

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, August 1, 2023
7:00 p.m. at 150 S. Los Robles Ave., Suite 101**

BOARD OF DIRECTORS

Kim Washington, Vice President (District 1)
Jan Sanders, Treasurer (District 2)
Anna Hawkey Jablonski (District 3)
Alan Clelland (District 4)
Michael Ocon (District 5)
Ken Chawkins, President (District 6)
Vacant (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
Bobbie Ferguson, Chief Production Officer
Jasiri Jenkins-Glenn, Director of Community Engagement
Liza Rodriguez, Office Administrator/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 <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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**NOTICE OF REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)
BOARD OF DIRECTORS**

NOTICE IS HEREBY GIVEN that a regular meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) is scheduled for **Tuesday, August 1, 2023**, starting at **7:00 p.m.**, at **PCAC** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

CLOSED SESSION

- BOARD OF DIRECTORS CONFERENCE WITH REAL PROPERTY NEGOTIATOR pursuant to Government Code Section 54956.8
Property Location: 150 S. Los Robles Ave., Suite 101
Agency Negotiator: George Falardeau
Negotiating Party: Gloria French
Under Negotiation: Price and terms of payment

PUBLIC MEETING

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF June 6, 2023 SPECIAL BOARD MEETING MINUTES
 - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- OLD BUSINESS
- NEW BUSINESS
 - PEG CAPITAL FUND REQUEST NOT TO EXCEED \$3,863: KLRN request for a mirrorless camera and accessories.
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 distribute PEG capital funds to Pasadena Unified School District in an amount not to exceed \$3,863.
 - Action Item
 - PEG CAPITAL FUND REQUEST NOT TO EXCEED \$6,600: PCAC request for a video switcher, an audio mixer, microphones, and accessories.
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 a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with B&H for a video switcher, an audio mixer, microphones, and accessories in an amount not to exceed \$24,999.
 - Action Item
 - STRATEGIC PLAN DEVELOPMENT re: determining date, location and other details for board retreat
 - Information Item

- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Ken Chawkins, 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 the 27th day of July, 2023.

Liza Rodriguez, Office Administrator

Pasadena Community Access Corporation (PCAC)

MINUTES FOR THE REGULAR MEETING OF THE PCAC BOARD OF DIRECTORS FOR June 6, 2023

MEETING HELD VIA ZOOM VIDEO CONFERENCE/TELECONFERENCE.

Regular Meeting

1. CALL TO ORDER/ROLL CALL

Board President Ken Chawkins called the meeting to order at 7:02 p.m.

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

Kimberly Washington, Board Vice President District 1, Present

Jan Sanders, Treasurer and District 2, Present

Anna Hawkey Jablonski, District 3, Absent

Alan Clelland, District 4, Present

Michael Ocon, District 5, Present

Ken Chawkins, Board President and District 6, Present

Sally Howell, District 7, Absent

Gail Schaper-Gordon, Mayor's Representative, Present

Beth Leyden, PUSD Representative, Absent

Alex Boekelheide, PCC Representative, Present

Lisa Derderian, Secretary, City/City Manager Representative, Present

Staff:

George Falardeau, Executive Director/CEO, Present

Chris Miller, Chief Operations Officer, Present

Javan Rad, Assistant City Attorney, Present

Bobbie Ferguson, Director of Production, Present

Liza Rodriguez, Office Admin/Asst. to the Executive Director CEO, Present

2. APPROVAL OF MINUTES FOR May 2, 2023 SPECIAL BOARD MEETING

Motion by Washington, Second by Sanders. Unanimous vote and no public comment.

3. PUBLIC COMMENT

No public comment.

4. TREASURER'S REPORT

As presented by Treasurer Jan Sanders per Board agenda packet.

Information item only. No action. No public comment.

5. EXECUTIVE DIRECTOR'S REPORT

As presented by ED Falardeau, and staff, per Board agenda packet. Info item only.

No public comment.

6. OLD BUSINESS

7. NEW BUSINESS

Action Items

- FY24 PCAC BOARD OFFICER NOMINATIONS AND ELECTION
 - Derderian suggested to maintain the current board officers for the coming fiscal year
 - Motion by Boekelheide, Second by Schaper-Gordon. Unanimous vote and no public comment.
- PEG CAPITAL FUND REQUEST NOT TO EXCEED \$81,293: PCAC request for an electric cargo van and studio flooring.

