

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, April 2, 2024
6:15 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, April 2, 2024**, starting at **6:15 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 MARCH 5, 2024 REGULAR AND MARCH 21, 2024 SPECIAL BOARD MEETING MINUTES
 - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT
- COMMITTEE REPORT
 - CITIZENS ADVISORY COMMITTEE
- EXECUTIVE DIRECTOR CEO REPORT
- OLD BUSINESS
 - STRATEGIC PLAN DISCUSSION re: determining date, location, and other details for board retreat
 - Information Item
- NEW BUSINESS
 - PEG CAPITAL FUND REQUEST NOT TO EXCEED \$296,868.61: KLRN request for a broadcast fly pack.
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 \$296,868.61.
 - 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 28th day of March, 2024.

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, March 5, 2024.

PUBLIC MEETING

- I. **INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL** - *President Chawkins called the meeting to order at 7:00 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), present
Anna Hawkey Jablonski (District 3), present
Alan Clelland (District 4), present
Michael Ocon (District 5), present
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 FEBRUARY 6, 2024 REGULAR BOARD MEETING MINUTES**
- **Motion to Approve:** *Kim Washington moved to approve minutes for February 6, 2024. Seconded by Anna Hawkey Jablonski. The motion passed: all in favor with Beth Leyden, Jan Sanders, and Michael Ocon abstaining. 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 (Jan Sanders), 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

- STRATEGIC PLAN DISCUSSION re: determining date, location, and other details for board retreat
 - Information Item: *June 21st will be the date and the meeting will be held at Pasadena Media.*
 - Motion: After much discussion regarding the role the CAC will perform as a body in the strategic planning process, the following motion was put forth by Anna Hawkey Jablonski: *Motion to request, in writing from CAC as a body, what their input into the strategic planning process is. That can include context, historical setting, it can also include what their future vision is. Furthermore, the CAC will explain how they go about getting the information that they're going to provide us. Seconded by Kim Washington. All in favor.*

VI. NEW BUSINESS

- **AMENDING OF 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
 - Authorize the Executive Director/CEO to enter into an amendment to the strategic planning services contract with OEG, LLC to allow for reimbursement of \$137.50 for online survey expenses.
 1. Action Item - *Motion to approve by Gail Schaper-Gordon, Seconded by Anna Hawkey Jablonski. All in favor. No public comment.*
- **DETERMINING TIME, DATE AND LOCATION OF REGULAR MEETINGS**
 - Action Item – *Jan Sanders moved to change the start time of regular meetings to 6:15pm, Seconded by Kim Washington. All in favor. No public comment.*
- **PCAC FY2025 BUDGET PRESENTATION**
 - Information Item only.

VII. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Various announcements by Board Members and staff.

VIII. ADJOURNMENT

- *Chair/President Chawkins adjourned the meeting at 8:25 pm.*

FUTURE MEETING DATES

- **April 2, 2024**
- **May 7, 2024**

**PASADENA COMMUNITY ACCESS CORPORATION
BOARD OF DIRECTORS
ADJOURNED SPECIAL 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, March 21, 2024.

PUBLIC MEETING

- I. **INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL** – *Vice President Kimberly Washington called the meeting to order at 4:04 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), present
Anna Hawkey Jablonski (District 3), present
Alan Clelland (District 4), present
Michael Ocon (District 5), absent
Ken Chawkins, President (District 6), absent
James De Pietro (District 7), absent
Gail Schaper-Gordon (Mayor’s Representative), absent
Beth Leyden, Secretary (PUSD Representative), present
Alexander Boekelheide (PCC Representative), present
Lisa Derderian (City Manager’s Representative), present

Staff:

George Falardeau, Executive Director/CEO, present
Chris Miller, Chief Operating Officer, present
Liza Rodriguez, Office Administrator/Asst. to the ED/CEO, present
Dion O’Connell, Deputy City Attorney, present

- II. **PEG CAPITAL FUND REQUEST NOT TO EXCEED \$24,996: PCAC request for production van modifications. 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 TV Pro Gear for production van modifications including flooring, insulation, wall treatments, equipment anchoring, external power and cable management, lighting, air conditioning, and loading ramps in an amount not to exceed \$24,996.
 - Action Item – *Boekelheide moved approval, Sanders Seconded. All in favor. No public comment.*

- II. **ADJOURNMENT**

- *Vice President Washington adjourned the meeting at 4:14pm.*

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PCAC Board of Directors Minutes for Special Meeting, March 21, 2024

