



**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, September 5, 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)
James De Pietro (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.

DISTRIBUTION:

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La Opinión
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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, September 5, 2023**, starting at **7:00 p.m.**, at **PCAC** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

PUBLIC MEETING

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF AUGUST 1, 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 \$206,405: PCAC request for a mobile flypack video production system, cameras and accessories, a studio communications system, laptops and accessories, information technology networking equipment, 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);
 - Accept the bid dated August 17, 2023, submitted by TV Pro Gear, in response to specifications for the procurement of a mobile flypack video production system; Reject all other bids received; and Authorize the Executive Director CEO to enter a contract with TV Pro Gear in an amount not to exceed \$134,995;
 - Authorize the Executive Director CEO to enter a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with the following vendors: KeyCode Media for cameras and accessories in an amount not to exceed \$24,999, Hollywood Sound Systems for a studio communications system in an amount not to exceed \$24,999, Best Buy for laptops and accessories in an amount not to exceed \$10,999, Amazon for information technology networking equipment in an amount not to exceed \$2,499, and Sav-On Carpet for studio flooring in an amount not to exceed \$7,914.
 - Action Item
 - STRATEGIC PLAN DISCUSSION re: determining date, location and other details for board retreat
 - Information Item
 - APPROVAL OF A CONTRACT FOR STRATEGIC PLANNING SERVICES WITH OEG, LLC
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

- o Authorize the Executive Director/CEO to enter into a contract with OEG, LLC for strategic planning services as described in staff report
 - Action 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 1st day of Sept, 2023.

Liza Rodriguez, Office Administrator

**PASADENA COMMUNITY ACCESS CORPORATION
BOARD OF DIRECTORS
REGULAR 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, August 1, 2023.

REGULAR MEETING – President Chawkins called the meeting to order at 7:43 p.m.

CLOSED SESSION – *No reportable action for the following agenda item:*

- 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

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

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

Kimberly Washington, Vice President (District 1), present
Jan Sanders, Treasurer (District 2), present
Anna Hawkey Jablonski (District 3), absent
Alan Clelland (District 4), present
Michael Ocon (District 5), absent
Ken Chawkins, President (District 6), present
Vacant (District 7)
Gail Schaper-Gordon (Mayor’s Representative), absent
Beth Leyden, Secretary (PUSD Representative), present
Alex Boekelheide (PCC Representative), present
Lisa Derderian (City/City Manager’s Representative), absent

Staff:

George Falardeau, Executive Director/CEO, present
Chris Miller, Chief Operating Officer, present
Bobbie Ferguson, Chief Production Officer, present
Jasiri Jenkins-Glenn, Director of Community Engagement, present
Liza Rodriguez, Office Administrator/Asst. to the ED/CEO, present
Javan Rad, Chief Assistant City Attorney, present

II. APPROVAL OF JUNE 6, 2023 SPECIAL BOARD MEETING MINUTES

- **Motion to Approve:** *Alex Boekelheide moved to approve minutes for June 2, 2023. Seconded by Kimberly Washington. The motion passed unanimously with one abstention (Beth Leyden). No public comment.*

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PCAC Board of Directors Minutes for Regular Meeting, August 1, 2023

III. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA – Please limit comments to three minutes each.

- No public comment.

IV. TREASURER REPORT

- Treasurer’s report presented by Treasurer Jan Sanders, per agenda packet. *Information item only. No public comment.*

V. EXECUTIVE DIRECTOR REPORT

- Executive Director’s report presented by ED/CEO George Falardeau and staff per agenda packet. *Information item only. No public comment.*

VI. OLD BUSINESS

- None

VII. NEW BUSINESS

- **PEG CAPITAL FUND REQUEST NOT TO EXCEED \$3,863; KLRN request for a mirrorless camera and accessories.**
 - **Recommendation:**
 1. **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**
 2. **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: Alex Boekelheide moved to approve the PEG Fund Request. Seconded by Kimberly Washington. The motion passed unanimously.*
- **PEG CAPITAL FUND REQUEST NOT TO EXCEED \$6,600; PCAC request for a video switcher, an audio mixer, microphones, and accessories..**
 - **Recommendation:**
 1. **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**
 2. **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.**
 - *Action Item: Beth Leyden moved to approve the PEG Fund Request. Seconded by Kimberly Washington. The motion passed unanimously.*
- **STRATEGIC PLAN DEVELOPMENT re: determining date, location and other details for board retreat**
 - Information Item only per agenda packet.

