

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, December 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.

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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, December 5, 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 LEGAL COUNSEL** regarding significant exposure to potential litigation pursuant to Government Code Section 54956.9(d)(2) (one potential case)

PUBLIC MEETING

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF NOVEMBER 7, 2023 REGULAR 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
 - STRATEGIC PLAN DISCUSSION re: determining date, location, preliminary work and other details for board retreat
 - Information Item
- NEW BUSINESS
- 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 30th day of November, 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, November 7, 2023.

PUBLIC MEETING

- I. **INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL** - *President Chawkins called the meeting to order at 6:59 p.m.*

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), absent
Anna Hawkey Jablonski (District 3), absent
Alan Clelland (District 4), present
Michael Ocon (District 5), absent
Ken Chawkins, President (District 6), present
James De Pietro (District 7), present
Gail Schaper-Gordon (Mayor's Representative), present
Beth Leyden, Secretary (PUSD Representative), present
Alexander Boekelheide (PCC Representative), absent
Lisa Derderian (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

- I. **APPROVAL OF OCTOBER 3, 2023 REGULAR BOARD MEETING MINUTES**
- **Motion to Approve:** *Kim Washington moved to approve minutes for October 3, 2023. Seconded by Alan Clelland. The motion passed: all in favor with one abstention from Gail Schaper-Gordon. No public comment.*
- II. **PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA** – Please limit comments to three minutes each.
- No public comment.
- III. **TREASURER REPORT**
- Treasurer's report presented by George Falardeau and Chris Miller in lieu of Jan Sanders not being present, per agenda packet. *Information item only. No public comment.*

IV. EXECUTIVE DIRECTOR REPORT

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

V. OLD BUSINESS

- AUDIT PRESENTATION: FY 22-23 PCAC FINANCIAL STATEMENTS AND LANCE, SOLL & LUNGHARD, LLP'S REPORT
 - Action Item
 - Motion to Approve: *Gail Schaper-Gordon moved to receive the audit. Second by Kim Washington. All in favor. Motion passed.*

VI. NEW BUSINESS

- None

VII. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Various announcements by Board Members and staff.

VIII. ADJOURNMENT

- *Kim Washington moved to adjourn the meeting. Second by James De Pietro. Chair/President Chawkins adjourned the meeting at 8:01pm.*

FUTURE MEETING DATES

- **December 5, 2023**
- **January 2, 2024**

| Pasadena Community Access Corporation | | |
|--|---------------------|-------------------------|
| Statement of Financial Position | | |
| As of November 30, 2023 | | |
| | Total | |
| | As of Nov 30, 2023 | As of Jun 30, 2023 (PP) |
| ASSETS | | |
| Current Assets | | |
| Bank Accounts | | |
| 1010 Petty Cash | 200 | 200 |
| 1120 Bank of America Checking (1018) | 220,031 | 283,641 |
| 1130 Bank of America Capital - Restricted (9451) | 643,495 | 555,842 |
| 1160 Paypal | 97 | 0 |
| 1170 PFCU Savings (7181) | 123,992 | 123,992 |
| Total Bank Accounts | \$ 987,814 | \$ 963,674 |
| Accounts Receivable | | |
| 1200 Accounts Receivable | 750 | 1,805 |
| Total Accounts Receivable | \$ 750 | \$ 1,805 |
| Other Current Assets | | |
| 1210 Other Receivables | 0 | 2,800 |
| 1330 Prepaid Insurance | 10,411 | 10,798 |
| Total Other Current Assets | \$ 10,411 | \$ 13,598 |
| Total Current Assets | \$ 998,975 | \$ 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 | -391,488 | -315,272 |
| Total Fixed Assets | \$ 2,852 | \$ 79,068 |
| Other Assets | | |
| 1800 Security Deposit | 16,440 | 12,420 |
| Total Other Assets | \$ 16,440 | \$ 12,420 |
| TOTAL ASSETS | \$ 1,018,267 | \$ 1,070,564 |
| LIABILITIES AND EQUITY | | |
| Liabilities | | |
| Current Liabilities | | |
| Credit Cards | | |
| 2050 Chase Visa Credit Card | 11,849 | 8,896 |
| 2060 Divvy Credit Card | -727 | 500 |
| Total Credit Cards | \$ 11,122 | \$ 9,396 |
| Other Current Liabilities | | |
| 2070 Accrued Interest | 0 | 35 |
| 2100 Payroll Liabilities | 24,236 | 23,548 |
| 2200 Accrued Vacation | 39,282 | 39,282 |
| 2500 Current Lease Liability | -47,392 | 27,787 |
| Total Other Current Liabilities | \$ 16,126 | \$ 90,651 |
| Total Current Liabilities | \$ 27,248 | \$ 100,047 |
| Total Liabilities | \$ 27,248 | \$ 100,047 |
| Equity | | |
| 3000 Opening Bal Equity | -36,271 | -36,271 |
| 3100 Retained Earnings | 363,294 | 450,947 |
| 3200 Temporarily Restricted Assets | 643,495 | 555,842 |
| Net Income | 20,501 | |
| Total Equity | \$ 991,019 | \$ 970,517 |
| TOTAL LIABILITIES AND EQUITY | \$ 1,018,267 | \$ 1,070,564 |