Pasadena Community Access Corporation
Statement of Financial Position

As of March 31, 2024

	Total	
	As of Mar 31, 2024	As of Jun 30, 2023 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	75	283,641
1130 Bank of America Capital - Restricted (9451)	422,785	555,842
1160 Paypal	97	0
1170 PFCU Savings (7181)	124,023	123,992
1180 Bank of America Checking (3390)	572,478	
Total Bank Accounts	\$ 1,119,657	\$ 963,674
Accounts Receivable		
1200 Accounts Receivable	5,780	1,805
Total Accounts Receivable	\$ 5,780	\$ 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	\$ 1,135,848	\$ 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	-455,997	-315,272
Total Fixed Assets	-\$ 61,657	\$ 79,068
Other Assets		
1800 Security Deposit	16,440	12,420
Total Other Assets	\$ 16,440	\$ 12,420
TOTAL ASSETS	\$ 1,090,630	\$ 1,070,564
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	4,212	8,896
2060 Divvy Credit Card	-676	500
Total Credit Cards	\$ 3,537	\$ 9,396
Other Current Liabilities		
2070 Accrued Interest	0	35
2100 Payroll Liabilities	4,862	23,548
2200 Accrued Vacation	20,538	39,282
2500 Current Lease Liability	-110,581	27,787
Total Other Current Liabilities	-\$ 85,181	\$ 90,651
Total Current Liabilities	-\$ 81,644	\$ 100,047
Total Liabilities	-\$ 81,644	\$ 100,047
Equity		
3000 Opening Bal Equity	-37,021	-36,271
3100 Retained Earnings	584,004	450,947
3200 Temporarily Restricted Assets	422,785	555,842
Net Income	202,507	
Total Equity	\$ 1,172,275	\$ 970,517
TOTAL LIABILITIES AND EQUITY	\$ 1,090,630	\$ 1,070,564

Pasadena Community Access Corporation

Pro Forma P&L - March 2024

FY 2024 YTD Actual vs FY 2024 Adopted Budget

	vs. 9 mo. Budget				vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY24 Budget	\$	%
	Income						
City of Pasadena	1,095,000	821,250	273,750	33.3%	1,095,000	-	0.0%
Contributions & Grants	2,907	6,000	(3,093)	-51.5%	8,000	(5,093)	-63.7%
Production Services	33,585	28,500	5,085	17.8%	32,000	1,585	5.0%
Program Services	4,539	4,900	(361)	-7.4%	8,000	(3,461)	-43.3%
Other Revenue	346	750	(404)	-53.9%	1,000	(654)	-65.4%
Total Income	1,136,377	861,400	274,977	31.9%	1,144,000	(7,623)	-0.7%
Expenses							
Payroll Expenses	456,290	501,191	44,901	9.0%	659,760	203,470	30.8%
Payroll Taxes	33,849	44,125	10,276	23.3%	58,059	24,210	41.7%
Employee Benefits	75,077	82,347	7,270	8.8%	105,745	30,668	29.0%
Occupancy Expenses	160,180	168,492	8,312	4.9%	226,485	66,305	29.3%
Accounting & Audit	13,997	16,295	2,298	14.1%	17,645	3,648	20.7%
Advertising & Marketing	1,447	2,250	803	35.7%	3,000	1,553	51.8%
Automobile Expense	592	1,088	495	45.6%	1,450	858	59.2%
Bank & Payroll Processing Fees	1,447	1,275	(172)	-13.5%	1,700	253	14.9%
Board Materials & Expenses	201	90	(111)	-123.3%	120	(81)	-67.5%
Cable Drop Fees	2,076	6,984	4,908	70.3%	9,312	7,236	77.7%
Contract Labor	2,550	1,350	(1,200)	-88.9%	1,800	(750)	-41.7%
Dues and Subscriptions	2,230	3,500	1,270	36.3%	3,500	1,270	36.3%
Legal & Professional Fees	14,440	-	(14,440)		20,000	5,560	27.8%
Licenses, Permits & Other Fees	220	20	(200)	-1000.0%	174	(46)	-26.4%
Meals & Entertainment	1,898	1,350	(548)	-40.6%	1,800	(98)	-5.4%
Office Expense	3,898	5,625	1,727	30.7%	7,500	3,602	48.0%
Production Expense	17,442	17,186	(256)	-1.5%	21,000	3,558	16.9%
Professional Development	3,500	1,575	(1,925)	-122.2%	2,100	(1,400)	-66.7%
Travel & Lodging	923	2,150	1,227	57.1%	2,850	1,927	67.6%
Total Expenses	792,257	856,892	64,635	7.5%	1,144,000	351,743	30.7%
Net Operating Income	344,120	4,508	339,612	7533.3%	-	344,120	
PEG Capital Income Recognized	132,964	142,500	9,536	6.7%	190,000	(57,036)	-30.0%
PEG Capital Equipment Expense	274,085	142,500	(131,585)	-92.3%	190,000	84,085	44.3%