VIII. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Various announcements by Board Members and Staff

IX. ADJOURNMENT

- *Chair/President Chawkins adjourned the meeting at 8:46pm.*

FUTURE MEETING DATES

- **September 5, 2023**
- **October 3, 2023**

Pasadena Community Access Corporation

Statement of Financial Position

As of August 31, 2023

	Total	
	As of Aug 31, 2023	As of Jun 30, 2023 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	374,595	283,641
1130 Bank of America Capital - Restricted (9451)	598,750	555,842
1170 PFCU Savings (7181)	123,992	123,992
Total Bank Accounts	\$ 1,097,537	\$ 963,674
Accounts Receivable		
1200 Accounts Receivable	1,125	1,805
Total Accounts Receivable	\$ 1,125	\$ 1,805
Other Current Assets		
1210 Other Receivables	0	2,800
1330 Prepaid Insurance	10,798	10,798
Total Other Current Assets	\$ 10,798	\$ 13,598
Total Current Assets	\$ 1,109,459	\$ 979,077
Fixed Assets		
1600 Production Equipment	449,401	449,401
1635 Leasehold Improvements	93,898	93,898
1640 Right-to-Use Lease Assets	343,106	343,106
1650 Accumulated Depreciation	-405,992	-405,992
1660 Accumulated Depreciation - LHI	-86,073	-86,073
1670 Accumulated Amortization	-343,106	-315,272
Total Fixed Assets	\$ 51,234	\$ 79,068
Other Assets		
1800 Security Deposit	12,420	12,420
Total Other Assets	\$ 12,420	\$ 12,420
TOTAL ASSETS	\$ 1,173,113	\$ 1,070,564
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	8,855	8,896
2060 Divvy Credit Card	0	500
Total Credit Cards	\$ 8,855	\$ 9,396
Other Current Liabilities		
2070 Accrued Interest	0	35
2100 Payroll Liabilities	21,219	23,548
2200 Accrued Vacation	39,282	39,282
2500 Current Lease Liability	0	27,787
Total Other Current Liabilities	\$ 60,501	\$ 90,651
Total Current Liabilities	\$ 69,357	\$ 100,047
Total Liabilities	\$ 69,357	\$ 100,047
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	408,039	450,947
3200 Temporarily Restricted Assets	598,750	555,842
Net Income	133,239	
Total Equity	\$ 1,103,756	\$ 970,517
TOTAL LIABILITIES AND EQUITY	\$ 1,173,113	\$ 1,070,564

Pasadena Community Access Corporation

Pro Forma P&L - August 2023

FY 2024 YTD Actual vs FY 2024 Adopted Budget

	vs. 2 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	-	1,333	(1,333)	-100.0%	8,000	(8,000)	-100.0%
Production Services	670	2,333	(1,663)	-71.3%	32,000	(31,330)	-97.9%
Program Services	1,100	600	500	83.3%	8,000	(6,900)	-86.3%
Other Revenue	-	167	(167)	-100.0%	1,000	(1,000)	-100.0%
Total Income	275,520	278,183	(2,663)	-1.0%	1,144,000	(868,480)	-75.9%
Expenses							
Payroll Expenses	93,530	97,290	3,760	3.9%	659,760	566,230	85.8%
Payroll Taxes	7,272	8,575	1,303	15.2%	58,059	50,787	87.5%
Employee Benefits	22,548	26,599	4,051	15.2%	105,745	83,197	78.7%
Occupancy Expenses	35,298	35,848	550	1.5%	226,485	191,187	84.4%
Accounting & Audit	900	900	-	0.0%	17,645	16,745	94.9%
Advertising & Marketing	70	500	430	86.1%	3,000	2,930	97.7%
Automobile Expense	103	242	139	57.5%	1,450	1,347	92.9%
Bank & Payroll Processing Fees	285	283	(1)	-0.4%	1,700	1,415	83.3%
Board Materials & Expenses	8	20	12	61.5%	120	112	93.6%
Cable Drop Fees	327	1,552	1,225	79.0%	9,312	8,985	96.5%
Contract Labor	188	300	113	37.5%	1,800	1,613	89.6%
Dues and Subscriptions	-	80	80	100.0%	3,500	3,500	100.0%
Legal & Professional Fees	10,540	-	(10,540)		20,000	9,460	47.3%
Licenses, Permits & Other Fees	-	-	-		174	174	100.0%
Meals & Entertainment	165	300	135	44.9%	1,800	1,635	90.8%
Office Expense	592	1,250	658	52.6%	7,500	6,908	92.1%
Production Expense	5,629	5,311	(318)	-6.0%	21,000	15,371	73.2%
Professional Development	-	350	350	100.0%	2,100	2,100	100.0%
Travel & Lodging	35	433	398	91.9%	2,850	2,815	98.8%
Total Expenses	177,488	179,833	2,345	1.3%	1,144,000	966,512	84.5%
Net Operating Income	98,032	98,350	(318)	-0.3%	0	98,032	81692992%
PEG Capital Income Recognized	45,306	47,500	2,194	4.6%	190,000	(144,694)	-76.2%
PEG Capital Equipment Expense	9,514	31,667	22,153	70.0%	190,000	(180,486)	-95.0%

