

**AGENDA SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, August 3, 2021**

BOARD OF DIRECTORS

Vacant (District 1)
Jan Sanders, Treasurer (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 (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 Operating Officer
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.

Items 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. PROVIDING AT LEAST 72 HOURS ADVANCE NOTICE WILL HELP ENSURE AVAILABILITY.

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 pursuant to Executive Order N-29-20 issued by Governor Gavin Newsom on March 17, 2020, a special meeting of the Pasadena Community Access Corporation Operating Company (dba Pasadena Media) is scheduled for **Tuesday, August 3, 2021**, starting at **5:00 p.m.**

PASADENA MEDIA IS CLOSED TO THE PUBLIC UNTIL FURTHER NOTICE. PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020, THIS MEETING WILL TAKE PLACE SOLELY BY VIDEOCONFERENCE/TELECONFERENCE.

Members of the public may participate electronically in the open session portion of the meeting by accessing the livestream at <http://pasadenamedia.org>.

In order to facilitate public participation at meetings held solely by electronic means, public comments may be provided through the following webpage: pasadenamedia.org/agenda-comments.

AGENDA

PUBLIC SESSION

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 JUNE 1, 2021 BOARD SPECIAL MEETING MINUTES
 - Motion to Approve
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- NEW BUSINESS
 - APPROVAL OF MEMORANDUM OF UNDERSTANDING FOR IMPLEMENTATION OF A CALIFORNIA HUMANITIES NEXTGEN GRANT WITH PASADENA UNIFIED SCHOOL DISTRICT, PASADENA EDUCATIONAL FOUNDATION, AND STARS IN THE AMOUNT OF \$15,000.
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 Pasadena Unified School District, Pasadena Educational Foundation, and Lake Avenue Community Foundation, Inc. d/b/a STARS to implement a California Humanities NextGen Grant in the amount of \$15,000.
 - 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 30th day of July, 2021.

Liza Rodriguez, Office Administrator

**PASADENA COMMUNITY ACCESS CORPORATION
BOARD OF DIRECTORS
SPECIAL MEETING
150 S LOS ROBLES AVE
PASADENA, CA 91101**

Minutes of Pasadena Community Access Corporation

This regular meeting of the PCAC Board of Directors was held on Tuesday, June 1st, 2021.
MEETING HELD VIA ZOOM VIDEOCONFERENCE/TELECONFERENCE.

SPECIAL MEETING – 5:00 P.M.

I. INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL

- President Howell called the meeting to order at 5:05 p.m.

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

Ann Marie Hickambottom, District 1, absent
Jan Sanders, District 2, present
Anna Hawkey Jablonski, District 3, present
Perry Helm, District 4, absent
Yuny Parada, District 5, present
Ken Chawkins, Vice-President, District 6, present
Sally Howell, President (District 7), present
Gail Schaper-Gordon, Mayor's Representative, present
Beth Leyden, Secretary, PUSD Representative, present
Alex Boekelheide, PCC Representative, present
Lisa Derderian, City/City Manager Representative, present

Staff:

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

II. APPROVAL OF MARCH 9TH, 2021 BOARD SPECIAL MEETING MINUTES

Motion to Approve: *Gail Schaper-Gordon moved to approve minutes for March 9th, 2021. Seconded by Jan Sanders. The motion passed unanimously. No public comment.*

III. TREASURER REPORT

- Treasurer's report presented by Treasurer Gail Schaper-Gordon per agenda packet. Information item only. No public comment.

IV. EXECUTIVE DIRECTOR REPORT

- Executive Director's report presented by ED/CEO George Falardeau and staff

- per agenda packet. Information item only. No public comment.
- Pasadena Media won the 2021 Alliance for Community Media Hometown Award in the prestigious category of Overall Excellence in Public, Education or Government (PEG) \$650,000 - \$1,000,000. This is the second time (previous win in 2019) Pasadena Media has won this National Award for overall excellence in local TV programming. Congratulations!!
- Pasadena Media in collaboration with the Pasadena Unified School District, the Pasadena Educational Foundation, and STARS was awarded a California Humanities Grant in the amount of \$15,000 for the Pasadena Youth Voices Podcast (PYVP) project.