Pasadena Community Access Corporation Citizens Advisory Committee

– Phil Hopkins, Chair

Report to PCAC Board of Directors – April 2, 2024

Ad Hoc Subcommittees [chair*]

- Fundraising [Sheryl Turner*, Anne Miskey, Chris Miller (staff)]
- Community Engagement [Tom Selinske*, Phil Hopkins, Martin Sweeney, Sheryl Turner]
- Access [Martin Sweeney*, Phil Hopkins, Chris Miller (staff)]

Meetings and Attendance

- The CAC Annual Meeting scheduled for March 27, 2024 was canceled due to lack of quorum. A Special Meeting will be scheduled during May, 2024. The most recent full CAC meeting was in May, 2023.
- CAC membership is currently 12 out of 15 members. Recent losses to the Committee included Tim Winter (moved out of area), Diana Peterson-More (resigned) and Justin Chapman (accepted employment with the City of Pasadena).
- Per the City of Pasadena Municipal Code section 2.155.120, the CAC is composed of 15 members appointed by the PCAC Board of Directors. All members must be Pasadena residents. Per the Municipal Code, consideration should be given but not limited to residents representing the following groups:
 - Neighborhood organizations
 - Minorities
 - Elderly people
 - Young people
 - Women
 - Low income communities
 - Cultural institutions
 - Public service institutions and agencies
 - The Pasadena public library
 - The business community
 - The health care community
 - The scientific and industrial community
 - Organized labor

- The handicapped community
- Local churches and synagogues
- Private educational institutions

- The following members have attended meetings during the previous two years: Phil Hopkins, Geoffrey Baum, Rabbi Joshua Grater, Mic Hansen, Anne Miskey, Tom Selinske, Martin Sweeney and Sheryl Turner.
- The following members have not attended meetings during the previous two years or longer: Ann Erdman, Barry Gordon, Roberta Martinez and Ishmael Trone.
- Recommendation to PCAC Board #1: Fill current CAC vacancies and thank / replace Ann Erdman due to her physical inability to attend in-person meetings.
- Recommendation to PCAC Board #2: Staff to solicit commitments from Gordon, Martinez and Trone regarding their continuing interest to serve on the CAC. Staff to provide the CAC Chair and the PCAC Board President with a summary of the findings.

Strategic Planning

- The CAC voted unanimously to forward the “Access for All” Policy recommendation to the PCAC Board. The vote appears in the approved CAC Minutes. The Policy recommendation was communicated to the PCAC Board President and staff. The intention was that this Policy would be incorporated into any future strategic planning deliberation as an official CAC recommendation. It has come to the Chair’s attention that the PCAC Board requires an additional vote to confirm the Committee intended the Policy to be considered specifically as a strategic planning item. An action item clarifying this will be included as part of the next CAC meeting agenda.
- Similarly, the Community Engagement ad hoc subcommittee will document and present to the CAC its recommendation for a Community Media Center Training Program with Dual Enrollment Component at the next CAC meeting. If approved by the CAC, an action item for that meeting will also include wording clarifying that this Program is also intended to be considered specifically as a strategic planning item.

End of report.



