

**REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION  
Wednesday, March 23, 2022  
6:00 p.m.**

**CITIZENS ADVISORY COMMITTEE**

Geoffrey Baum  
Justin Chapman  
Ann Erdman  
Rabbi Joshua Levine Grater  
Barry Gordon  
Mic Hansen  
Phil Hopkins, Chair  
Anne Miskey  
Roberta Martínez  
Diana Peterson-More  
Tom Selinske  
Martin Sweeney  
Ishmael Trone  
Sheryl Turner

**STAFF**

George Falardeau, Executive Director CEO  
Chris Miller, Chief Operating Officer

**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>

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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Pasadena Star News  
Pasadena Weekly  
La Opinión  
Conversation Live

**NOTICE OF REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)  
CITIZENS ADVISORY COMMITTEE**

**NOTICE IS HEREBY GIVEN** that a regular meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) Citizens Advisory Committee is scheduled for **Wednesday, March 23, 2022**, starting at **6:00 p.m.**

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 meeting at <http://pasadenamedia.org>. In order to facilitate public participation at meetings held solely by electronic means, public comments may be provided and speaker cards may be submitted through the following webpage: <http://pasadenamedia.org/agenda-comments>.

**AGENDA**

**PUBLIC MEETING**

- WELCOME / INTRODUCTIONS / CALL TO ORDER / ROLL CALL (Phil Hopkins, CAC Chair)
  - Thanks to Tim Winter and Al Moses for their service as members of the CAC
  - Welcome Anne Miskey
- APPROVAL OF MARCH 24, 2021 SPECIAL MEETING MINUTES
  - Motion to approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA – Please limit comments to three minutes each.
- ED REPORT
- OLD BUSINESS
  - AD-HOC ACCESS SUBCOMMITTEE REPORT OUT AND UPDATES
    - o Information Item
- NEW BUSINESS
  - ADVISORY REQUESTS FROM PCAC BOARD
    - o Information Item
  - ELECTION OF COMMITTEE CHAIR
    - o Action Item
- ANNOUNCEMENTS BY COMMITTEE MEMBERS AND STAFF
- ADJOURNMENT

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Phil Hopkins, Chair, PCAC Citizens Advisory Committee

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 18th day of March, 2022.

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Liza Rodriguez, Office Administrator



## **PASADENA COMMUNITY ACCESS CORPORATION (PCAC)**

### **MINUTES FOR THE MEETING OF THE PCAC CITIZENS ADVISORY COMMITTEE FOR MARCH 24, 2021**

**MEETING HELD BY VIDEOCONFERENCE/TELECONFERENCE, PURSUANT TO EXECUTIVE  
ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020**

#### **SPECIAL MEETING**

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

Committee Chair Phil Hopkins called the meeting to order at 6:05 p.m.

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

- Geoffrey Baum
- Justin Chapman
- Ann Erdman
- Barry Gordon
- Phil Hopkins (Chair)
- Diana Peterson-More
- Tom Selinske
- Martin Sweeney
- Tim Winter

Staff:

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

Introductions:

- The Chair noted the untimely passing of Committee member Robert Gorski
- Congratulations to Jan Sanders, who has joined the PCAC Board representing District 2
- Welcome new Committee members Martin Sweeney and Justin Chapman

#### **2. APPROVAL OF MINUTES FOR MARCH 27, 2019 REGULAR MEETING**

- Motion to approve by Baum, second by Selinske
- Vote:
  - Baum: Aye
  - Chapman: Abstain
  - Erdman: Abstain
  - Gordon: Aye
  - Hopkins: Aye
  - Peterson-More: Abstain
  - Selinske: Aye

- Sweeney: Abstain
- Winter: Aye
- Minutes approved.

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

- No public comment

### 4. EXECUTIVE DIRECTOR REPORT (Falardeau & Miller)

- Pasadena Media studios, with few exceptions, remain closed due to pandemic protocol
- A limited number of shows were produced during the past several months, including:
  - State of the City
  - Police Reform
  - Pasadena Media News Updates
  - Innovate Pasadena Presents
  - Body-Mind-Spirit
- PCAC budget submitted to City Council with no significant revisions required to date
- Key staff was lost to various opportunities, including Bobbie Ferguson (Head of Production) and Hannah Ramirez. Alex Gomez was recently hired as a Production Technician
- An upcoming Arroyo Live show will highlight Asian American Pacific Islander (AAPI) voices in Pasadena, with panelists including Councilmember Gene Masuda, Public Defender Mercedes Cook, Recording Artist Keira Kang, Faith and Community Empowerment Founder Hyepin Im, and Asian Pacific American Bar Association of Los Angeles President Arnold Lee
- There is the possibility for a “soft open” of the Pasadena Media studios this summer, still TBD
- An episode of Innovate Pasadena Presents featuring NASA engineer Johanna Lucht and hosted by Ka-Yun Lau won a 2021 WAVE Award from the Alliance for Community Media Western Region in the category of Underserved Voices – Professional Division
- Committee members are strongly encouraged to support the “Protecting Community Television Act”

