

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, June 4, 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.

Items 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, June 4, 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 APRIL 2, 2024 REGULAR 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
 - PCAC STRATEGIC PLANNING AD HOC
 - PCAC CITIZENS ADVISORY COMMITTEE MEMBERSHIP AD HOC
- EXECUTIVE DIRECTOR CEO REPORT
- OLD BUSINESS
- NEW BUSINESS
 - FY25 PCAC BOARD OFFICER ELECTION
 - Action Item
 - CITIZENS ADVISORY COMMITTEE UPDATE – CAC Chair Phil Hopkins
 - Information Item
 - Reserve Account Transfer: Move Reserve Funds from Pasadena Federal Credit Union to California Asset Management Trust
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 to execute all necessary agreements with California Asset Management Trust (Trust), including, but not limited to, an Account Application and an Investor Agreement Form, for the purpose of opening an account in the California Asset Management Program (CAMP); and
 - Authorize the Executive Director to execute all necessary agreements with Pasadena Federal Credit Union (PFCU), including, but not limited to, an Electronic Funds Transfer (EFT), for the purpose of transferring PCAC's monies with PFCU to the Trust and closing the current PFCU savings account, as further described in the agenda 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 30th day of May, 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, April 2, 2024.

PUBLIC MEETING

- I. **INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL** - *President Chawkins called the meeting to order at 6:15 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), present
Alan Clelland (District 4), present
Michael Ocon (District 5), absent
Ken Chawkins, President (District 6), present
James De Pietro (District 7), absent
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 MARCH 5, 2024 REGULAR AND MARCH 21, 2024 SPECIAL BOARD MEETING MINUTES**
- **Motion to Approve March 5, 2024 Regular Board Meeting Minutes:** *Gail Schaper-Gordon moved to approve, seconded by Kim Washington. The motion passed: all in favor.*
 - **Motion to Approve March 21, 2024 Special Board Meeting Minutes:** *Kim Washington moved to approve, seconded by Alan Clelland. The motion passed: all in favor with Gail Schaper-Gordon and Ken Chawkins abstaining.*
- 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 Chris Miller with comments by George Falardeau, per agenda packet. *Information item only. No public comment.*

IV. COMMITTEE REPORT

• CITIZENS ADVISORY COMMITTEE

- The Citizens Advisory committee will have a standing agenda item on each regular board agenda going forward. The chair of the CAC, Phil Hopkins, is out of state but submitted a written report. There are 15 members on the CAC, which needs a quorum of 50% plus one (so 7 members) to conduct a meeting. The CAC will be asked to submit a matrix of empty positions as well as the names of current CAC members at the May 7th regular board meeting. CAC members must live in Pasadena.

V. EXECUTIVE DIRECTOR REPORT

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

VI. OLD BUSINESS

- STRATEGIC PLAN DISCUSSION re: determining date, location, and other details for board retreat.
 - Information Item: The Strategic Planning Meeting will be on June 21. The planning committee will meet with Diana Peterson Moore to discuss how to integrate Phil Hopkins and the CAC into the meeting. Reminder to talk to your appointing person or organization to garner input.

VII. 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
 - 1. Action Item - *Motion to approve by Gail Schaper-Gordon, seconded by Kim Washington. All in favor. No public comment.*

VIII. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Alan Clelland requested that the announcements be included in the minutes.
- Javan mentioned he was appointed by the FCC Chairwoman to a special committee advising the FCC on broadband needs and how they can better assist local state and tribal governments. The committee meets four times a year in Washington D.C.
- Kim mentioned that it was "a joy to be here with you all this evening."
- Beth said "Thank you for the PEG Support."