Phil Hopkins, CAC Chair

Administrative Staff Report

April 2024

Executive Director CEO Report

Executive Director CEO George Falardeau

Operations Report

Chief Operating Officer Chris Miller

Production Services Report

Chief Production Officer Bobbie Ferguson

Community Engagement Report

Director of Community Engagement Jasiri Jenkins-Glenn

Executive Director CEO Report – March 2024

Respectfully submitted by George Falardeau, Executive Director CEO

- Successfully covered Herstory 2024 - Women at Work: Overcoming Barriers and Bias event All Saints Episcopal Church, which is currently airing on KPAS and YouTube.
- Chief Production Officer Bobbie Ferguson was featured on the City of Pasadena's social media platforms, Women at Work in Pasadena.
- Held a PCAC Special Board meeting to approve funding for transit van modifications which are expected to be completed by mid-April. This special meeting allowed Pasadena Media to save \$12K, by accommodating vendor's workforce availability.
- Held a PCAC Strategic Plan Ad Hoc Virtual Committee meeting in preparation for our Strategic Plan Session scheduled for June 21.
- For the Strategic Plan Ad Hoc Committee, we distributed the following documents: PCAC Articles of Incorporation, PCAC Bylaws, PCAC Operating Agreement, PCAC Strategic Plan documents and PCAC language in Pasadena Municipal Code. Also included is our PCAC Mission Statement and a Brief History.
- ED CEO introduced Mayor Victor Gordo at the Rotary Luncheon – "Pasadena: Looking to the Future."
- Pasadena Media covered the special City Council meeting focused on the conflict in the Middle East live from Pasadena Convention Center with hundreds of attendees.
- Attended the San Marino Rotary Paul Harris Recognition Luncheon at the Huntington Library Art Museum and Botanical Gardens.
- ED CEO and Jasiri Jenkins-Glenn met with Andre Coleman for lunch to discuss Jasiri's new position as Director of Community Engagement and her goals.
- Held a Pasadena Executive Roundtable event here in our studio and the topic was Local Media Conversation. ED CEO and Director of Community Engagement Jasiri Jenkins-Glenn were part of the panel. Also included were Sarah Smola, Managing Editor for Pasadena Magazine and Larry Wilson, Public Editor of the Pasadena Star-News, as guest speakers.
- Attended the San Rafael Neighborhood Association Board meeting.

- Pasadena Media covered the NAACP Annual Ruby McKnight Williams Awards Dinner event at Le Meridien Pasadena Arcadia. The event was well attended, the Community Engagement team provided coverage and interviews.
- ED CEO and administrative staff met with Cynthia Kurtz and Candy Renick the Director of Development for One Arroyo Foundation to discuss a special program featuring Mayor Victor Gordo and a guest from Huntington Hospital on mental health as it relates to the Arroyo Seco.
- Attended the Chamber of Commerce Board of Directors meeting held at Ability First. Discussed the outcome of the Chamber's Strategic Plan, new leadership for the board, and potential succession plans for the staff.
- This year's PCAC CAC Annual meeting was canceled due to lack of quorum. PCAC CAC Chair Hopkins plans to have a special meeting in May; details forthcoming.
- Prepared a presentation for the Pasadena City Manager's Budget meeting, to include risk management from Pasadena Media in the past year, of which there were none. Also requesting additional funding for staff compensation per Board requests.
- Participated in the City of Pasadena's Police Commander Interviews.
- Attended various Rotary and social club events.
- Pan and Zoom production in our studio featured Burt Blackarach – a DJ, music producer, composer, and music supervisor. Air date to be determined. Pasadena Media sent flowers and condolences to Satie Gossett for the passing of the Emmy and Academy award-winning actor, Lou Gossett Jr.
- Chief Production Officer Bobbie Ferguson moderated "Behind the Blue: A Candid Conversation Celebrating Women in Law Enforcement" held at the Hill Avenue Branch Library. This program currently airs on KPAS.
- After careful review of LT CPAs & Company services invoiced for audit support and tax preparation, we received a \$1,800 reduction in our invoice.
- Jasiri Jenkins-Glenn, Director of Community Engagement, has posted the schedules for classes through May. This include Premiere Pro Editing Essentials, DaVinci Resolve Editing Essentials, Writer's Workshop, Social Media Essentials, Audio Essentials, Podcaster Workshop, Producer Bootcamp, Technical Directing Essentials, Studio Camera Essentials, Podcaster Bootcamp, Teleprompter, On-Camera & Floor Management Essentials, On-Location Camera Essentials, and Orientation.

- For the third time, a Pasadena Media check was fraudulently forged and cashed - this time from our new checking account. This was reported to the fraud division of the bank and is currently being investigated.
- We are pleased to announce that Pasadena Media is a finalist in six categories for the WAVE awards. Winners to be announced on April 19th on the ACM West Region YouTube page.

Operations Report – March 2024

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - City Council Chamber Upgrade: Ongoing**
We are currently assisting in answering a number of clarifying questions from the selected vendor. Work is still likely to occur this summer.
- **UPDATE - PEG Requests: In Progress**
The E-Transit van was delivered to TV Pro Gear's facility in Glendale on March 22. They will perform the modifications approved at your March 21 special meeting including flooring, insulation, electrical, air conditioning, and ramps. We anticipate taking delivery of the van and fly pack by April 12 in order to be used for the next Altadena Town Council Meeting. There is a KLRN PEG request on tonight's agenda for a fly pack.
- **UPDATE - Server Room Air Conditioning Failure: Ongoing**
The mini split A/C unit that cools our server room requires a major repair. Our regular HVAC maintenance vendor is expected to perform the repair in April.
- **UPDATE - FY25 Budget: Presentation Prepared for City Manager Meeting**
We have prepared documents including risk management info for this Thursday's meeting with City Manager and Finance Dept. staff. Per the discussion at the last regular board meeting, management is requesting an additional \$80,000 (or 7%) from the general fund instead of the \$55,000 (or 5%) initially proposed.
- **Repurposing Robotic Camera System for Remote Usage: Ongoing**
In conjunction with utilizing the new fly pack, we are pulling robotic cameras out of storage to make a kit for live productions with smaller crews. These cameras were used in the former Studio B.
- **California Asset Management Program: Gathering Data**
We have reached out to staff at the Rose Bowl - a fellow City operating company - regarding their participation in the California Asset Management Program (CAMP). As a reminder, PCAC has approximately \$125,000 in a low-interest savings account at the Pasadena Federal Credit Union. CAMP was recommended by the City Finance Dept. and could yield approximately 5.5%. We expect to have an item about this on the next agenda.