PCAC Administrative Report – August 2023

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

- Current shows being produced by Pasadena Media:
 - *Pasadena Media News Updates* – 1½- to 3-minute news pieces posted on social media with top stories happening in our city. Six of these segments are produced weekly.
 - *Pasadena Monthly* with Justin Chapman – This informative show airs once a month with various guests including Congressman Chu, Congressman Adam Schiff, JPL Director Laurie Leshin, and Octavia’s Bookshelf owner Nikki High to name a few.
 - *Arroyo Now* – a monthly show produced by Pasadena Media staff, produced by Jasiri Jenkins-Glenn, and hosted by volunteer LaTonya Norton. Airing this week is a 2-hour special on the bus tour on Affordable Housing.
 - *Pan & Zoom* hosted by Satie Gossett with various guests from the film industry.
- Programs in Development:
 - *Portraits of the Community* – A monthly program highlighting longtime residents of Pasadena and their unique stories. Mayor Victor Gordo was our first guest with future guests to be announced.
 - *Non-Profit Spotlight (Working Title)* – This program highlights non-profit organizations in the community by conducting short interviews with a spokesperson from each organization. A PSA will be provided for every organization featured.
 - Untitled half-hour program to air monthly regarding environmental issues as they relate to Pasadena, host TBD.
 - *Chamber Business in Pasadena (Working Title)* – Interview with various business leaders in the city and members of the Chamber of Commerce discussing important issues impacting small and large businesses in the City of Pasadena.
 - A music program hosted by Steve Thompson, a local musician talking about various musical endeavors, artists, and music education.

- Met with City Manager Miguel Márquez and PCAC Board Chair Ken Chawkins to provide an update about Pasadena Media and discuss opportunities on how Pasadena Media can continue to support the city. Informed Mr. Márquez of our strategic planning process to be completed by the end of the year. Also informed him that we finalized our negotiations for a new lease at 150 S. Los Robles and thanked him for Jeffrey Hernandez's support in helping us in negotiating this lease.
- Met with Chris Miller and new PCAC Board Member for District 7 James De Pietro. Gave Mr. De Pietro an overview of PCAC structure, relationship with the City, PCC and PUSD. Mr. Miller gave him a tour of the facilities and we met at the Hilton Hotel for lunch to further discuss Pasadena Media's current issues and opportunities.
- Hosted a business-to-business mixer for the Rotary Club of Pasadena in our Pasadena Media studios. Approximately 30 members attended, Rotary provided food and drink, and Pasadena Media's leadership team provided an overview of our operations.
- Met with new Pasadena Chamber of Commerce Board Chair Don Schweitzer and CEO Paul Little for a board orientation. This orientation was for returning members to be reacquainted with the Chamber's policies and initiatives. As past board chair, Mr. Little has asked me to participate in the board's planning for their strategic and succession plan.
- ED CEO attended various events and meetings including a meeting with Pasadena's Public Information Officer and PCAC Board Member Lisa Derderian. Rotary Public Image Committee meeting. Attended Los Angeles County Assessor Jeffrey Prang's presentation to Rotary. Attended Rotary Board of Directors and Rotary Program Committee. Participated at Rotary's Shop with a Cop event. Additional meetings were the Rotary Global Scholarship Committee and lunch meeting with former councilmember and longtime resident Margaret McAustin.

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

Operations Report – August 2023

Respectfully submitted by Chris Miller, Chief Operating Officer

- **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 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. We have asked that Rep. Chu and Rep. Schiff vote ‘no’ on the legislation, though we have not heard back from them.
- **UPDATE - City Council Chamber Upgrade: In Progress**
The Request for Proposals for council chamber upgrades is now open through the City’s online procurement system. PEG funds still in a City account are expected to pay for the upgrades that are expected to be implemented in December.
- **UPDATE - PEG Requests: In Progress**
Equipment from last month’s request for the new Rental Housing Board was used at their most recent meeting. Please refer to “Channel Managers Meeting - August 30, 2023” in your packet for information about tonight’s request for a flypack, cameras, computers, and other needs.
- **Media Production Specialist Hiring: Completed**
We filled the open part-time Production Specialist position that was created to help manage our increased meeting coverage workload. Angela Harrer joins us with a background in community media and producing news.