### 5. OLD BUSINESS

- RESULTS OF STAFF PRESENTATIONS TO CITY COUNCIL AND PCAC BOARD RE: CAC TERMS OF SERVICE (Miller)
  - Information Item
  - Pasadena Municipal Code changed to bring CAC member terms into line with other City of Pasadena committees
  - All terms are now 3 years ending in the month of June, which may be renewed once
  - The COO will provide information about when individual terms expire to the Committee

### 6. NEW BUSINESS

- ELECTION OF COMMITTEE CHAIR (Hopkins)
  - Action Item
  - The Chair is selected and serves at the pleasure of the entire CAC. Two new members have joined the CAC since the previous Regular Meeting, so a new vote is appropriate
  - Motion to re-elect Phil Hopkins as Chair by Gordon, seconded by Baum
  - Vote:
    - Baum: Aye
    - Chapman: Aye

- Erdman: Aye
- Gordon: Aye
- Hopkins: Aye
- Peterson-More: Aye
- Selinske: Aye
- Sweeney: Aye
- Winter: Aye
- Motion approved unanimously, Hopkins re-elected as Chair

#### 7. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Hopkins: GoFundMe has been established for Ann Erdman, recommends support
- Baum: Vaccine eligibility now for those 50+, soon for rest of the adult population in California
- Erdman: Appreciation to staff for a job well done during the pandemic
- Chapman: Recommends “Well Read” interview with Mayor Gordo on the Arroyo Channel
- Winter: Requests talking points and information about opposition regarding the “Protecting Community Television Act,” recommends outreach to business and community networks

#### 7. ADJOURNMENT

- Motion to adjourn in the name of Robert Gorski by Sweeney, second by Peterson-More
- Meeting adjourned with unanimous consent at 7:10 pm.

#### FUTURE MEETING DATES

- March 23<sup>rd</sup>, 2022 at 6 pm (Regular Meeting)
- Special meetings calendared as required

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**Pasadena Community Access Corporation, Citizens Advisory Committee, Access Subcommittee**  
July 22, 2021

Attendees: Phil Hopkins, Diana Peterson-More, Martin Sweeney

Meeting Notes:

- Phil welcomed Diana and Marty to the subcommittee and to this meeting.
- The charter of the Access subcommittee is to review and recommend to the CAC, in conjunction with staff, potential technologies and techniques to facilitate “access for all” related to video and Web content generated or presented by Pasadena Media.
- Marty outlined a recent video call he and Phil participated in with Chris Miller (COO of Pasadena Media) regarding open and closed captioning. Background: Pasadena Media uses a combination of technologies for captioning, including –
  - Free captioning transcripts provided by YouTube that are downloaded and formatted by staff using Subtitle Edit (<https://nikse.dk/subtitleedit>). This technique represents the bulk of the captioning provided by Pasadena Media. It is reliant on Google continuing to provide automated captioning for YouTube.
  - A server-based solution for KPAS and a few Arroyo Channel shows that provides in-house closed captioning for live cablecasts and video livestreams. This technology works well, but currently has active storage for <20 shows.
  - Open captioning is generally not used because the video quality of both Charter/Spectrum and ATT’s U-verse PEG channels is low resolution. The cablecast resolution issue is unlikely to change in the near term for a variety of reasons.
- Based upon this background, the recommendations from the subcommittee would naturally fall within the following scope:
  - Video captioning technologies and techniques, both for live and recorded shows;
  - New Web and channel content regarding preferential access methods for Pasadena residents;
  - Ongoing Web site ADA compliance.
- Possible solutions for further study include –
  - Development of a Web page on the Pasadena Media site regarding preferred access methods for the community (e.g., an infographic documenting which local PEG media are high and low resolution and how that impacts access for all);

- Recommending additional server and/or captioning subscription resources to perform live automated captioning in-house;
- Development of PSAs and/or interstitials regarding Pasadena Media's commitment to access for all and connecting audiences back to the new access page on the Web site;
- A request for the Pasadena's Accessibility and Disability Commission to survey the community regarding preferred access methods for video content (assigned to Marty for follow-up);
- A request for the Commission to also perform an informal ADA audit of the Pasadena Media Web site (assigned to Marty for follow-up);
- Deployment of WordPress plug-ins for the Pasadena Media Web site to monitor content accessibility dynamically (assigned to Phil for follow-up with Chris);
- Lead a focus group of <10 community members selected in cooperation with the Accessibility and Disability Commission (assigned to Diana for follow-up);
- Focus on "Pasadena values access for all" rather than "numbers of impacted constituents in my council district" throughout all approaches.

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