Production Report – March 2024

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	March 2024
Member Productions & Preproduction Meetings	9
Pasadena Media Productions - Studio	2
Pasadena Media Productions - Field (Includes <i>PMN</i>)	22
KPAS/City Productions	26
Pro Services	1
Special Projects	1

Program Highlights:

- Pasadena Media covered the “Behind the Blue: A Candid Conversation Celebrating Women in Law Enforcement” event organized by the Pasadena Police Department and Pasadena Public Library. Chief Production Officer Bobbie Ferguson moderated the hour-long discussion held at Hill Avenue Branch Library.
- Due to an anticipated high attendance for a special meeting related to the ongoing conflict in the Middle East, a Pasadena City Council Meeting was held at the Pasadena Convention Center for the first time since 2012. Pasadena Media successfully broadcast the meeting live with no technical issues.
- Pasadena Media covered ArtNight Pasadena Spring 2024, featuring Pasadena Museum of History, Armory Center of the Arts and Jefferson Library.
- Pasadena Media captured the Wadsworth Treatment Facility Ribbon Cutting event for Pasadena Water and Power.
- Pasadena Media covered both One City, One Story and a Pasadena Central Library Retrofit Community meeting for the Pasadena Public Library.
- Pasadena Media partnered with Pasadena Water and Power to highlight women working at the utility in celebration of Women’s History Month.
- Pasadena Media captured Herstory, an event hosted by the Commission on the Status of Women, with the theme of “Women at Work: Overcoming Barriers and Bias.”

Community Engagement Report – March 2024

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

Miscellaneous

- New Studio Coordinator
 - Sharon Huang - started March 11th, 2024

Community Productions

- 6 Main Studio Productions
- 2 Podcast Studio Productions
- 1 Virtual Studio Production

Pasadena Media Productions

- *Pasadena Monthly with Justin Chapman*
 - Jens Weiden - CEO of Rose Bowl b my roke news re: 2028 Olympics confirmation
- *Arroyo Now*
 - Friends In Deed: The Women's Room
- *Portraits of the Community*
 - Mildred Pitts Walter shoot in edit
- *Crown City Podcast*
 - Andre Coleman interview submitted for release
- *Access For All: Integrating Accessibility*
 - First episode released, episodes 2 & 3 shot and in edit, and episode 2 features an ASL interpreter - possible long term sponsorship for this service in the works
 - Big hit with the disability community
- *Preserving Pasadena: The Story of Historic Buildings*
 - First episode on Fenyes Mansion in edit
- Environment focused show interviewing global experts on various hot topics
 - Potential host identified

Community Partnerships

- John Muir HS
 - ScienceFest 2024
 - Angela and Aylin represented Pasadena Media
 - Business & Entrepreneurship Academy
 - Sharon and Jasiri provided mock interviews and resume help
 - Arts, Entertainment, and Media Academy
 - Angela, Charles, Bobbie, and Sharon presented for Career Week
- NAACP Dinner

Social Media

- Celebration Posts
 - Great addition to social pages - Sharon creates these
- *PMN's*
 - Consistent weekly content booked out three weeks
- Flyers for classes
 - Announces upcoming classes
 - Plus press releases mentioning class schedules and newsletter announcements through Pasadena Media and Chamber of Commerce to help with visibility of services and resources available.