Pasadena Community Access Corporation

Pro Forma P&L - November 2023

FY 2024 YTD Actual vs FY 2024 Adopted Budget

| | | vs. 5 mo. Budget | | | vs. Full Year Budget | | |
|--------------------------------------|----------------|------------------|-----------------|---------------|----------------------|------------------|---------------|
| | YTD Actual | YTD Budget | \$ | % | FY24 Budget | \$ | % |
| Income | | | | | | | |
| City of Pasadena | 547,500 | 547,500 | - | 0.0% | 1,095,000 | (547,500) | -50.0% |
| Contributions & Grants | 1,698 | 3,333 | (1,635) | -49.1% | 8,000 | (6,302) | -78.8% |
| Production Services | 5,365 | 5,833 | (468) | -8.0% | 32,000 | (26,635) | -83.2% |
| Program Services | 1,375 | 1,500 | (125) | -8.3% | 8,000 | (6,625) | -82.8% |
| Other Revenue | - | 417 | (417) | -100.0% | 1,000 | (1,000) | -100.0% |
| Total Income | 555,938 | 558,583 | (2,645) | -0.5% | 1,144,000 | (588,062) | -51.4% |
| Expenses | | | | | | | |
| Payroll Expenses | 272,314 | 267,548 | (4,766) | -1.8% | 659,760 | 387,446 | 58.7% |
| Payroll Taxes | 19,770 | 23,581 | 3,811 | 16.2% | 58,059 | 38,289 | 65.9% |
| Employee Benefits | 47,661 | 50,573 | 2,912 | 5.8% | 105,745 | 58,084 | 54.9% |
| Occupancy Expenses | 102,591 | 106,966 | 4,375 | 4.1% | 226,485 | 123,894 | 54.7% |
| Accounting & Audit | 12,197 | 14,495 | 2,298 | 15.9% | 17,645 | 5,448 | 30.9% |
| Advertising & Marketing | 672 | 1,250 | 578 | 46.2% | 3,000 | 2,328 | 77.6% |
| Automobile Expense | 339 | 604 | 265 | 43.9% | 1,450 | 1,111 | 76.6% |
| Bank & Payroll Processing Fees | 518 | 708 | 191 | 26.9% | 1,700 | 1,182 | 69.5% |
| Board Materials & Expenses | 21 | 50 | 29 | 57.6% | 120 | 99 | 82.3% |
| Cable Drop Fees | 957 | 3,880 | 2,923 | 75.3% | 9,312 | 8,355 | 89.7% |
| Contract Labor | 1,063 | 750 | (313) | -41.7% | 1,800 | 738 | 41.0% |
| Dues and Subscriptions | - | 3,280 | 3,280 | 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 | 554 | 750 | 196 | 26.1% | 1,800 | 1,246 | 69.2% |
| Office Expense | 1,806 | 3,125 | 1,319 | 42.2% | 7,500 | 5,694 | 75.9% |
| Production Expense | 11,523 | 9,790 | (1,733) | -17.7% | 21,000 | 9,477 | 45.1% |
| Professional Development | - | 875 | 875 | 100.0% | 2,100 | 2,100 | 100.0% |
| Travel & Lodging | 35 | 1,083 | 1,048 | 96.8% | 2,850 | 2,815 | 98.8% |
| Total Expenses | 482,560 | 489,308 | 6,748 | 1.4% | 1,144,000 | 661,440 | 57.8% |
| Net Operating Income | 73,378 | 69,275 | 4,103 | 5.9% | - | 73,378 | |
| PEG Capital Income Recognized | 90,051 | 95,000 | 4,949 | 5.2% | 190,000 | (99,949) | -52.6% |
| PEG Capital Equipment Expense | 142,344 | 79,167 | (63,177) | -79.8% | 190,000 | (47,656) | -25.1% |

Administrative Staff Report

November 2023

Community Engagement Report

Director of Community Engagement Jasiri Jenkins-Glenn

Production Services Report

Chief Production Officer Bobbie Ferguson

Operations Report

Chief Operating Officer Chris Miller

Executive Director CEO Report

Executive Director CEO George Falardeau

Community Engagement Report - November 2023

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

Membership & Training

- Studios closed to community productions in December
 - Team will be cleaning equipment and preparing for reopen in January 2024
 - We will no longer close to studio production during June and December
- Member training on Isaac system will begin with existing producer members in December and continue with all other members in February 2024
- Podcast Network first meeting went great - will be awesome way to attract community people to become members and use the podcast studio
 - Interested in possible upgrades that will attract more studio use (eg. cameras, lighting, wall design/texture, etc.)