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);
- Authorize the Executive Director CEO to enter a contract, without competitive bidding pursuant to City Charter Section 1002(H), contracts with other governmental entities, with 72 Hour LLC dba Chevrolet of Watsonville/National Auto Fleet Group (72 Hour) for the purchase of an electric Ford E-Transit cargo van in an amount not to exceed \$71,661;

- Grant the proposed contract with 72 Hour an exemption from the competitive selection process pursuant to Pasadena Municipal Code 4.08.049(A)(3), contracts with other governmental entities;
- In the event the Executive Director CEO is unable to consummate the transaction directly with 72 Hour, authorize the abatement of the above-mentioned funds for the van to the City of Pasadena, so the City may procure the van from 72 Hour for PCAC; and
- Authorize the Executive Director CEO to enter a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with Epoxy Masters LA for studio flooring in an amount not to exceed \$9,632.
 - Motion by Boekelheide, Second by Sanders. Unanimous vote and no public comment.

Information Item

- STRATEGIC PLAN DEVELOPMENT re: determining date, location and other details for board retreat.
 - Board President Chawkins asked for volunteers to email him regarding board member's interest in being part of an ad hoc committee preferably 3-4 people.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

9. ADJOURNMENT

Meeting adjourned by Chawkins at 8:17 p.m.

FUTURE MEETING DATES

- July 4, 2023 – Cancelled (Holiday)
- Aug 1, 2023
- Sept 5, 2023

Pasadena Community Access Corporation		
Statement of Financial Position		
As of July 31, 2023		
	Total	
	As of Jul 31, 2023	As of Jun 30, 2023 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	470,916	283,641
1130 Bank of America Capital - Restricted (9451)	601,148	555,842
1170 PFCU Savings (7181)	123,992	123,992
Total Bank Accounts	\$ 1,196,256	\$ 963,674
Accounts Receivable		
1200 Accounts Receivable	1,325	1,805
Total Accounts Receivable	\$ 1,325	\$ 1,805
Other Current Assets		
1330 Prepaid Insurance	10,798	10,798
Total Other Current Assets	\$ 10,798	\$ 10,798
Total Current Assets	\$ 1,208,379	\$ 976,277
Fixed Assets		
1600 Production Equipment	437,419	437,419
1635 Leasehold Improvements	93,898	93,898
1640 Right-to-Use Lease Assets	361,848	361,848
1650 Accumulated Depreciation	-375,642	-375,642
1660 Accumulated Depreciation - LHI	-70,423	-70,423
1670 Accumulated Amortization	-167,007	-167,007
Total Fixed Assets	\$ 280,092	\$ 280,092
Other Assets		
1800 Security Deposit	12,420	12,420
Total Other Assets	\$ 12,420	\$ 12,420
TOTAL ASSETS	\$ 1,500,891	\$ 1,268,789
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	11,635	8,896
2060 Divvy Credit Card	0	500
Total Credit Cards	\$ 11,635	\$ 9,396
Other Current Liabilities		
2070 Accrued Interest	35	35
2100 Payroll Liabilities	21,366	23,548
2200 Accrued Vacation	39,282	39,282
2500 Current Lease Liability	169,339	169,339
2800 Deferred Income	0	0
Total Other Current Liabilities	\$ 230,022	\$ 232,204
Total Current Liabilities	\$ 241,658	\$ 241,600
Long-Term Liabilities		
Lease Payables	28,403	28,403
Total Long-Term Liabilities	\$ 28,403	\$ 28,403
Total Liabilities	\$ 270,061	\$ 270,003
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	433,910	369,601
3200 Temporarily Restricted Assets	601,148	665,456
Net Income	232,044	
Total Equity	\$ 1,230,831	\$ 998,786
TOTAL LIABILITIES AND EQUITY	\$ 1,500,891	\$ 1,268,789