Key Code Media, Inc. - California

270 S. Flower Street

Burbank, CA 91502

818-303-3900

www.keycodemedia.com



Broadcast fly Pack

Quote # 232343 Version 1

Prepared for:

Pasadena Unified School District

Prepared by:

Tony Arratia

Graphite Option

No.	Part #	Description	Qty	Price	Ext. Price
1	BFDWCASE	BigFoot Custom Design Flycase	1	\$9,989.57	\$9,989.57
2	BFDWCASE	BigFoot Custom Audio Flycase	1	\$7,987.99	\$7,987.99
3	TD2-PANEL	Ross Panel - 28.3" Width x 16.3" Depth	1	\$14,900.00	\$14,900.00
4	TD-TOUCHSCREEN	TouchDrive TouchScreen Display	1	\$985.00	\$985.00
5	CUF-PSU	Ross Carbonite Ultra Power Supply - 12 V DC Output	1	\$572.00	\$572.00
6	CUF-PSU	Ross Carbonite Ultra Power Supply - 12 V DC Output	1	\$572.00	\$572.00
7	GRAPHITE-4RU-ENGINE-M8	Graphite Base Engine M8	1	\$29,161.00	\$29,161.00
8	GRAPHITE-HDBNC-BNC	HDBNC to BNC kit with 20 cables Kit includes 20 x 1 Foot HDBNC to BNC cables. 1 For Reference 1 For LTC 6 For Outputs 12 For Inputs	1	\$330.00	\$330.00
9	XPR-DLQ	Ross DataLinq Server Option	1	\$5,810.00	\$5,810.00
10	XPN-KBD	Ross XPression Custom Keyboard	1	\$1,565.00	\$1,565.00
11	GRAPHITE-HELO-PLUS-STREAM	AJA-HELO PLUS Streaming Unit	1	\$1,899.00	\$1,899.00
12	GRAPHITE-ONL-COM	Graphite Online (Remote) Commissioning	1	\$490.00	\$490.00
13	CARBONITE-OTR-1DAY	Ross Video Limited - Onsite Operational Training, 1 Day Ross Video Limited - Onsite Operational Training, 1 Day	1	\$2,145.00	\$2,145.00
14	TRAVEL-PRE-001	Pre Paid Service Expense Trip 1	1	\$2,500.00	\$2,500.00
15	XPRESSION-OTR-1DAY	XPression Operational Training - 1 Day One day of onsite training. 6-10 weeks advance scheduling notice (ARO) is required. Training is onsite on customer supplied equipment. Training labor is invoiced at time of purchase or upon equipment shipment. T	3	\$2,145.00	\$6,435.00
16	TRAVEL-PRE-002	Pre Paid Service Expense Trip 2	1	\$3,100.00	\$3,100.00
17	UM.QV0AA.A02	Nitro VG240Y A Widescreen Gaming LCD Monitor	2	\$129.99	\$259.98
18	S32D850T	Samsung 32" Class WQHD LCD Monitor - 16:9 - Matte Black, Titanium Silver - 32" Viewable - LED Backlight - 2560 x 1440 - 1 Billion Colors - 300 Nit - 5 ms - 60 Hz Refresh Rate - DVI - HDMI - DisplayPort	1	\$389.99	\$389.99

Graphite Option

No.	Part #	Description	Qty	Price	Ext. Price
19	BMD-HDL-SMTWSCOPEDUO4 K2	Blackmagic Smartscope Duo 4K 2 Dual Rack Mount Monitor	1	\$885.00	\$885.00
20	BMD-HDL-AUDMON1RU12G	Blackmagic Audio Monitor 12G	1	\$1,235.00	\$1,235.00
21	RCI-PANEL	Custom Panel	1	\$800.00	\$800.00
22	SRT1500RMXLA	APC by Schneider Electric Smart-UPS SRT 1500VA RM 120V - 2U Rack-mountable - 3 Hour Recharge - 5 Minute Stand-by - 120 V Input - 120 V AC Output - Sine Wave - 6 x NEMA 5-15R - 6 x Battery/Surge Outlet	2	\$1,600.00	\$3,200.00
23	AH-SQ-5	96kHz XCVI FPGA processing, 48 InputChannels, DEEP Processing, 17 Faders / 6 Layers, 16 onboard preamp, 12 Stereo mixes+LR, 3 Stereo Matrix, 7â€ capacitive touchscreen	1	\$3,999.00	\$3,999.00
24	BMD-VHUBSMAS12G2020	Blackmagic Videohub 20x20 12G	1	\$2,395.00	\$2,395.00
25	MSM4214X-100NAS	Netgear AV Line M4250-12M2XF 12x2.5G and 2xSFP+ Managed Switch (MSM4214X) - 12 Ports - Manageable - 3 Layer Supported - Modular - 37.90 W Power Consumption - Optical Fiber, Twisted Pair - 1U High - Rack-mountable - Lifetime Limited Warranty	1	\$979.99	\$979.99

