

**REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Wednesday, March 22, 2023
6:00 p.m.**

CITIZENS ADVISORY COMMITTEE

Geoffrey Baum
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>

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.

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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 22, 2023**, starting at **6:00 p.m.**, at **Pasadena Community Access Corporation** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

PUBLIC MEETING

- WELCOME / INTRODUCTIONS / CALL TO ORDER / ROLL CALL (Phil Hopkins, CAC Chair)
- APPROVAL OF MARCH 23, 2022 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
- NEW BUSINESS
 - ADVISORY REQUESTS FROM PCAC BOARD
 - o Fundraising Opportunities (grant identification, etc.)
 - o Community Engagement
 - o “Access for All” Policy – identify and address barriers including access solutions and recommendations regarding television and internet content.
 - o Strategic Planning
 - Information Item
 - ELECTION OF COMMITTEE CHAIR
 - o Action Item
- ANNOUNCEMENTS BY COMMITTEE MEMBERS AND STAFF
- ADJOURNMENT

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 17th day of March, 2023.

Liza Rodriguez, Office Administrator



PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE MEETING OF THE PCAC CITIZENS ADVISORY COMMITTEE FOR MARCH 23, 2022

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

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 or Late at the time of the call to order:

- Geoffrey Baum
- Justin Chapman
- Ann Erdman
- Rabbi Joshua Levine Grater
- Phil Hopkins (Chair)
- Anne Miskey
- Tom Selinske
- Martin Sweeney
- Sheryl Turner

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 thanked Tim Winter and Al Moses for their service as members of the CAC.
- Welcome new Committee member Anne Miskey. There is one opening remaining on the Committee.

2. APPROVAL OF MINUTES FOR MARCH 24, 2021 SPECIAL MEETING

- Minor correction recommended by Baum
- Motion to approve by Baum, second by Selinske
- Vote:
 - Baum: Aye
 - Chapman: Aye
 - Erdman: Aye
 - Grater: Aye
 - Hopkins: Aye
 - Miskey: Aye

- Selinske: Aye
- Sweeney: Aye
- Turner: Aye
- Minutes approved as corrected.

3. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

- No public comment received.

4. OLD BUSINESS

- AD-HOC ACCESS SUBCOMMITTEE REPORT OUT AND UPDATES
 - Subcommittee meeting notes from July 22nd 2021 were distributed to the Committee. The Chair noted that Chris Miller from Pasadena Media provided information and participated in the July meeting.
 - The Chair reviewed the charter of the subcommittee, summarized the findings as reflected in the meeting notes and listed the proposed scope of recommendations.
 - Subcommittee member Martin Sweeney's comments:
 - Most of the key recommendations are attitudinal in nature rather than prescriptive.
 - PCAC is encouraged to articulate that "Pasadena values access for all" through policy statement(s).
 - On behalf of the Subcommittee, Sweeney communicated with the Pasadena Accessibility and Disability Commission (A&DC), which supported the Subcommittee's approach and agreed to form its own ad-hoc subcommittee to work with the CAC Subcommittee. A videoconference to coordinate efforts between the organizations will be scheduled.
 - The A&DC was open to identifying and surveying identified stakeholders. In addition, the A&DC agreed that an informal (for input only) audit of the Pasadena Media Web site could be provided.
 - Ann Erdman noted that she has worked with the A&DC and advised obtaining grant funding for any significant capex items that are required.
 - Tom Selinske noted that PCC has a training module for video captioning. He will reach out to Business Services to determine if it can be shared.
 - Sheryl Turner noted that grant funding was possible, but that many grants exclude government and semi-governmental agencies from consideration. She will continue to identify appropriate grants.
 - Joshua Grater noted that he uses the ThankView application that includes video captioning as part of the donor relationship management tool.
 - Anne Miskey offered to assist with funding and grants going forward.

