-1917
FAX (626) 351-6176



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PROMOTION
ENVIRONMENTAL QUALITY AND THE GREEN
ECONOMY IN THE INLAND EMPIRE

CAUCUSES
CALIFORNIA LEGISLATIVE
BLACK CAUCUS

BOARD MEMBER
SANTA MONICA MOUNTAINS
CONSERVANCYBOARD

March 09, 2020

Peter Hidalgo
Director, Government Affairs
Charter Communications
212 S. Indian Hill Boulevard | Claremont, CA 91711

Dear Mr. Hidalgo,

I write today with concerns about Charter Communication's resistance to providing Public, Education and Governmental (PEG) channels in high definition (HD) for Californians. With HD television now ubiquitous in California homes, the time has come to provide this valuable local content to your customers in a manner they are accustomed to using. My constituents should not have to choose between prevailing quality images and truly local information.

Per the Digital Infrastructure and Video Competition Act of 2006 (DIVCA), PEG channels must be available on the lowest-cost tier. Currently, Charter's lowest-cost tier is limited to standard definition. However, there is no language in DIVCA or any other law stating that the channels cannot be made available in higher quality on other tiers. PEG facilities across the state have been producing content in HD for many years now and must downgrade their signals for distribution via Charter's networks. My sense is that this extra processing is unnecessary and costly for both Charter and PEG facilities.

The decision to withhold local content in its original HD format signals an unwillingness on Charter's part to meet community needs. This inaction undermines the spirit of both DIVCA and the 1984 Cable Act. PEG stations connect Californians with each other, their local governments, and their schools by bringing local content, news, municipal government meetings and proceedings, and emergency alerts directly to my constituents. I urge Charter to consider my concerns and make certain that your actions do not threaten the visibility of PEG channels.

Please feel free to contact my staff member, Ann Marie Hickambottom at 626.351.1917 or Ann.Hickambottom@asm.ca.gov with any questions you might have.

Sincerely,

Assemblymember Chris Holden
41st Assembly District

Cable Complaint Submission: 2020/03/27 J**** P****

Chris Miller

To: Corporate Escalations

Fri, Mar 27, 2020 at 2:55 PM

We received the following webform from J**** P**** this morning in which he describes internet service issues and requests that the equipment problems get resolved. I was not able to reach him via phone, so I have no more information than you see below. Please follow up with him at your earliest convenience.

Chris Miller

Chief Operations Officer

Pasadena Media

150 S. Los Robles Ave., Suite 101

Pasadena, CA 91101

626-794-8585 x 105

----- Forwarded message -----

From: J**** P****

Date: Fri, Mar 27, 2020 at 11:41 AM

Subject: Cable Complaint Submission: 2020/03/27 J**** P****

Name: J**** P****

Street Address: *** E. California Blvd., #***

City/ State/ Zip Code: Pasadena

Email: J****.P****@gmail.com

Phone: 720*****5

Location Where Issue Occurred: Home

Choose Cable Provider: Charter Spectrum

Type of Issue: Equipment Malfunction

Description of Issue:

Account number:

I have had them for the last 10 months. Spectrum internet has been consistently awful.

Dropping out many times per week, sometimes for hours. This is totally unacceptable since I work from home, I've missed important meetings and this is costing me my livelihood.

I have tried contacting them about this several times but they have been completely unhelpful. Downright condescending sometimes. Wait times on customer service lines are 45 minutes plus.

I am hunting for a new provider. Do not consider Spectrum as your internet provider, no matter the cost.

Resolution Requested: Diagnose and fix the equipment problems.
Refund for the inaccessible service.

Community Development Report - March 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
March	-	32	21	-
February	12	38	23	46

TRAINING	Orientation	Other Classes
March	Cancelled Due to Safer-At-Home Order	

Total Class Enrollments - 2020 Total Year: 139

Highlights:

- *Pasadena Media News* moves to local daily news related content
- CD Team is in discuss with community producers in creating online live streaming shows for the ARROYO Facebook Channel
- The development and production of Pasadena Media and ARROYO Safer-At-Home Video Content

Safer-At-Home Highlight Videos:

Safer-At-Home Stories - Call For Entries: Community members submit community stories through various social media platforms and ARROYO. <https://youtu.be/F3VzHqMQW40>

Social Media Tutorials:

How To Go Live To Instagram Tutorial - <https://youtu.be/qYQsKRrDWY0>

Safer-At-Home Video Production Tutorials:

5 Easy Tips for Shooting With a Smartphone - <https://youtu.be/LaG0CL3q-BA>

Community Outreach & Networking:

- CalTech TechReach site was not completed due to Caltech closures

Business/Personal Development:

- Leadership Pasadena - Project: Homelessness

Grant(s):

- Comcast NBCUniversal "Project Innovation": \$50,000 - Waiting for Award Announcement
- Researching into COVID-19-related grant opportunity

Social Media Analytics

Facebook Page	March 2020	February 2020	Year To Date	Definition
Reach	17,706	7,732	15,955	The number of unique individuals who have actually seen any content related to your Facebook Page.
Views	488	573	1,144	The total number of times your Facebook Page was viewed.
Engagement	1,139	622	1,178	A Like, Comment, Share or click received on a post from your Page.
Clicks	1,251	604	1,177	The number of clicks on links within the ad/post that led to destinations or experiences, on or off Facebook.
Likes	26	16	37	People who Like your Facebook Page.