IX. ADJOURNMENT

- *Chair/President Chawkins adjourned the meeting at 7:48 pm.*

FUTURE MEETING DATES

- **May 7, 2024**
- **June 4, 2024**

Pasadena Community Access Corporation		
Statement of Financial Position		
As of May 31, 2024		
	Total	
	As of May 31, 2024	As of Jun 30, 2023 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018) (deleted)	0	283,641
1121 Bank of America Checking (3390)	96,470	
1125 Bank of America Checking (8566)	613,481	
1130 Bank of America Capital - Restricted (9451)	164,686	555,842
1160 Paypal	97	0
1170 PFCU Savings (7181)	124,039	123,992
Total Bank Accounts	\$ 998,971	\$ 963,674
Accounts Receivable		
1200 Accounts Receivable	690	1,805
Total Accounts Receivable	\$ 690	\$ 1,805
Other Current Assets		
1210 Other Receivables	2,967	2,800
1330 Prepaid Insurance	10,411	10,798
Total Other Current Assets	\$ 13,378	\$ 13,598
Total Current Assets	\$ 1,013,039	\$ 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	-488,251	-315,272
Total Fixed Assets	-\$ 93,911	\$ 79,068
Other Assets		
1800 Security Deposit	16,440	12,420
Total Other Assets	\$ 16,440	\$ 12,420
TOTAL ASSETS	\$ 935,568	\$ 1,070,564
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	10,115	8,896
2060 Divvy Credit Card	4,622	500
Total Credit Cards	\$ 14,737	\$ 9,396
Other Current Liabilities		
2070 Accrued Interest	0	35
2100 Payroll Liabilities	-1,511	23,548
2200 Accrued Vacation	20,538	39,282
2500 Current Lease Liability	-142,175	27,787
Total Other Current Liabilities	-\$ 123,149	\$ 90,651
Total Current Liabilities	-\$ 108,412	\$ 100,047
Total Liabilities	-\$ 108,412	\$ 100,047
Equity		
3000 Opening Bal Equity	285,758	-36,271
3100 Retained Earnings	842,103	450,947
3200 Temporarily Restricted Assets	164,686	555,842
Net Income	-248,567	
Total Equity	\$ 1,043,979	\$ 970,517
TOTAL LIABILITIES AND EQUITY	\$ 935,568	\$ 1,070,564

Pasadena Community Access Corporation

Pro Forma P&L - May 2024

FY 2024 YTD Actual vs FY 2024 Adopted Budget

		vs. 11 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY24 Budget	\$	%
Income							
City of Pasadena	1,095,000	1,095,000	-	0.0%	1,095,000	-	0.0%
Contributions & Grants	2,907	7,333	(4,426)	-60.4%	8,000	(5,093)	-63.7%
Production Services	35,210	30,833	4,377	14.2%	32,000	3,210	10.0%
Program Services	5,229	5,500	(271)	-4.9%	8,000	(2,771)	-34.6%
Other Revenue	361	917	(555)	-60.6%	1,000	(639)	-63.9%
Total Income	1,138,708	1,139,583	(876)	-0.1%	1,144,000	(5,292)	-0.5%
Expenses							
Payroll Expenses	563,124	606,904	43,780	7.2%	659,760	96,636	14.6%
Payroll Taxes	41,999	53,414	11,415	21.4%	58,059	16,060	27.7%
Employee Benefits	88,533	97,946	9,413	9.6%	105,745	17,212	16.3%
Occupancy Expenses	195,919	207,154	11,235	5.4%	226,485	30,566	13.5%
Accounting & Audit	20,547	17,195	(3,352)	-19.5%	17,645	(2,902)	-16.4%
Advertising & Marketing	2,331	2,750	419	15.2%	3,000	669	22.3%
Automobile Expense	863	1,329	466	35.1%	1,450	587	40.5%
Bank & Payroll Processing Fees	1,477	1,558	81	5.2%	1,700	223	13.1%
Board Materials & Expenses	252	110	(142)	-129.1%	120	(132)	-110.0%
Cable Drop Fees	9,586	8,536	(1,050)	-12.3%	9,312	(274)	-2.9%
Contract Labor	2,975	1,650	(1,325)	-80.3%	1,800	(1,175)	-65.3%
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	224	174	(50)	-28.7%	174	(50)	-28.7%
Meals & Entertainment	2,425	1,650	(775)	-47.0%	1,800	(625)	-34.7%
Office Expense	6,103	6,875	772	11.2%	7,500	1,397	18.6%
Production Expense	28,385	19,867	(8,518)	-42.9%	21,000	(7,385)	-35.2%
Professional Development	4,655	1,925	(2,730)	-141.8%	2,100	(2,555)	-121.7%
Travel & Lodging	1,987	2,633	646	24.5%	2,850	863	30.3%
Total Expenses	988,054	1,035,170	47,116	4.6%	1,144,000	155,946	13.6%
Net Operating Income	150,654	104,413	46,240	44.3%	-	150,654	
PEG Capital Income Recognized	175,331	142,500	(32,831)	-23.0%	190,000	(14,669)	-7.7%
PEG Capital Equipment Expense	574,551	174,167	(400,384)	-229.9%	190,000	384,551	202.4%