V. NEW BUSINESS

• FY22 PCAC BOARD OFFICER NOMINATIONS AND ELECTION

○ Action Item

1. **MOTION:** *Yuny Parada moved (as amended by Ken Chawkins) to elect the following slate of officers for FY2021-22:*

- a. **President** – Sally Howell
- b. **Vice President** – Ken Chawkins
- c. **Treasurer** – Jan Sanders
- d. **Secretary** – Beth Leyden

Seconded by Gail Schaper-Gordon. The motion passed unanimously. No public comment.

• APPOINTMENT 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

1. **MOTION:** *Jan Sanders moved to approve the members of the PCAC Citizens Advisory Committee as detailed above. Seconded by Yuny Parada. The motion passed unanimously. No public comment.*
2. **Note:** The PCAC CAC voted Phil Hopkins as Chairman.

VI. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Tabled due to limited time.

VII. ADJOURNMENT

- Motion to adjourn by Gail Schaper-Gordon. Seconded by Beth Leyden. Meeting adjourned at 6:13pm.

FUTURE MEETING DATES

- July 6th, 2021
- August 3rd, 2021

Pasadena Community Access Corporation
Statement of Financial Position

As of June 30, 2021

	Total	
	As of Jun 30, 2021	As of Jun 30, 2020 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	255,065	206,979
1130 Bank of America Capital - Restricted (9451)	331,654	176,207
1160 Paypal	1,000	6,110
1170 PFCU Savings (7181)	75,313	75,275
Total Bank Accounts	\$ 663,232	\$ 464,770
Accounts Receivable		
1200 Accounts Receivable	2,740	1,813
Total Accounts Receivable	\$ 2,740	\$ 1,813
Other Current Assets		
1190 Undeposited Funds	200	0
1300 Prepaid Expenses	242	0
1330 Prepaid Insurance	0	2,828
Total Other Current Assets	\$ 442	\$ 2,828
Total Current Assets	\$ 666,414	\$ 469,412
Fixed Assets		
1600 Production Equipment	437,419	437,419
1635 Leasehold Improvements	93,898	93,898
1650 Accumulated Depreciation	-363,674	-312,078
1660 Accumulated Depreciation - LHI	-54,775	-39,125
Total Fixed Assets	\$ 112,868	\$ 180,113
Other Assets		
1800 Security Deposit	12,420	12,420
Total Other Assets	\$ 12,420	\$ 12,420
TOTAL ASSETS	\$ 791,701	\$ 661,944
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	3,689	5,487
2060 Divvy Credit Card	-44	0
Total Credit Cards	\$ 3,645	\$ 5,487
Other Current Liabilities		
2100 Payroll Liabilities	22,143	19,351
2200 Accrued Vacation	33,819	32,291
2400 Accrued Liabilities	0	3,382
2800 Deferred Income	331,654	176,207
Total Other Current Liabilities	\$ 387,616	\$ 231,230
Total Current Liabilities	\$ 391,261	\$ 236,717
Total Liabilities	\$ 391,261	\$ 236,717
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	461,499	461,499
Net Income	-24,787	
Total Equity	\$ 400,441	\$ 425,228
TOTAL LIABILITIES AND EQUITY	\$ 791,701	\$ 661,944

Pasadena Community Access Corporation
Statement of Financial Position

As of July 31, 2021

	Total	
	As of Jul 31, 2021	As of Jun 30, 2021 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	425,824	255,065
1130 Bank of America Capital - Restricted (9451)	331,654	331,654
1160 Paypal	1,097	1,000
1170 PFCU Savings (7181)	75,313	75,313
Total Bank Accounts	\$ 834,087	\$ 663,232
Accounts Receivable		
1200 Accounts Receivable	9,020	2,740
Total Accounts Receivable	\$ 9,020	\$ 2,740
Other Current Assets		
1190 Undeposited Funds	0	200
1300 Prepaid Expenses	242	242
Total Other Current Assets	\$ 242	\$ 442
Total Current Assets	\$ 843,349	\$ 666,414
Fixed Assets		
1600 Production Equipment	437,419	437,419
1635 Leasehold Improvements	93,898	93,898
1650 Accumulated Depreciation	-363,674	-363,674
1660 Accumulated Depreciation - LHI	-54,775	-54,775
Total Fixed Assets	\$ 112,868	\$ 112,868
Other Assets		
1800 Security Deposit	12,420	12,420
Total Other Assets	\$ 12,420	\$ 12,420
TOTAL ASSETS	\$ 968,637	\$ 791,701
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	5,515	3,689
2060 Divvy Credit Card	0	-44
Total Credit Cards	\$ 5,515	\$ 3,645
Other Current Liabilities		
2100 Payroll Liabilities	20,660	22,143
2200 Accrued Vacation	33,819	33,819
2800 Deferred Income	331,654	331,654
Total Other Current Liabilities	\$ 386,133	\$ 387,616
Total Current Liabilities	\$ 391,649	\$ 391,261
Total Liabilities	\$ 391,649	\$ 391,261
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	436,712	436,712
Net Income	176,547	
Total Equity	\$ 576,988	\$ 400,441
TOTAL LIABILITIES AND EQUITY	\$ 968,637	\$ 791,701