Subtotal: \$102,585.52

Cameras

* Contains Optional Items

No.	Part #	Description	Qty	Price	Ext. Price
26	AJ-PX5100GJ	Panasonic Digital Camcorder - 3.5" QHD Screen - MOS - Full HD - 16:9 - AVC-Intra200, DVCPRO, DVCPRO HD, DVCPRO50, AVC-Intra100, MPEG-4, H.264/AVC, AVC-Intra50, AVC-LongG25, AVC-LongG50, AVC-LongG12, ... - HDMI - P2 Card, microP2 - Memory CardAJ-PX5100GJ	3	\$12,344.85	\$37,034.55
27	PBS-AV-SVCEXTWAR5YF	PANASONIC SOLUTIONS COMPANY:PROAV PREMIUM 5Yr Service Suppor	3	\$2,495.24	\$7,485.72
28	PBS-AJ-CVF25GJ	PANASONIC HD Color Viewfinder	3	\$3,343.22	\$10,029.66
29	PBS-AV-SVCEXTWAR5YB	PANASONIC SOLUTIONS COMPANY:PROAV PREMIUM 5Yr Service Suppor	3	\$535.56	\$1,606.68
30	PBS-AJ-MC900G	PANASONIC SOLUTIONS COMPANY:Stereo Microphone (5 - Pin)	3	\$871.64	\$2,614.92
31	PBS-SHAN-TM700	PANASONIC SOLUTIONS COMPANY:Tripod Adaptor Plate	3	\$261.05	\$783.15
32	PBS-KJ20X8.2BKRS	PANASONIC SOLUTIONS COMPANY:Canon 2/3 inch HD Lens	3	\$3,678.48	\$11,035.44

Cameras

* Contains Optional Items

No.	Part #	Description	Qty	Price	Ext. Price
33	1824A123	Canon ZSD-300D Digital Zoom Servo Demand for Digital ENG/EFP Lenses	1	\$1,999.95	\$1,999.95
34	CDP-FT01B	Cerevo FlexTally System (1 Station + 4 Lamps)	1	\$699.00	\$699.00
35	10-2270	Teradek Bolt 6 LT 1500 3G-SDI/HDMI Transmitter/Receiver Kit	3	\$6,290.00	\$18,870.00

*** Optional Subtotal: \$699.00**

Subtotal: \$91,460.07

Comms

No.	Part #	Description	Qty	Price	Ext. Price
36	F.01U.384.603	OMS INTERMED 5F Digital Partyline Main station Intermed 4ch A5F headset	1	\$6,624.00	\$6,624.00
37	F.01U.306.045	RTS AP-1800 Access Point, 1.92-1.93 GHz	2	\$2,417.00	\$4,834.00
38	F.01U.306.043	RTS TR-1800, Beltpack, 1.92-1.93Ghz, A5F	10	\$1,944.00	\$19,440.00
39	F.01U.399.737	POE SPLITTER 12V ROAMEO PoE Power kit for AP-1800	2	\$345.00	\$690.00
40	F.01U.409.085	ROAMEO 4-bay charger, PSU, no batt, TR1800, 240	3	\$919.00	\$2,757.00
41	F.01U.416.192	2.4 GHz Wireless System Battery pack, rechargeable	10	\$98.90	\$989.00
42	F.01U.117.471	Telex HR-1 A5M Single Sided Noise Cancelling Headset, A5M connector	5	\$332.00	\$1,660.00
43	F.01U.117.463	Telex HR-2 A5M Dual Sided Noise Cancelling Headset, A5M connector	5	\$362.00	\$1,810.00
44	F.01U.146.696	RTS Field Support System Test & Engineering On-Site excludes actual travel expenses billed separately	1	\$2,500.00	\$2,500.00
45	EW IEM G4-TWIN-A	Sennheiser Wireless stereo monitoring twin set. Wireless stereo monitoring twin set. Includes (1) SR IEM G4 stereo transmitter, (2) EK IEM G4 stereo bodypack receivers, (2) pairs of IE4 earbuds and (1) GA3 rackmount kit, frequency range:A (516 - 558 Sennheiser Wireless stereo monitoring twin set. Wireless stereo monitoring twin set. Includes (1) SR IEM G4 stereo transmitter, (2) EK IEM G4 stereo bodypack receivers, (2) pairs of IE4 earbuds and (1) GA3 rackmount kit, frequency range:A (516 - 558 MHz)	1	\$1,499.00	\$1,499.00

Subtotal: \$42,803.00

Professional Services

No.	Part #	Description	Qty	Price	Ext. Price
46	KTC-HOURS	Hours to be used against KTC	1	\$0.00	\$0.00
47	KCM-INT-MAT	Materials budget, detailed list to be submitted to purchasing upon closing	1	\$5,000.00	\$5,000.00
				Subtotal:	\$5,000.00