Pasadena Community Access Corporation

Pro Forma P&L - June 2023

FY 2023 YTD Actual vs FY 2023 Adopted Budget

		vs. 12 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY23 Budget	\$	%
Income							
City of Pasadena	1,052,000	1,052,000	-	0.0%	1,052,000	-	0.0%
Contributions & Grants	6,622	8,000	(1,378)	-17.2%	8,000	(1,378)	-17.2%
Production Services	30,765	32,000	(1,235)	-3.9%	32,000	(1,235)	-3.9%
Program Services	4,275	8,000	(3,725)	-46.6%	8,000	(3,725)	-46.6%
Other Revenue	62	1,000	(938)	-93.8%	1,000	(938)	-93.8%
Total Income	1,093,724	1,101,000	(7,276)	-0.7%	1,101,000	(7,276)	-0.7%
Expenses							
Payroll Expenses	626,719	614,104	(12,615)	-2.1%	614,104	(12,615)	-2.1%
Payroll Taxes	49,293	54,041	4,748	8.8%	54,041	4,748	8.8%
Employee Benefits	96,216	112,589	16,373	14.5%	112,589	16,373	14.5%
Occupancy Expenses	192,571	227,924	35,353	15.5%	227,924	35,353	15.5%
Accounting & Audit	18,215	16,945	(1,270)	-7.5%	16,945	(1,270)	-7.5%
Advertising & Marketing	2,359	3,000	641	21.4%	3,000	641	21.4%
Automobile Expense	556	1,450	894	61.6%	1,450	894	61.6%
Bank & Payroll Processing Fees	1,361	1,700	339	20.0%	1,700	339	20.0%
Board Materials & Expenses	107	120	13	10.8%	120	13	10.8%
Cable Drop Fees	9,325	9,263	(62)	-0.7%	9,263	(62)	-0.7%
Contract Labor	2,231	1,200	(1,031)	-85.9%	1,200	(1,031)	-85.9%
Dues and Subscriptions	2,190	3,500	1,310	37.4%	3,500	1,310	37.4%
Legal & Professional Fees	20,000	20,000	-	0.0%	20,000	-	0.0%
Licenses, Permits & Other Fees	213	174	(39)	-22.3%	174	(39)	-22.3%
Meals & Entertainment	2,472	1,740	(732)	-42.1%	1,740	(732)	-42.1%
Office Expense	9,526	7,500	(2,026)	-27.0%	7,500	(2,026)	-27.0%
Production Expense	19,488	21,000	1,513	7.2%	21,000	1,513	7.2%
Professional Development	4,150	2,100	(2,050)	-97.6%	2,100	(2,050)	-97.6%
Travel & Lodging	2,807	2,650	(157)	-5.9%	2,650	(157)	-5.9%
Total Expenses	1,059,800	1,101,000	41,200	3.7%	1,101,000	41,200	3.7%
Net Operating Income	33,924	-	33,924		-	33,924	
PEG Capital Income Recognized	235,888	190,000	45,888	24.2%	190,000	45,888	24.2%
PEG Capital Equipment Expense	109,614	190,000	80,386	42.3%	190,000	(80,386)	-42.3%

Pasadena Community Access Corporation

Pro Forma P&L - July 2023

FY 2024 YTD Actual vs FY 2024 Adopted Budget

		vs. 1 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY24 Budget	\$	%
Income							
City of Pasadena	273,750	273,750	-	0.0%	1,095,000	(821,250)	-75.0%
Contributions & Grants	-	667	(667)	-100.0%	8,000	(8,000)	-100.0%
Production Services	-	1,167	(1,167)	-100.0%	32,000	(32,000)	-100.0%
Program Services	450	300	150	50.0%	8,000	(7,550)	-94.4%
Other Revenue	-	83	(83)	-100.0%	1,000	(1,000)	-100.0%
Total Income	274,200	275,967	(1,767)	-0.6%	1,144,000	(869,800)	-76.0%
Expenses							
Payroll Expenses	45,303	48,645	3,342	6.9%	659,760	614,457	93.1%
Payroll Taxes	3,476	4,287	812	18.9%	58,059	54,583	94.0%
Employee Benefits	15,844	18,799	2,955	15.7%	105,745	89,901	85.0%
Occupancy Expenses	17,159	17,736	578	3.3%	226,485	209,326	92.4%
Accounting & Audit	450	450	-	0.0%	17,645	17,195	97.4%
Advertising & Marketing	20	250	230	92.0%	3,000	2,980	99.3%
Automobile Expense	-	121	121	100.0%	1,450	1,450	100.0%
Bank & Payroll Processing Fees	114	142	28	19.6%	1,700	1,586	93.3%
Board Materials & Expenses	-	10	10	100.0%	120	120	100.0%
Cable Drop Fees	163	776	613	79.0%	9,312	9,149	98.2%
Contract Labor	-	150	150	100.0%	1,800	1,800	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	45	150	105	69.7%	1,800	1,755	97.5%
Office Expense	428	625	197	31.5%	7,500	7,072	94.3%
Production Expense	4,425	1,698	(2,727)	-160.7%	21,000	16,575	78.9%
Professional Development	-	175	175	100.0%	2,100	2,100	100.0%
Travel & Lodging	35	217	182	83.8%	2,850	2,815	98.8%
Total Expenses	87,463	94,231	6,769	7.2%	1,144,000	1,056,537	92.4%
Net Operating Income	186,737	181,735	5,002	2.8%	0	186,737	#####
PEG Capital Income Recognized	-	-	-		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 & July 2023