Administrative Staff Report

April - May 2024

Executive Director CEO Report

Executive Director CEO George Falardeau

Operations Report including Cable Complaints Received

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 – April - May 2024

Respectfully submitted by George Falardeau, Executive Director CEO

- We are pleased to announce that we've received our new and updated all-electric 2023 Ford E-Transit cargo van. Pasadena Media staff collaborated with TV Pro Gear in Glendale to create a unique system tailored to our needs. This marks the company's first venture into designing an EV production van. The vehicle serves as a climate-controlled, self-contained control room on wheels, powered by batteries. It's equipped with a removable media production flypack, featuring a TriCaster video switcher with graphics, playback and streaming functions, a Yamaha IP-based Dante audio system, and an expandable RTS digital intercom system.
- Attended and recorded Pasadena's Memorial Day Commemoration at Memorial Park last week. Former Mayor and Councilmember Bill Paparian, who is also a member of the organizing committee that helped put together this event, was the Master of Ceremonies. The event was a success and was well attended.
- Pasadena Media is pleased to announce that we are the recipient of three WAVE awards in three categories. Government Access (Professional) for *Pasadena Public Health Department: Celebrating 130 Years of Excellence*, Talk Show (Professional) for *Pasadena Monthly: Nikki High* and Experimental (All Producers) for *Your New Odyssey* by Veronica Vargas, a new community member and Pasadena-resident producer. Congratulations to all involved!
- Presented our PCAC Operating Budget for FY 2025 to City Manager Miguel Márquez and his senior staff. Indicated to the city manager our need to right-size salaries for some Pasadena Media staff, as several employees have yet to reach the minimum wage of \$20. Further suggested to the city that an increase of \$80k of our annual budget, supported by the Pasadena Media Board, be approved. City's response to the increased request was understood, however given the City's budget restraints, we've decreased our request to \$60k. Our presentation to the EDTech Committee was well received and favored.
- Pasadena Media has successfully completed Alan Clelland's first episode of *On The Move* podcast with his guest Sara Goldman on accessibility and mobility around Pasadena. Additionally, we've also completed another episode of *Portraits of the*

Community with featured guest Mildred Pitts Walter, a centenarian who was introduced to us by PCAC Board Vice President Kim Washington.