Pasadena Community Access Corporation

Pro Forma P&L - June 2021

FY 2021 YTD Actual vs FY 2021 Adopted Budget

		vs. 12 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY21 Budget	\$	%
Income							
City of Pasadena	967,000	967,000	-	0.0%	967,000	-	0.0%
Contributions & Grants	11,973	8,000	3,973	49.7%	8,000	3,973	49.7%
Production Services	32,683	31,900	783	2.5%	31,900	783	2.5%
Program Services	2,790	8,000	(5,210)	-65.1%	8,000	(5,210)	-65.1%
Other Revenue	189	1,000	(811)	-81.1%	1,000	(811)	-81.1%
Total Income	1,014,635	1,015,900	(1,265)	-0.1%	1,015,900	(1,265)	-0.1%
Expenses							
Payroll Expenses	542,516	594,779	52,263	8.8%	594,779	52,263	8.8%
Payroll Taxes	45,172	51,746	6,574	12.7%	51,746	6,574	12.7%
Employee Benefits	93,776	106,700	12,924	12.1%	106,700	12,924	12.1%
Occupancy Expenses	213,396	213,838	442	0.2%	213,838	442	0.2%
Accounting & Audit	16,265	13,523	(2,742)	-20.3%	13,523	(2,742)	-20.3%
Advertising & Marketing	2,189	3,600	1,411	39.2%	3,600	1,411	39.2%
Automobile Expense	637	1,450	813	56.0%	1,450	813	56.0%
Bank & Payroll Processing Fees	1,540	1,700	160	9.4%	1,700	160	9.4%
Board Materials & Expenses	-	120	120	100.0%	120	120	100.0%
Cable Drop Fees	8,548	8,100	(448)	-5.5%	8,100	(448)	-5.5%
Contract Labor	-	2,200	2,200	100.0%	2,200	2,200	100.0%
Dues and Subscriptions	2,221	3,500	1,279	36.6%	3,500	1,279	36.6%
Legal & Professional Fees	20,000	20,000	-	0.0%	20,000	-	0.0%
Licenses, Permits & Other Fees	281	154	(127)	-82.2%	154	(127)	-82.2%
Meals & Entertainment	377	1,740	1,363	78.3%	1,740	1,363	78.3%
Office Expense	4,414	8,000	3,586	44.8%	8,000	3,586	44.8%
Production Expense	18,702	21,000	2,298	10.9%	21,000	2,298	10.9%
Professional Development	1,919	2,100	181	8.6%	2,100	181	8.6%
Travel & Lodging	225	2,650	2,425	91.5%	2,650	2,425	91.5%
Total Expenses	972,177	1,056,900	84,723	8.0%	1,056,900	84,723	8.0%
Net Operating Income	42,458	(41,000)	83,458	-203.6%	(41,000)	83,458	-204%
PEG Capital Income Recognized	41,066	190,000	(148,934)	-78.4%	190,000	(148,934)	-78.4%
PEG Capital Equipment Expense	41,066	190,000	148,934	78.4%	190,000	(148,934)	-78.4%