5. NEW BUSINESS

- ELECTION OF COMMITTEE CHAIR (Hopkins)
 - Action Item
 - The Pasadena Municipal Code authorizing the CAC requires the Chair to be elected annually. Phil Hopkins currently serves as Chair and is willing to continue in the role.
 - The Chair solicited additional nominations from the Committee. No additional nominations were forthcoming.
 - Motion to re-elect Phil Hopkins as Chair by Baum, seconded by Grater
 - Vote:

- Baum: Aye
- Chapman: Aye
- Erdman: Aye
- Grater: Aye
- Hopkins: Aye
- Miskey: Aye
- Selinske: Aye
- Sweeney: Aye
- Turner: Aye
- Motion approved unanimously, Hopkins re-elected as Chair.

6. EXECUTIVE DIRECTOR REPORT (Falardeau)

- PCAC will request additional budget from the City of Pasadena to support reopening of production operations.
- Pasadena Media studios are open. Masks are optional but social distancing is being observed throughout the facility.
- Personnel news: Welcome Eileen Acosta (production staff) and welcome back Bobbie Ferguson as head of production.
- Kudos to Justin Chapman on his unique and engaging Arroyo Channel show featuring local and national newsmakers.
- The ACM excellence award has been won by Pasadena Media twice, and Pasadena Media will be in contention once again this year.
- 25 students from Rose City and Muir High Schools are actively developing podcasts through Pasadena Media as part of a humanities grant.
- Aaron Wheeler is a graduate of Leadership Pasadena and Chris Miller is part of the current LP class. Congratulations to both.
- George is excited about Pasadena Media going forward, and credits the very dedicated staff for their commitment to community media.

7. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Miller: If passed, AB2635 includes language added to DIVCA to facilitate cable operators offering HD channels to PEG channels. Also, Sen. Alex Padilla is being solicited as a co-sponsor for the “Protecting Community Television Act.” The legislation already has several influential co-sponsors in the US Senate.
- Grater: Friends in Deed is hosting the Mayor’s annual Prayer Breakfast on May 5th at the Pasadena Convention Center.
- Miskey: The Masters of Taste fundraising event will be held April 3rd (Sunday).

8. ADJOURNMENT

- Motion to adjourn by Miskey, second by Selinske.
- Meeting adjourned with unanimous consent at 7:14 pm.

FUTURE MEETING DATES

- March 22nd, 2023 at 6 pm (Regular Meeting).
- Special meetings and ad-hoc subcommittee meetings calendared as required.

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Pasadena Media CAC Advisory: Develop & Implement an “Access for All” Policy

PM Access Policy

- ✧ Develop and submit Access Policy to PCAC for consideration and approval.
- ✧ Access Policy establishes an ACCESS standard for Pasadena Media.

Focus Group

- ✧ Recruit ACCESS Users Group to review Pasadena Media website and video-programming.
- ✧ ACCESS Users Group Review identifies barriers including access solutions and recommendations.

Audit PM Website

- ✧ Conduct full W3C audit of PM website.
- ✧ Match, prioritize, and identify options with available funding and staff resources.
- ✧ Develop budget & timeline for implementation.

Hardware/Software

- ✧ Identify CC/OC needs for PM Channels and website.
- ✧ Purchase & install appropriate hardware/software.
- ✧ Identify staffing requirements to train, implement, promote and sustain.

Training & Staff Development

- ✧ Develop Access Training Workshop for PM Staff
- ✧ Develop Access Training Workshop for PM online audience

Partnerships

- ✧ Pasadena Public Library
- ✧ Pasadena Historical Society
- ✧ Pasadena Community Access Corporation / CAC
- ✧ Accessibility & Disability Commission
- ✧ Pasadena Arts & Cultural Affairs Division

Promotion

- ✧ Develop and design PM webpage highlighting site accessibility UI features
- ✧ Develop campaign highlighting PM’s commitment towards making PM programming and website user-friendly for all.