Community Programming:

- *Pasadena Monthly with Justin Chapman*
 - In-studio production to begin in January 2024
- *Arroyo Now*
 - December - Tournament of Roses President and Martin Gordon interview + ToR Diversity Celebration coverage
 - January 2024 - Pasadena Media team - interviews with those who have served 7+ years
- *Pasadena Media News*
- *Portraits of the Community*
 - Next episode to feature Mayor Bouggard - date TBD
- *Crown City Podcast*
 - Slated to go visual in February 2024
 - Hosted first team meeting - production plan is strategized and being actioned
- *Non-Profit Spotlight* (working title)
 - Slated to start in January 2024
- *Accessibility Show* (title TBD)
 - Andrea Jennings confirmed as host
 - Slated to launch in February 2024
- Environment focused show interviewing global experts on various hot topics
 - Considering our very own Ken Chawkins as host
 - Date TBD
- Music show highlighting the history of the music being played
 - Idea is TBD - slated for Q2 or Q3 of 2024

Social Media:

- Next SM team meeting scheduled for December
- Launched first partnership campaign with the Women's Committee of the Pasadena Symphony Association - ticket giveaway for the Holiday Look-in tour
- Would like to consider a budget specifically to boost campaigns and posts on social media
 - seems to be where most people are viewing our content - it is a good idea to have our content meet people where they already are.

Production Report - November 2023

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

| Type of Production | Number of Productions |
|---|-----------------------|
| Member Productions & Preproduction Meetings | 8 |
| Arroyo Originals - Studio | 3 |
| Arroyo Originals - Field (Includes <i>PMN</i>) | 12 |
| KPAS/City Productions | 25 |
| Pro Services | 3 |
| Special Projects | - |

Program Highlights:

- Pasadena Media staff led a field video production workshop for 32 students at Marshall Fundamental Secondary School for their ACI (Academy of Creative Industries) Day and received a stipend of \$150.
- Pasadena Media captured the annual Adaptive Sports Festival held at Brookside Park.
- Pasadena Media recorded training videos regarding elder abuse prevention for a partnership between the City of Pasadena PEDAL group and USC Keck School of Medicine.
- In a continuation of the growing partnership with Huntington Health, Pasadena Media captured their Veterans Day Ceremony for pro services.
- Pasadena Media live streamed the City of Pasadena's Veterans Day Ceremony.
- Pasadena Media covered a District 4 Community Meeting, a District 6 Town Hall, and a community meeting about the recent activity in Washington Park.
- The Pasadena Fire Department has started to record a podcast for internal messaging called *PFD Podcast*.
- A new local business named Modlock Safes, Security, and Locksmith reached out to the City for Pasadena Media to produce a public service announcement about gun safety.
- Pasadena Media live streamed the annual DooDah Parade on Arroyo and YouTube.
- Pasadena Media covered two press conferences. The first announced the criminal charges for Mickey Cooper's shooting at Washington Park and the second was at the Rose Bowl Stadium regarding Senate Bill 96, referred to as the Historic Venue Restoration and Resiliency Act, that was formally signed into law by California Governor Gavin Newsom in October.