Pasadena Community Access Corporation

Pro Forma P&L - July 2022

FY 2022 YTD Actual vs FY 2022 Adopted Budget

		vs. 1 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY22 Budget	\$	%
Income							
City of Pasadena	241,750	241,750	-	0.0%	967,000	(725,250)	-75.0%
Contributions & Grants	2,600	667	1,933	290.0%	8,000	(5,400)	-67.5%
Production Services	8,110	1,533	6,577	428.9%	31,900	(23,790)	-74.6%
Program Services	2,600	300	2,300	766.7%	8,000	(5,400)	-67.5%
Other Revenue	-	83	(83)	-100.0%	1,000	(1,000)	-100.0%
Total Income	255,060	244,333	10,727	4.4%	1,015,900	(760,840)	-74.9%
Expenses							
Payroll Expenses	39,077	45,231	6,154	13.6%	588,008	548,931	93.4%
Payroll Taxes	2,991	4,297	1,306	30.4%	55,861	52,869	94.6%
Employee Benefits	16,138	19,338	3,200	16.5%	117,771	101,633	86.3%
Occupancy Expenses	15,992	17,600	1,608	9.1%	226,711	210,719	92.9%
Accounting & Audit	450	450	-	0.0%	14,015	13,565	96.8%
Advertising & Marketing	784	300	(484)	-161.3%	3,600	2,816	78.2%
Automobile Expense	-	121	121	100.0%	1,450	1,450	100.0%
Bank & Payroll Processing Fees	190	142	(48)	-33.9%	1,700	1,510	88.8%
Board Materials & Expenses	-	10	10	100.0%	120	120	100.0%
Cable Drop Fees	111	142	31	21.9%	8,100	7,989	98.6%
Contract Labor	-	100	100	100.0%	1,200	1,200	100.0%
Dues and Subscriptions	-	-	-		3,500	3,500	100.0%
Legal & Professional Fees	-	-	-		20,000	20,000	100.0%
Licenses, Permits & Other Fees	-	-	-		174	174	100.0%
Meals & Entertainment	-	145	145	100.0%	1,740	1,740	100.0%
Office Expense	410	667	256	38.5%	8,000	7,590	94.9%
Production Expense	2,370	1,698	(672)	-39.6%	21,000	18,630	88.7%
Professional Development	-	175	175	100.0%	2,100	2,100	100.0%
Travel & Lodging	-	100	100	100.0%	2,650	2,650	100.0%
Total Expenses	78,513	90,514	12,002	13.3%	1,077,700	999,187	92.7%
Net Operating Income	176,547	153,819	22,728	14.8%	(61,800)	238,347	-386%
PEG Capital Income Recognized	-	15,833	(15,833)	-100.0%	190,000	(190,000)	-100.0%
PEG Capital Equipment Expense	-	15,833	15,833	100.0%	190,000	(190,000)	-100.0%

PCAC Administrative Report – June to July 2021

Respectfully submitted by George Falardeau, Chris Miller & Aaron Wheeler

- Pasadena Media staff has returned to work on a limited basis. Similar to the City, proof of vaccination is required from all employees. We are anticipating bringing all staff back full time in October pending guidance from the Pasadena Public Health Department. Safety measures such as temperature checks and face masks remain in place, while services such as equipment check-in/out and studio usage remain available by reservation only.
- We are pleased to announce that a candidate for the position of Head of Production has been identified. This after reviewing over one hundred applicants by the administrative staff. This position is the hub of Pasadena Media's production operations and is critical to our success. After identifying three outstanding finalists, an offer of employment was made to the most qualified; Chris Miller to give details.
- As we announced at our last board meeting, PCAC in conjunction with Pasadena Unified School District (PUSD), Pasadena Educational Foundation (PEF), and STARS, have been awarded a \$15,000 grant for our Youth Voices Podcast Project. The Memorandum of Understanding regarding this grant developed by Assistant City Attorney Javan Rad, COO Chris Miller, and the grant partners is on tonight's agenda.
- On June 7, 2021, we presented our Annual PCAC Budget to the City of Pasadena. Given the shortfall of income for the City, we were asked to keep our general fund request flat. As discussed at our last two meetings, PCAC will rely on our reserve to cover the approximately \$60,000 shortfall including increased costs from occupancy and healthcare expenses. In addition, operational savings from last fiscal year will go to our reserve.
- Having served on SoCalGas Company's Community Advisory Committee (CAC) for over a decade, ED/CEO's term has ended. SoCalGas has generously donated \$2,500 to Pasadena Media for his years of service. In total, SoCalGas has donated \$11,500 to Pasadena Media since 2017.