- Received recognition in an Op-Ed article in Pasadena Now by Paul Little, CEO of Pasadena Chamber of Commerce. Paul identified several local news agencies in Pasadena focusing on civic community news, and Pasadena Media was mentioned as one of those sources.
- Attended the Police & Fire Persons of the Year Awards Luncheon at the American Legion Post 13. Meeting was hosted by American Legion members with guest speaker Mayor Victor Gordo and awards were given to a firefighter and a police officer for their outstanding service throughout the year.
- Attended the Pasadena Rotary Mixer and the Chamber of Commerce Mixer to promote Pasadena Media and familiarize local businesses with our services.
- State of the City luncheons with Mic Hansen and ED CEO continued with guest Claire Bogaard, former First Lady of Pasadena and a founding member of Pasadena Heritage. Another guest was Jennifer DeVoll, CEO of Pasadena Community Foundation.
- Congratulations to Danny Hesse for celebrating his 15 years of outstanding service with Pasadena Media. Held an anniversary luncheon at Houstons in his honor.
- Attended 50th Anniversary celebration of NBC's *Tomorrow Show starring Tom Snyder* at the Smokehouse in Toluca Lake. The event was well attended by former staff members and NBC executives.
- With board approval, we are prepared to transfer our reserve funds from Pasadena Federal Credit Union to California Asset Management Program; COO Chris Miller to give details.
- Pasadena Media closed our current checking account and opened a new one due to fraudulent check deposit activity and to mitigate any future losses should another incident occur. Pasadena Media Board of Directors met with ED CEO and COO for signature capture with Bank of America management.

- Attended various meetings, Rotary Program Committee Meeting, the Pasadena Executive Round Table Meeting, Rotary Board Meeting, Civitas Meeting, PCAC Strategic Plan Ad Hoc Virtual Committee Meeting, and the Pasadena Chamber Board of Directors Meeting.
- Attended annual Mayor's Interfaith Prayer Breakfast with Pasadena Media staff and fellow Rotarians at the Pasadena Convention Center. The event was well attended and recorded by Pasadena Media. This program will air throughout the month.
- Attended Vice Mayor and Councilmember Steve Madison's District 6 Town Hall at San Rafael Elementary School. The program was on renewable energy technology and included updates from Pasadena Water and Power Department's Acting General Manager David Reyes, a keynote address by Caltech Professor Steven Low, and a panel discussion moderated by Wes Reutimann.
- Met with Mic Hansen and Vinayak Bharner, an Adjunct Professor of urbanism and heritage conservation at USC School of Architecture.
- The Pasadena Citizens Advisory Committee held a special meeting last Thursday, May 30th, which was led by Chair Phil Hopkins. The meeting was attended by ED CEO, COO, and Chief Assistant City Attorney Javan Rad to discuss future recommendations to the board. The committee had a quorum and discussed initiatives and strategies for the Pasadena Community Access Corporation. They will present their recommendations to the board.

Operations Report – April - May 2024

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - PEG Requests: In Progress**
We took delivery of the E-Transit van and received training on May 17. The system was used to cover Altadena Town Council. With the included communication system in hand, we will place the final order approved in September to replace the studio kit. After the April board meeting, a check was delivered to PUSD for KLRN's fly pack.
- **UPDATE - FY25 Budget: Presented to EDTech Committee**
We presented next fiscal year's proposed budget to the Economic Development & Technology Committee meeting on May 9. After meeting with the City Manager's leadership team and Finance staff on April 4, an additional \$60,000 from the general fund is being recommended, as opposed to the \$80,000 we requested.
- **UPDATE - California Asset Management Program: Staff Recommendation Ready**
After discussing their participation in the California Asset Management Program (CAMP) with Rose Bowl staff, we have prepared a recommendation to move PCAC's reserve funds. Detailed information can be found in the agenda report.
- **UPDATE - City Council Chamber Upgrade: Scheduled**
Work has been scheduled for August and our staff attends bi-weekly project meetings.
- **UPDATE - Server Room Air Conditioning Failure: Completed**
The mini split A/C unit that cools our server room was repaired on May 14.
- **NAB Trade Show 4/14-17: Attended**
I recently attended the National Association of Broadcasters show in Las Vegas. I talked to dozens of vendors / systems integrators and demoed products first hand. Among solutions I focused on were battery systems and IP A/V transmission options.
- **Pasadena Media Tour with Public Access Digital Network (PADNET) Staff: Completed**
Bobbie and I conducted a tour of our facility with Harmonie Tangonan, Program and Production Manager of Long Beach's community media center. This afforded us the time to connect on our similarities and differences as well as a myriad of other concerns that we face. We hope to have a tour of their facilities for our staff soon.
- **Storage Cleanup: Completed**
Our Community Development team led the effort to clear the storage area to reorganize the area for improved usage.
- **Bank of America Checking Accounts: Ongoing**
A new account (8566) was opened May 10 to replace the account on which an altered check was cashed (3390). That account is marked as credit only and all funds were transferred to the new account. The bank's investigation of fraudulent activity in December has concluded and the original account (1018) is now closed.