Community Engagement Report - July & August 2023

Respectfully Submitted by Jasiri Jenkins-Glenn, Director of Community Engagement

Membership:

- **Orientation:**
 - July
 - 10 people signed up, 3 RSVP'd people attended, 3 others were walk-ins, 7 no-shows
 - August
 - 15/15 people signed up, all 15 showed up, and 11 out of 15 people signed up as new members.
 - September
 - 15/15 people signed up, 31 views on Eventbrite
 - October
 - 7/15 people signed up, 10 views on Eventbrite
- Logins to RueShare: 277 compared to a 169 average, class sign-ups: 64 people in July 2023 compared to a previous 55 person high in April 2023, and crew calls are at an all time high.
 - This is indicative of our members and staff being better trained on the systems we use.
 - Our new member relations management system, Isaac, will prove to further enhance the self-sufficiency of our members and ease of access
- **Asset Reservations:**
 - Total Reservation Count
 - July: 79
 - August: 82
 - Total # of Members who made asset reservations
 - July: 14
 - August: 20
 - Total Hours of Use
 - July: 4230.75
 - August: 5414.96

Community Programming:

- 22 Requests for Channel Time (RFCT) by 9 unique producers in July
- 25 RFCT by 15 unique producers in August
- **Completed Productions:**
 - July: 10
 - August: 18
- **Current Shows:**
 - *Pasadena Monthly* with Justin Chapman
 - *Arroyo Now* with LaTanya Norton
 - *Pasadena Media News*
- **Shows in development:**
 - *Portraits of the Community*
 - *Non-Profit Spotlight* (working title)
- **Shows in planning:**
 - Environment focused show interviewing global experts on various hot topics

- Business show focused on local Pasadena businesses and their owners
- Music show highlighting the history of the music being played.

Training:

- **July:**
 - 11 students enrolled
 - 9 certified
- **August:**
 - 27 students enrolled
 - 22 certified

Social Media:

- Location based impressions
 - Facebook allows you to see more intricate details when campaigns are run.
 - More information to come about the specific capabilities for each social media platform.
- Social Media improvement project will begin in September

Production Report – August 2023

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	Number of Productions
Member Productions & Preproduction Meetings	7
Arroyo Originals - Studio	5
Arroyo Originals - Field (Includes <i>PMN</i>)	21
KPAS/City Productions	20
Pro Services	8
Special Projects	1

Program Highlights:

- Pasadena Media is providing biweekly organizational training sessions to Pasadena Public Health Department, so that PPHD staff members can create video/media content for their various programs.
- Pasadena Media has hired a new Media Production Specialist, Angela Harrer, as part of the KPAS/Pro Services team.
- Pro Services: Pasadena Media has been hired again by Pasadena Symphony and Pops to produce their annual Moonlight Sonata Gala Luminaries Award videos.
- Pasadena Media has started production on a documentary for the Pasadena Public Library's 140th Anniversary.
- Pro Services: Pasadena Media has been selected to produce the University Club Pasadena Community Foundation Scholarship Award Winners video for their gala in late September.
- Pro Services: Pasadena Media continues to work with the Pasadena Museum of History to capture their exhibits for archiving purposes.

Channel Managers Meeting - August 30, 2023

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

The Channel Managers met via Zoom to discuss PEG-related needs. Miller introduced a request covering several areas for KPAS and Arroyo:

Studio Flooring | not to exceed \$7,914.00

The vendor selected to provide the previously-approved epoxy studio flooring refused to meet the building's insurance requirements. Subsequently, building management suggested obtaining a quote from their preferred vendor, Sav On Carpet, for the same epoxy flooring. The new quote saves \$150 overall and, if approved, we expect work to take place in early October.

Mobile Flypack Video Production System | \$134,995.00

PCAC invited companies to bid on providing the flypack system for our new van. Staff is recommending approval of the TV Pro Gear bid that includes a custom Flypak™ rolling rack cart, TriCaster TC1 switcher, Presonus audio mixer, intercom system, routers, power distribution, converters, accessories, and training.