- Audit review by Clifton Larsen Allen LLP is in progress. We anticipate a clean audit to be completed by September.
- An increase in Production Services due to the pandemic and shift to Zoom productions, have boosted the communities' need for Pasadena Media's production assistance. Current pro-service projects include First Tee - Greater Pasadena, Pasadena Symphony and Pops, Professional Child Development Associates (PCDA), and SCHOOL Yoga; Chris to give further details.
- We were pleased to provide a production crew to record Leadership Pasadena's graduation ceremony. This outstanding organization creates leaders in our community and, as a reminder, our own Aaron Wheeler is a graduate.
- Mayor Victor Gordo continues to give his updates from both his City Hall office and home. These Mayoral messages air on KPAS.
- ED/CEO met with former mayor Bill Bogaard, a long-time supporter of Pasadena Media, to discuss our change of operations due to the pandemic and our efforts to reach out to our community producers and the city population overall. Further discussed our upcoming guests for *Arroyo Live* and our new version of *NewsRap* with a greater local focus hosted by Justin Chapman.
- Met with Friends In Deed (FID) Executive Director & PCAC Citizens Advisory Committee (CAC) member Josh Grater & San Rafael Neighborhood Association (SRNA) President Robin Salzer to discuss efforts by FID and the City of Pasadena in regards to the city's homelessness issues. It is anticipated that Josh will utilize this information for a future program in our podcast studio.
- Facilitated a meeting with City of Pasadena Public Information Officer (PIO) Lisa Derderian and SRNA President Robin Salzer to discuss the "National Night Out" event in District 6. This is one of the several events throughout the city honoring both Police Officers and Firefighters for their service.
- ED/CEO and COO met with Vice President Joel Riegsecker and Senior Account Manager Lisa DeFazio of Leavitt Group regarding Pasadena Media's Health Benefits and Open Enrollment, which has been completed.

- Met with District 4 Councilmember Gene Masuda's Field Representative Noreen Sullivan to discuss highlights in his district and upcoming city events.
- ED/CEO attended numerous meetings such as: SoCalGas CAC, Pasadena Rotary Board, Pasadena Chamber of Commerce Foundation, San Rafael Neighborhood Association (SRNA), and Pasadena Rotary.
- Pasadena Media staff has facilitated various City Council, Committee and District virtual meetings and events including the Playhouse Park Groundbreaking ceremony and City staff announcements.

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

Operations Report – June - July 2021

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - Enhanced Operations for Prolonged COVID-19 Pandemic:** Ongoing
Studio and edit bay usage is still available by appointment Mon., Wed., and Fri. Protocols including temperature checks, health questionnaires, masking, social distancing, and frequent cleaning are also still in place. Staff currently work approx. half in the building and half remote. We are following the City's lead on requiring vaccinations for staff and intend to return to in-person work as soon as is safe.
- **UPDATE - COVID-19 Testing and Vaccinations Among Staff:** Ongoing
No staff members have tested positive for the virus since early October 2020. At this point, only one staff member is not fully vaccinated.
- **Head of Production Hiring: In Progress**
We continually evaluate our needs in light of our augmented operations due to the pandemic. Since the departure of our Head of Production in September 2020, we have had several staff serving temporary assignments and worked through several other staff changes. As discussed during our budget process, we posted the Head of Production position in July. We are excited to announce that a highly skilled and experienced candidate has accepted the position and will start August 16. Our staff is still short one part-time Studio Coordinator position from our pre-pandemic workforce. We expect to fill that position prior to resuming our full community offerings.
- **Arroyo Charter Outage 6/7: Completed**
The power supply in the modulator that delivers Arroyo to Charter failed, so I swapped the modulator with a spare. When trying to obtain service, we were told that the manufacturer no longer repairs these units which have been out of production for some time. We are obtaining a few other used units and will continue inquiring with Charter about upgrading to current delivery methods.
- **Van Repairs: In Progress**
On July 7, staff attempted to retrieve the van from its normal spot in the Paseo's Green Street parking garage and noted that the passenger window had been shattered and the catalytic converter had been stolen. The damages are covered under our insurance with a \$500 deductible. In addition, approximately \$600 in supplies were stolen, which is less than our \$1,000 property deductible. The window has been replaced, though we expect the catalytic converter to be replaced late next week at the earliest. Staff have traveled to production locations around town in their personal vehicles, though it is a priority for us to provide a vehicle for productions with significant equipment needs. As a reminder, we intend to replace this 2003 cargo van and the previously-sold 1980 production truck with a new multipurpose vehicle this fall.
- **Power Outage 7/30: Completed**
For approximately two hours on the morning of July 30, an issue at Water and Power caused an intermittent power outage that affected our building. After power was restored, staff was able to return all systems to normal.