YouTube Channel	March 2020	February 2020	Year To Date	Definition
Views	6,810	6,838	14,255	The total number of times the YouTube channel was viewed during the time period you select.
Comments	9	27	30	The number of comments received on the channel.
Likes	83	86	165	People who Like a video in your channel.
Subscribers	30	36	59	People who have chosen to “follow” your channel to stay updated with your latest videos.

Followers	Current	Change YTD
Instagram	3,913	-1 %
Twitter	1,905	+1 %

Production Report - March 2020

Respectfully submitted by Bobbie Ferguson, Head of Production

Type of Production	Monthly Total
Studio Productions and Preproduction Meetings	23
Arroyo Originals - Studio	4
Arroyo Originals - Field	0
KPAS/City Productions	17
Pro Services	1
Special Projects	1

- Completed Programs:
 - Gamble House Conservancy Press Conference
 - Census PSAs
 - Memorial for Robert Gorski
 - One City, One Story 2020
 - Pasadena Transit's 25th Anniversary
 - Mayor Tornek's COVID-19 PSAs
 - Temporary Parking Policy PSA
 - Prep Wisely PSA
 - City of Pasadena Website and Social Media PSA
 - Meditation Moment

Agenda Report

Operational Update During COVID-19 Pandemic

April 7, 2020

Recommendation:

The following report is for information only. No action is required.

Executive Summary:

The health and well-being of our community is our top priority. In addition, our organization is uniquely positioned to assist Pasadenans during an extended emergency. This report lists the various steps that staff has taken during the past few weeks related to the COVID-19 pandemic crisis.

Background:

On March 13, the facility was closed to the public indefinitely. All classes, studio productions, editing reservations and equipment checkouts are cancelled until further notice. Community programming can continue to be submitted online.

On March 16, staff began working from home with some coming into the studio as necessary for technical operations and administrative support. Staff has been provided with protective masks, gloves, disinfecting spray and wipes for all in-studio or field work assignments. We continue to have daily admin and weekly all-staff web conferences. Hours of operations remain Monday thru Friday from 10 am to 6 pm, with staff available to assist the community via phone and email. Operations staff implemented remote login procedures for critical machines. Administrative duties/operations continue in areas such as accounts payable, admin support, payroll and benefits.

Successfully executed and televised the first City Council meeting conducted via a Zoom web conference. All Councilmembers participated and City Manager Steve Mermell, City Clerk Mark Jomsky and City Attorney Michelle Bagneris were in the Council Chambers. Pasadena was one of the first cities in the region to hold their City Council meeting virtually. We have received many compliments and questions regarding how we accomplished this task.

Since March 20, staff has been working with PIO Lisa Derderian and Mayor Tornek to record public service announcements regarding the COVID-19 crisis in the studio. These PSAs are shared via the City of Pasadena and Pasadena Media's social media platforms, as well as the KPAS bulletin board.

Staff has supported captioning and subtitling for videos created by the City Manager and the Public Health Department Director.

Staff has implemented 24/7 crawls on KPAS, Arroyo and PCCtv that update the community on important announcements from the City, County, State, and PCC.

Staff has been working with the City of Pasadena's Parks, Recreation and Community Services Department to create a virtual exercise series for the community to stay active called *Rec Connect*.

Staff has been producing additional informative content for the KPAS and Arroyo bulletin boards, including PSAs focused on discouraging hoarding, directing the community to the City of Pasadena's website and social media platforms, and information about the temporary parking policy.

Staff has augmented KPAS and Arroyo bulletin boards with numerous PSAs from CDC, CDPH, AdCouncil, and others.

Pasadena Media News has shifted focus to local daily stories related to the COVID-19 pandemic.

The *NewsRap* local news brief segment has also shifted focus to stories related to COVID-19.

Staff is developing a call-in show to air on Arroyo with goals of aiding community communication and wellness.

Staff is soliciting Safer-At-Home video content from the community to be packaged for Arroyo.

Staff is creating various tutorials to ensure our community continues to have the tools it needs to effectively create and communicate including videos on how to submit shows and editing tips.

Admin has provided an extension on our accounts receivable for those who are financially impacted by COVID-19.

Operations staff are fast-tracking the TelVue content distribution installation as much as possible to take advantage of the new features as soon as possible.

Fiscal Impact:

This agenda report is an informational item on operational changes during the COVID-19 pandemic. There is no action proposed by this agenda item that would result in a fiscal impact.