Cameras and Accessories | not to exceed \$24,999.00

The Panasonic community producer cameras currently available for checkout are now ten years old, having previously served as staff cameras. They are in various states of disrepair as parts and repair options are scarce. In addition, staff requires more zoom lenses than our current five-year-old staff Sony cameras have. We have selected four JVC camcorders as replacements for staff use, which will enable us to move the Sony cameras to public use. The JVC cameras will also enable us to take advantage of wireless video and NDI functionality that is desirable in current live workflows. If approved, tripods, controllers, batteries, bags and other camera accessories will also be purchased from Key Code Media.

Studio Communications System | not to exceed \$24,999.00

The new flypack contains a new RTS intercom system that will replace the current EarTec system in use on location. We are currently utilizing some of the functional parts of that system in our studio. If approved, we will purchase compatible RTS equipment including a main station, wireless belt packs, headsets, batteries and other accessories from Hollywood Sound Systems for the studio so either system can be expanded when necessary.

Laptops and Accessories | not to exceed \$10,999.00

The HP workstations purchased approximately five years ago have not performed as intended over the past couple of years as some hardware components have struggled with ever-changing Microsoft operating systems and Adobe software. In addition, the majority of our production team prefers Apple. If approved, MacBook Pro laptops, portable hard drives, bags and other computer accessories will be purchased from Best Buy.

Information Technology Networking Equipment | not to exceed \$2,499.00

The new JVC cameras will require an access point, antennas, and accessories to utilize their wireless capabilities. We also need new switches and transceiver modules to utilize the new fiber run between the studio and City Hall. If approved, these items will be purchased from Amazon.

PEG CAPITAL FUND REQUEST NOT TO EXCEED \$206,405: PCAC request for a mobile flypack video production system, cameras and accessories, a studio communications system, laptops and accessories, information technology networking equipment, and studio flooring.

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

On August 1, 2023, the City published a Notice Inviting Bids to furnish and deliver audio visual equipment to be used either inside or outside a Ford E-Transit Cargo Van for PCAC. Bidders were asked to supply products and services that will result in a fully digital, state-of-the-art, industry-standard mobile video production system. The bid was posted on the City's online bidding site, OpenGov, and notices were advertised in accordance with City Charter and Municipal Code provisions. Seventeen (17) prospective vendors downloaded the bid, none of which are local to Pasadena. One bid was received electronically before the and publicly opened on August 18, 2023: TV Pro Gear, Glendale, CA - \$134,995
Staff has determined the bidder to be capable of meeting all indicated specifications and the amount to be reasonable. Staff recommend proceeding with TV Pro Gear for the purchase of the mobile flypack video production system, based on the bid response and the vendor's similar experiences with the item requested. The proposed contract with TV Pro Gear fully complies with the City's Competitive Bidding and Living Wage Ordinances.

Staff has conducted an informal selection process by obtaining quotes from at least three vendors for the other 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);
- B. Accept the bid dated August 17, 2023, submitted by TV Pro Gear, in response to specifications for the procurement of a mobile flypack video production system; Reject all other bids received; and Authorize the Executive Director CEO to enter a contract with TV Pro Gear in an amount not to exceed \$134,995;
- C. Authorize the Executive Director CEO to enter a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with the following vendors: KeyCode Media for cameras and accessories in an amount not to exceed \$24,999, Hollywood Sound Systems for a studio communications system in an amount not to exceed \$24,999, Best Buy for laptops and accessories in an amount not to exceed \$10,999, Amazon for information technology networking equipment in an amount not to exceed \$2,499, and Sav-On Carpet for studio flooring in an amount not to exceed \$7,914.

Respectfully submitted,
Chris Miller
COO

Staff Report

Strategic Planning Services

September 5, 2023

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); and
- B. Authorize the Executive Director/CEO to enter into a contract with OEG, LLC for strategic planning services as described in staff report

Background:

The Executive Director/CEO and Board President have negotiated a proposed agreement with Diana Peterson-More, President of The Organizational Effectiveness Group, LLC (OEG). Peterson-More serves on the PCAC Citizens Advisory Committee.

Scope:

OEG, LLC, will provide strategic planning services including pre-work, facilitation, document drafting, and follow-up.

Timeframe:

It is envisioned this will be concluded by year-end 2023, and consume approximately three days, or 24 hours.

Fiscal Impact:

PCAC will provide in-kind media production services valued at up to \$7,500 per rate card “Rev. 2021c” in lieu of monetary fees. These services must be utilized by December 31, 2025.

Respectfully submitted,
Chris Miller
COO