RE: Cable Complaint: | 4980416733909678495 - G*****

Regulatory.Complaints <Regulatory.Complaints@charter.com>
To: "chris@pasadenamedia.org" <chris@pasadenamedia.org>

Fri, Jun 4, 2021 at 8:23 AM

Good Morning Mr. Miller,

On May 29, 2021, we deployed a Technical Operations supervisor to Mr. G*****'s residence, and it was determined that a prior technician did not properly address the referenced service issues. Please note that feedback was provided to the prior technician for coaching and retraining purposes.

After replacing a faulty exterior signal amplifier, the supervisor verified that Mr. G*****'s service was then operating at the expected level. Our records reflect that a prior agent applied the appropriate credit in the amount of \$32.48 to Mr. G*****'s account for the verified service issue.

We regret any inconvenience Mr. G***** may have experienced. Please do not hesitate to contact us if you have any questions.

Regards,

Rainbow



[Rainbow Burhenn](#) | Paralegal |

[6360 S Fiddlers Green Circle](#) | [Greenwood Village CO 80111](#)

From: Chris Miller <chris@pasadenamedia.org> **Sent:** Friday, May 28, 2021 4:20 PM

We received this webform a few minutes ago regarding phone and internet issues. Please contact the customer to resolve and let us know when resolution is reached. Thank you.

Fri, May 28, 2021 at 1:07 PM:	Name	E***** G*****
	Address	Street Address: ### E. Washington Blvd U*** # City: Pasadena State / Province: CA Postal / Zip Code: 91104
	E-mail	e*g*****#####@gmail.com
	Phone Number	(626) ###-####
	Location where the problem occurred.	Home
	Choose your Cable Provider	Charter Spectrum
	Type of Issue	Equipment Malfunction
	Description of Issue	Billing Issue regarding credit on top of equipment malfunction issue stated. Internet is not working ,uses wifi so there's no box in the house. Signal is poor. Phone line is also affected because the signal is bad. Technician failed to call with an update to check the poll outside for other potential issues.
	Resolution Requested	Please fix my internet and phone line asap.

Community Development Report – June - July 2021

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

MEMBERS	New Volunteers (Free)	Active Trainees & Producers (Paid)
2021 Season 1 (June)	2	27
2021 Season 2 (July)	6	21

PROGRAMMING	New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
June - Season 1	15	25	57	6
July - Season 2	8	15	15	8

TRAINING	Orientation	Other Classes
2021 Season 1: June	5	9
2021 Season 2: July	11	10

Total Class Enrollments - 2021 Total Year: 76

Social Media Analytics

Facebook Page	June-July 2021	Mar. - May 2021	Year To Date	Definition
Reach	5,918	23,117	39,055	The number of unique individuals who have actually seen any content related to your Facebook Page.
Views	254	484	1,139	The total number of times your Facebook Page was viewed.
Engagement	358	768	1,662	A Like, Comment, Share or click received on a post from your Page.
Clicks	255	750	1,560	The number of clicks on links within the ad/post that led to destinations or experiences, on or off Facebook.
Likes	22	19	69	People who Like your Facebook Page.

YouTube Channel	June - July 2021	Mar.-May 2021	Year To Date	Definition
Views	10,654	36,122	68,730	The total number of times the YouTube channel was viewed during the time period you select.
Comments	11	66	118	The number of comments received on the channel.
Likes	130	285	602	People who Like a video in your channel.
Subscribers	44	126	252	People who have chosen to “follow” your channel to stay updated with your latest videos.

Followers	Current
Instagram	3,769
Twitter	2,094

Pasadena Media Membership Marketing Strategy

Where is our AUDIENCE?