Respectfully submitted by George Falardeau, Chris Miller, Jasiri Jenkins-Glenn, & Bobbie Ferguson

- We are pleased to welcome Jasiri Jenkins-Glenn to Pasadena Media. Her background and community involvement will serve us well. Jasiri will update you on our current plans to enhance our community engagement programs and training. Under Jasiri's leadership, our training modules, orientation meetings, and overall community producer's experience will be enhanced and modified to better service our community producers.
- Attended the PCAC Strategic Plan Ad Hoc Committee Meeting led by PCAC Board President Ken Chawkins. President Chawkins, along with staff, held a meeting to plan and discuss our issues relative to our strategic plan to be started by the end of the summer. President Ken Chawkins to give further details.
- Had a lunch meeting with Pasadena Police Chief Gene Harris and discussed Pasadena Media's role within the city, our format, our programming and how we operate. Further discussed potential project in which Pasadena Media can support Pasadena Police Department; details forthcoming.
- Last month, I was re-inducted to the Pasadena Chamber of Commerce Board of Directors at their annual Inaugural Gala at the Langham Hotel. As a past Chairman of the Board of the Chamber, I was asked to return to the board for an additional 2-year term to assist Chamber CEO Paul Little to give guidance to the Chamber during their management transition. I continue to attend various Chamber meetings and events as well as serving on the Board of the Chamber of Commerce Foundation.
- I continue to represent my local neighbors in the San Rafael Neighborhood district attending various meetings and planning for this year's major events for SRNA and its National Night Out taking place tonight, August 1st.
- Attended various meetings for Rotary including planning for the Rotary Global Grant and International Scholarship, co-chairing the Image Committee, and serving on the board for a new 2-year term, in addition to serving on the Program Committee which selects guest speakers.
- We are pleased to announce the graduation of Chief Production Officer Bobbie Ferguson from Leadership Pasadena. She is the third graduate of the program that Pasadena Media has had. We will continue to support Leadership Pasadena with the enrollment of Jasiri Jenkins-Glenn for their next class. Please congratulate Bobbie on her successful graduation.

- PCAC held its first Summer Member Social here in our studios to help engage our community members and inform them of upcoming changes to Pasadena Media, as well as to socialize and reignite our volunteer members after the pandemic.
- Attended the Pasadena Police Activities League (P.A.L.) Golf Classics Fundraising Event at Brookside Golf Club to support the Pasadena Police Department. Pasadena P.A.L. is a youth crime prevention program that relies on educational, athletic, and other recreational activities to promote positive bonds between police officers and the youth in our community. Also supporting this event was Pasadena's Chief Assistant City Attorney Javan Rad and business owner, entrepreneur, and resident Pat Amsbry. The event was well attended and received great support for the city.
- Attended the Colorado St. Bridge Party, the first in several years since the pandemic. The event was well organized and attended. The mayor and city officials attended along with neighborhood constituents and various homeowner associations.
- Completed re-enrollment of benefits for Pasadena Media staff and employees except for Executive Director CEO. All employees have selected their healthcare programs and life insurance coverage.
- Met with videographer and photographer Shammah Waller to review his film direction and photography portfolio, his potential as a freelance operator for Pasadena Media, and his joining of Pasadena Rotary and Pasadena Media.
- Met with Noreen Sullivan to discuss issues in District 4.
- Attended a meeting with Robin Salzer, Ishmael Trone and Paul Little to discuss Chamber of Commerce upcoming events and business issues facing the City of Pasadena.