Additional Items

No.	Part #	Description	Qty	Price	Ext. Price
48	700041	EW-DP ENG SET (R1-6) Portable digital wireless set. Includes (1) EW-DP EK digital portable single channel receiver, (1) EW-D SK digital bodypack transmitter, (1) ME 2 omnidirectional lavalier microphone, (1) EW-D SKP digital plug-on transmitter (1) Mounting kit (cheeseplate, cold shoe, belt clip & screws), (1) BA 70 liion battery & (2) AA battery, (1) Locking 3.5 mm TRS plug to 3.5 mm TRS plug cable, (1) Locking 3.5 mm TRS plug to XLR plug cable and (1) USB-C charging cable, frequency range: R1-6 (520 - 576 MHz)	4	\$899.00	\$3,596.00
49	717789	Beyerdynamic T5 3rd Generation High-end Closed-back Tesla He	4	\$999.00	\$3,996.00
50	ILCE-7M4/B	Sony a7 IV Mirrorless Camera Sony a7 IV Mirrorless Camera (ILCE-7M4/B)	1	\$2,499.99	\$2,499.99
51	SEL2470GM	Sony Pro - 24 mm to 70 mmf/2.8 - Zoom Lens for Sony E - Designed for Digital Camera - 82 mm Attachment - 0.24x Magnification - 2.9x Optical Zoom - 5.4" Length - 3.4" Diameter	1	\$1,699.99	\$1,699.99
52	SEL70200GM2	Sony FE 70-200mm f/2.8 GM OSS II Lens Sony FE 70-200mm f/2.8 GM OSS II Lens	1	\$2,799.99	\$2,799.99
53	SEL100400GM	Sony G Master - 100 mm to 400 mmf/5.6 - Super Telephoto Zoom Lens for Sony E - Designed for Digital Camera - 77 mm Attachment - 0.35x Magnification - 4x Optical Zoom - Optical IS - 8.1" Length - 3.7" Diameter	2	\$2,499.99	\$4,999.98
54	SEL1224GM	FE 12-24mm F2.8 GM Full-frame Ultra-wide Zoom G Master Lens	1	\$2,999.99	\$2,999.99
55	PSB-144B	Ruggard Journey 44 DSLR Shoulder Bag (Black)	2	\$54.95	\$109.90
56	OUT-INT-MAT	Cargo Van Ramp	1	\$4,000.00	\$4,000.00
57	34WQ73A-B	LG UltraWide QHD 34-Inch Curved Computer Monitor 34WQ73A-B,	3	\$399.99	\$1,199.97
				Subtotal:	\$27,901.81

Broadcast fly Pack



Prepared by:

Key Code Media, Inc. - California
 Tony Arratia
 (818) 303-3900
 Fax 818-303-3901
 tarratia@keycodemedia.com

Bill To:

Pasadena Unified School District
 351 S Hudson Ave
 Pasadena, CA 91101-3599
 Beth Leyden
 626-396-3624
 leyden.beth@pusd.us

Ship To:

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Quote Information:

Quote #: 232343
 Version: 1
 Delivery Date: 03/28/2024
 Expiration Date: 04/26/2024
 Terms: Net 30 Days

Quote Summary

Description	Amount
Graphite Option	\$102,585.52
Cameras	\$91,460.07
Comms	\$42,803.00
Professional Services	\$5,000.00
Additional Items	\$27,901.81
Subtotal:	\$269,750.40
Shipping:	\$2,500.00
Estimated Tax:	\$24,618.21
Total:	\$296,868.61


*Options

Description	One-Time
TriCaster Option	\$98,942.52
Cameras	\$699.00
Optional Subtotal:	\$99,641.52

This Sales Quote ("SO") includes the Terms and Conditions ("T&C") available at <http://www.keycodemedia.com/terms/salesorder> and <https://www.keycodemedia.com/master-service-agreement/>, which are applicable to all professional service-related purchases. It constitutes an offer or counter-offer, as applicable, by Key Code Media, Inc. or Burst Communications ("Seller"). This SO, along with the incorporated T&C, becomes binding upon the Buyer listed herein ("Buyer") at the earliest of the following events: (i) Buyer's acknowledgment of this agreement; or (ii) the receipt of any goods and/or services ordered under this agreement. Please note that no Buyer acknowledgment form, purchase order, or any other document can modify the terms outlined in the SO or the T&C.

Key Code Media, Inc. - California

Pasadena Unified School District

Signature: 
 Name: Tony Arratia
 Title: Senior Account Executive
 Date: 03/28/2024

Signature: _____
 Name: Beth Leyden
 Date: _____