In Real Life (IRL)



Social Media



IRL ACTION PLAN

GUERRILLA MARKETING	CHARTER & HOME SCHOOLING	ORGANIZATIONAL PRESENTATIONS	CITYWIDE PROMOTION
Tactics: <ul style="list-style-type: none"> Flyers Placement Man on Street: POV Booth and Fairs Community Presentations 	Offer Paid Group Training Program Become a Homeschool vendor. <ul style="list-style-type: none"> Promote membership in Charter and Homeschool online groups Develop paid curriculum and selling it 	Reach Cultural Centers and Association <ul style="list-style-type: none"> Armenian CC Japanese Institute Alkebulan Center ARC Pasadena Alliance Française Neighbor Associations 	Access to City of Pasadena's Internal Display Screen to loop in Arroyo/KPAS channels Monitor locations: <ul style="list-style-type: none"> City Hall Villa Park Victor Park Robinson Park Libraries

SOCIAL MEDIA MARKETING

PLATFORMS



BRANDING CAMPAIGN

- VIDEO TESTIMONIES - CLIPS
- SHOW SHORT - CLIPS
- TELL YOUR STORY STORIES - CLIPS
- PAID ADS
- VIDEO PROMO AIRS AFTER PRODUCTIONS
- PODCASTS: PM GET AUDIO ACKNOWLEDGMENT (PRE-MADE)

Production Report – June - July 2021

Respectfully submitted by Chris Miller, Chief Operating Officer

Type of Production	June	July
Member Productions and Preproduction Meetings	5	11
Arroyo Originals - Studio	3	3
Arroyo Originals - Field	0	0
KPAS/City Productions	22	13
Pro Services	6	4
Special Projects	0	1

Completed Program Highlights:

- Worked with five different Pro Service clients
- Recorded Museums Reopening PSA with Councilmember Tyron Hampton
- Resumed production of *Recreation Rundown* series with Parks, Recreation and Community Services Dept.
- Assisted with and recorded both the July 4th Safety and the Phos-Chek Application Press Conferences
- Carried *Doing Business With The City* and *One City, One Story* events live on KPAS
- Recorded and aired Pride Flag Raising, Fire Chief Swearing-In and Playhouse Park Groundbreaking ceremonies on KPAS
- Assisted with and recorded six Redistricting Workshops
- Recorded Mayor's messages from his office and backyard
- Staff continues the increased live coverage of City Council Committee meetings broadcast live on KPAS

Agenda Report

California Humanities NextGen Grant MOU

August 3, 2021

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) (Common Sense Exemption);
- B. Authorize the Executive Director/CEO to enter a contract with Pasadena Unified School District, Pasadena Educational Foundation, and Lake Avenue Community Foundation, Inc. d/b/a STARS to implement a California Humanities NextGen Grant in the amount of \$15,000;

Background:

PCAC, in cooperation with Pasadena Unified School District (PUSD), Pasadena Educational Foundation (PEF), and STARS, applied for a California Humanities NextGen Grant for Emerging Mediamakers in March 2021. A \$15,000 grant was awarded to PCAC as the lead applicant for the proposed project, known as Pasadena Youth Voices Podcast, in late May 2021.

The project will engage predominantly low-income, urban, Latinx and Black high school youth enrolled in the PUSD in the development of a series of podcasts on local issues that are important to them. The project will provide them with a platform, the skills, and the access to technology to elevate their voices and share their insights, perspectives, and proposals for improving their lives as members of this community. Over the course of the 2021-22 school year, they will develop the themes and stories for the podcasts collaboratively with their teachers, the local culture bearer who will serve as Humanities Advisor, and the media instructors at Pasadena Media. The themes will likely be established by linking the youths' personal and contemporary experiences to the Pasadena community's long and ongoing struggles with racial justice, socioeconomic inequities, and negative perceptions about public schools and the students who attend them.

The partner organizations will operate the project consistent with the scope of work, the grant proposal, and the proposed budget. PCAC, as the lead agency, will provide grant management and reporting. PCAC's studio will serve as the host location for internship and production phases. PCAC staff will supervise student interns and provide training on podcasting production equipment. PCAC will provide \$250 scholarships funded by the California Humanities grant for each of the two summer interns for this project. PCAC will transfer up to \$6,000 funded by the grant to PEF for Muir HS and Rose City HS Instructors and \$1,500 to STARS for Humanities Advisors. PCAC will direct and coordinate marketing and promotion with partner organizations.

Fiscal Impact:

California Humanities distributed \$7,500 to PCAC in May 2021. The remaining \$7,500 will be distributed to PCAC after interim and final reports have been received, which is expected in April 2022. From these grant funds, PCAC will transfer up to \$7,500 to the partner organizations and \$500 as scholarships to participants for this project.

Respectfully submitted,
Chris Miller
COO