Attached: Operations Report, Community Engagement Report, and Production Services Report

Operations Report – June-July 2023

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - Threat to Franchise Fees & PEG: Ongoing**
Rep. Chu, Rep. Schiff and Sen. Feinstein are again co-sponsors of the reintroduced Protecting Community Television Act in their respective houses of Congress. We continue pursuing Sen. Padilla.
- **Threat to Local Franchising & PEG: Ongoing**
The “American Broadband Act of 2023,” H.R. 3557, purports to “streamline” permitting to increase broadband availability, but instead would eliminate local and state rights in wireless siting and cable franchising – allowing franchising itself to be effectively eliminated. This will have disastrous effects for local communities and local jurisdictions are opposing the bill. As the bill is moving through Committee in the House with no companion bill yet in the Senate, we have asked that Rep. Chu and Rep. Schiff vote no on the legislation, though we have not heard back from them.
- **PEG Requests: In Progress**
Please refer to “Channel Managers Meeting - July 26, 2023” in your packet for information about tonight’s requests for equipment needed to cover the new Rental Housing Board meetings for KPAS and a camera needed for KLRN. Requests for a mobile production video system (flypack), cameras, and other needs are forthcoming.
- **Director of Community Engagement Hiring: Completed**
Jasiri Jenkins-Glenn joined our team on July 5.
- **Alliance for Community Media Conference: Attended**
I attended the ACM annual conference at BRIC in Brooklyn at the end of June with peers from all over the country. In addition to getting information from vendors serving our industry and running the West region meeting, I attended sessions regarding public policy (where H.R. 3557 took center stage), declining cable revenue, and embracing artificial intelligence. This was the first conference held entirely in an access center. BRIC is a large arts organization best known for the annual Celebrate Brooklyn! Festival. In addition to the two media initiatives (the public access channel Brooklyn Free Speech and the community media network BRIC TV) with several TV studios, production gear, and editing facilities, the organization also supports visual and performing arts and civic action with gathering, exhibition, and artist work spaces.
- **City Council Chamber Upgrade: In Progress**
A bid specification for council chamber upgrades is still in development. PEG funds still in a City account are expected to pay for the upgrades.

Community Development Report – June 2023

Respectfully submitted by Chris Miller, Chief Operating Officer

MEMBERS	New Volunteers (Free)	Active Trainees & Producers (Paid) Current Total
2023 Season 1 (June)	0	26
2023 Season 1 (Jan - May)	28	26

PROGRAMMING	New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
2023 Season 1 (June)	1	24	6	24
2023 Season 1 (Jan - May)	10	124	99	24

TRAINING	Orientation	Other Classes
2023 Season 1 (June)	0	4
2023 Season 1 (Jan - May)	30	88

Total Membership Class Enrollments for 2023: 118

Community Development:

- **Productions**
 - In Production: *Arroyo NOW*, *Pasadena Media News*, *Pasadena Monthly* with Justin Chapman, and *Pan & Zoom* with Satie Gossett
- **Trainings**
 - Lighting - 4

Social Media Analytics

*Facebook Page	June 2023	Jan - May 2023	Definition
Reach	1,503	42,035	The number of accounts that saw and interacted with any content from your --Page including posts, stories, and ads.
Visits	177	1,065	The total number of times your Facebook Page was viewed.
Likes	6	36	The number of new likes of your Facebook Page.

*Instagram	June 2023	Jan - May 2023	Definition
Reach	57	1,120	The number of unique accounts that saw any of your posts or stories at least once.
Visits	80	437	The total number of times your Profile was viewed.
*Followers	47	217	The number of accounts that started following your account.

*Meta's new analytics for Facebook and Instagram platforms has changed reporting from previous years.

YouTube Channel	June 2023	Jan - May 2023	Definition
Views	4,818	47,772	The total number of times the YouTube channel was viewed.
Likes	55	472	People who Like a video in your channel.
Subscribers	28	163	People who chose to "follow" your channel to stay updated with your latest videos.

