

**PASADENA COMMUNITY ACCESS CORPORATION (PCAC)**

**MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC CITIZENS  
ADVISORY COMMITTEE FOR MARCH 27, 2019**

**MEETING HELD AT PASADENA COMMUNITY ACCESS CORPORATION,  
150 S. LOS ROBLES AVE., SUITE 101, PASADENA, CALIFORNIA, 91101**

**REGULAR MEETING**

**1. INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL**

Committee Chair Phil Hopkins called the meeting to order at 6:15 p.m.

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

Robert Gorski

Mic Hansen

Phil Hopkins (Chair)

Roberta Martinez

Jan Sanders

Ishmael Trone

Sheryl Turner

Tim Winter

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 28, 2019 SPECIAL MEETING**

Motion to approve by Trone, second by Gorski. Approved with unanimous consent.

**3. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA**

No public comment.

**4. OLD BUSINESS**

- PRESENTATION OF COMMUNITY OUTREACH AD HOC SUBCOMMITTEE REPORT TO PCAC BOARD ON FEBRUARY 5, 2019 (Hopkins)
  - Information Item
  - Positive reaction to the Subcommittee Report list of possible actions. Some actions involving direct costs (e.g., promotional direct mailers or postcards) were discussed but were not viewed as supported by the current PCAC budget. Another significant discussion regarded baseline demographics of viewership and establishing consistent metrics for both cablecast and Internet-based (e.g., YouTube, Roku, Pasadena Media Web site) content delivery.

## 5. NEW BUSINESS

- STAFF PRESENTATION TO CITY COUNCIL RE: CAC TERMS OF SERVICE (Miller)
  - Information Item
  - Referral from the City Council to the Ed/Tech Committee to determine (1) whether the CAC should continue to appear in the Municipal Code and (2) if so whether the staff's recommendations are appropriate.
  - Staff will calendar a presentation to Ed/Tech.
  - CAC Ad Hoc Subcommittee established to support Municipal Code update initiative
    - Hopkins
    - Turner
    - Sanders
    - Martinez
    - Gorski
    - Winter (alternate)

## 6. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Turner: PCAC fundraiser idea, grant proposals in the pipeline
- Gorski: "Access for All" show on the Arroyo Channel is new, CAC members requested to assist with promotion and production as available
- Martinez: Recommend circulation of forthcoming agendas to La Opinion

## 7. ADJOURNMENT

Motion to adjourn by Martinez, Second by Gorski. Meeting adjourned with unanimous consent at 7:10 pm.

## FUTURE MEETING DATES

March 25<sup>th</sup>, 2020 (Regular Meeting)

Special meetings calendared as required

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