Operations Report - November 2023

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - 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. Local jurisdictions are opposing the bill. Rep. Chu and Rep. Schiff are expected to oppose the legislation as democratic support was unanimous in committee. Fortunately, the most likely path to success for this bill of attaching it to some other ‘must-pass’ bill (e.g. funding for a function of government) has not yet come to fruition.
- **UPDATE - City Council Chamber Upgrade: In Progress**
The selected vendor is expected to begin installation next week as the City Council meeting end-of-year hiatus gets underway. PEG funds still in a City account are expected to pay for the upgrades.
- **UPDATE - PEG Requests: In Progress**
The JVC camcorders arrived and MacBooks were assigned to staff last week. Flooring was completed this weekend after several weeks of installation attempts. The flypack frame is being constructed now and we hope to take delivery by the end of the month.
- **UPDATE - FY23 Audit: 990 Being Prepared**
Now that the Financial Statements have been finalized, our accountant is preparing our tax return for filing. The draft will be on the next board agenda.
- **ACM West Meetup: Details Forthcoming**
As the national Alliance for Community Media Conference will be held June 25-27 in San Jose, the western region will not hold its usual spring conference. In lieu of that, smaller one-day events are being planned in Hawaii, a north/central California location, and at Pasadena Media. The California events will be held during the week of February 5-9. More information will be posted at acmwest.org as it becomes available.
- **Winter Hiatus Maintenance: Ongoing**
We are closed to the public for studio productions and editing during December. We typically use this time to perform maintenance and take care of any outstanding repairs. Tasks include resetting studio configurations, restocking expendables, and general cleaning. We’ll have shorter, more regular maintenance periods in the future.
- **Studio Coordinator Hiring: Details Forthcoming**
As of two weeks ago, we are short a full-time position. We are assessing needs during our winter hiatus and intend to post a position after the holidays.

Executive Director CEO Report - November 2023

Respectfully submitted by George Falardeau, Executive Director CEO

- **New Initiative: California to Teach Media Literacy in Every Grade**

Sacramento – Assembly Bill 873, authored by Assemblymember Marc Berman (D-Menlo) Park), was signed by Governor Gavin Newsom, highlighting the urgency of young people’s growing reliance on the internet and social media to consume news and information.

“Teaching media literacy is a key strategy to support our children, their families, and our society that are inundated with misinformation and disinformation on social media networks and digital platforms,” said Assembly Marc Berman. “As we’ve seen too often in the last decade, what happens online can have the most terrifying of real-world impacts. From climate denial to vaccine conspiracy theories to the January 6 attack on our nation’s Capital, the spread of online misinformation has had global and deadly consequences. We have a responsibility to teach the next generation to be more critical consumers of online content and more guarded against misinformation, propaganda, and conspiracy theories. In addition, this instruction will help students to be more responsible digital citizens, more intentional about what they put online, and better understand online safety and privacy.

What is media literacy, and what is it important?

The digital age has made it easy for anyone to create media. We don’t always know who created something, why they made it, and whether it’s credible. This makes media literacy tricky to learn and tech. Nonetheless, media literacy is an essential skill in the digital age.

Specifically,

- Learn to think critically.
- Become a smart consumer of products and information.
- Recognize point of view.
- Create media responsibility.
- Identify the role of media in our culture.
- Understand the author’s goal.

Here are the key questions:

- Who created this?
- Why did they make it?
- Who is the message for?

- What techniques are being used to make this message credible or believable?
- What details were left out, and why?
- How did the message make you feel?

Jasiri Jenkins-Glenn, Director of Community Engagement, will brief us in the future on how we will engage and train our community producers and potentially PUSD educators.

- Met with Jasiri Jenkins-Glenn and Andrea Jennings to discuss the development plans to revive our program **Access for All** hosted by the late Robert Gorski. Andrea is an actor, writer, and designer who suffered serious injuries due to an auto accident leaving her with limited mobility and other disabilities. She is excited to start this program in January 2024 and share valuable information to the community. Jasiri Jenkins-Glenn will provide further details.
- On December 9th, the Pasadena Community Access Corporation will celebrate its 40th year of service to the community of Pasadena. An anniversary/holiday party is scheduled for **Friday, December 8th from 6 pm to 9 pm here at Pasadena Media**, and we are anticipating over seventy guests.
- We are pleased to announce that Angela Harrer has accepted our offer for a full-time Media Production Specialist position with Pasadena Media. Angela is a talented and experienced producer and media technologist, and you can look forward to seeing some of her work in the near future.
- I attended and we live-streamed Pasadena's Veterans Day Ceremony, featuring speakers from city officials to military personnel. The event was well attended, with the flyover of the Air Force squadron over City Hall.
- Lead Media Production Specialist Charles Winners produced and directed our coverage of Pasadena's Doo Dah Parade. The event was an overall success for the Light Bringer Project who organized the parade. The parade's return to Old Town had a great turnout with the usual eclectic participants.
- Attended and recorded the Tournament of Roses Community Open House with Martin Gordon and David Eads. Tournament of Roses President Alex Aghajanian spoke and greeted attendees who arrived at the event. The event was a positive success overall.
- Attended multiple Chamber of Commerce, Rotary Board and Public Image Committee meetings, including the Chamber Legislative Committee meetings throughout the month. Currently participating in the Chamber of Commerce Strategic Plan and establishing the Chamber's future in the next 3-5 years.