TikTok	Followers	Likes	Twitter	Followers
	82	812		2,128

Production Report – June - July 2023

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	June	July
Member Productions & Preproduction Meetings	1	8
Arroyo Originals - Studio	4	1
Arroyo Originals - Field (Includes <i>PMN</i>)	12	14
KPAS/City Productions	25	12
Pro Services	7	2
Special Projects	0	0

Monthly Highlights:

- Pro Services: Pasadena Media is now covering the biweekly Pasadena Rental Housing Board meetings at the Robinson Park Recreation Center.
- Pro Services: The Rose Bowl Stadium hired Pasadena Media to travel to Arizona to capture footage to produce a video about the proposed miniature golf course and expanded driving range at Brookside Park.
- Pasadena Media covered a number of events for Pride Month - Pride Flag Raising Ceremony and Love Loud and Proud Celebration for the City of Pasadena. Pasadena Media also provided pro service coverage of a Pride flag raising ceremony for Huntington Health.
- Pasadena Media is currently working with the Western Justice Center to create short videos for digital newsletter and social media distribution to promote their upcoming annual Empower Gala.
- Pasadena Media recorded a training video in the studio for the City of Pasadena Human Resources Department regarding disability risk management.
- Pasadena Media covered two press conferences - Call for San Gabriel Mountains National Monument Expansion and Public Safety and Rose Bowl Stadium 4th of July Safety Messages.
- *Pasadena Monthly* featured Danny Feldman of Pasadena Playhouse and *Arroyo Now's* episode focused on affordable micro units.
- *Pan and Zoom with Satie Gossett* featured screenwriter, film director, and producer Dale Launer, best known for his work in comedy films including *Ruthless People*, *Blind Date*, *Dirty Rotten Scoundrels*, and *My Cousin Vinny*.

Channel Managers Meeting - July 26, 2023

Prepared by Chris Miller

Alexander Boekelheide, PCC Representative / PCC TV, present
Lisa Derderian, City Manager Representative / KPAS, absent
Beth Leyden, PUSD Representative / KLRN, present
Chris Miller, PCAC COO / Arroyo, present

The Channel Managers met via Zoom to discuss PEG-related needs. Miller briefly mentioned previously discussed needs of a production fly pack, cameras, laptops, and various other gear at Pasadena Media that are estimated to be around \$200,000. Leyden stated that KLRN also has upcoming needs. Both requests are expected for the next board of directors meeting.

Leyden then introduced the time sensitive request for a Sony a7 Mark IV advanced hybrid mirrorless camera and associated accessories needed as the new school year begins.

PEG CAPITAL FUND REQUEST NOT TO EXCEED \$3,863: KLRN request for a mirrorless camera and accessories.

Motion to recommend to PCAC board by Miller, second by Boekelheide; approved unanimously

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); and
- B. Authorize the Executive Director CEO to distribute PEG capital funds to Pasadena Unified School District in an amount not to exceed \$3,863.

Miller then introduced another time sensitive request. On August 23, our professional services team is taking over the audiovisual needs of the Pasadena Rental Housing Board meetings that take place at Robinson Park Recreation Center. The first of these meetings have been supported by an outside contractor and our team has been working with them to ensure a smooth transition. In order to cover this large meeting while covering other meetings and events that occur on the same Wednesday nights, we will need an audio mixer with more capacity, as well as an additional video switcher, microphones, and other associated equipment.

PEG CAPITAL FUND REQUEST NOT TO EXCEED \$6,600: PCAC request for a video switcher, an audio mixer, microphones, and accessories.

Motion to recommend to PCAC board by Leyden, second by Boekelheide; approved unanimously

Staff has conducted an informal selection process by obtaining quotes from at least three vendors for the items being purchased. Competitive bidding is not required pursuant to Pasadena Charter Section 1002(D), contracts under \$75,000, and Pasadena Municipal Code Section 4.08.045, contracts under \$25,000; and competitive selection is not required, pursuant to Pasadena Municipal Code Section 4.08.047, contracts under \$25,000.

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); and
- B. Authorize the Executive Director CEO to enter a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with B&H for a video switcher, an audio mixer, microphones, and accessories in an amount not to exceed \$6,600.

Respectfully submitted,
Chris Miller
COO