Cable Complaint: | 5893731178809590611

From: Charter Regulatory.Complaints

Thu, May 2, 2024 at 12:13 PM

Mr. Miller –

Our Field Operations team was dispatched to this address and found the low hanging lines. An appointment was scheduled with Mr. C***** for April 23, 2024, and the issue was resolved on that date.

The original agent should have forwarded the concern on to the Field Operations team for handling. Feedback was provided to that agent for coaching and retraining purposes.

Please do not hesitate to contact us with any further questions.

Regards,

Bill



William C. Wesselman | VP, Law - Regulatory | 303.323.6096

6360 S Fiddlers Green Circle | Greenwood Village CO 80111

From: Chris Miller

Sent: Friday, April 19, 2024 5:36 PM

We received this complaint today about wires Mr. C***** believes belong to Charter. He indicated that the Charter representative he spoke with would not discuss the issue since it wasn't his address. I look forward to hearing from you.

----- Forwarded message -----

From: noreply via Cable Complaint Form

Date: Fri, Apr 19, 2024 at 2:58 PM

Name: V***** C*****
Address: *** E Penn St, Pasadena, CA 91104
E-Mail: v*****@gmail.com
Phone Number: (818) 9**-****
Location where the problem occurred: Home
Choose your Cable Provider: Charter Spectrum
Type of Issue: Can't Reach Company

Description of Issue	There's dangling wires over the sidewalk area on *** E Orange Grove on the east side of the address and is a hazard to the walking community and needs to be addressed.
Resolution Requested	There are other locations that I can let Spectrum know once they call me so I they can fix these issues and not be a hazard to the public.

Cable Complaint: V***** 20240501

From: Charter Regulatory.Complaints

Fri, May 10, 2024 at 1:58 PM

Mr. Miller -

Charter Communications, Inc. ("Charter") hereby submits its response in this matter

Our Construction Team met with the resident on May 6, 2024. We determined that a non-Charter conduit could be utilized to run the underground line. This route would result in no customer contribution in aid of construction. The conduit was found in the garage when we completed the site visit, as we normally do not have access to inside a house when a site survey is completed.

The underground line was run on May 7, 2024. The resident is aware that they would need to contact Charter to request a new installation appointment since the original installation was canceled.

Please do not hesitate to contact us with any further questions.

Regards,
Bill

William C. Wesselman | Sr. Director, Law - Regulatory | 303.323.6096
[6360 S Fiddlers Green Circle | Greenwood Village CO 80111](#)

From: Chris Miller

Sent: Wednesday, May 1, 2024 1:19 PM

We received a call from N**** V***** this morning asking for help navigating an installation issue with Charter for internet, TV and phone service. She said she signed a contract to go to Charter from AT&T in order to save about \$200 per month. She said that when a technician was on site he told her that undergrounding was preferred. She indicated that later Charter terminated the contract citing a \$10,000 cost to underground the cable. When trying to discuss that or other options with a customer service rep, he said that she had canceled the service so he couldn't do anything. Please reach out to Ms. V***** at your earliest convenience and let us know the outcome. Her contact information is below.

[### Arbor St, Pasadena, CA 91105](#)
[626-###-####](#)

Chris Miller
Chief Operating Officer
Pasadena Media
[150 S. Los Robles Ave., Suite 101](#)
[Pasadena, CA 91101](#)
[626-794-8585 x 105](#)

Production Report – April 2024

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	April 2024
Member Productions & Preproduction Meetings	6
Pasadena Media Productions - Studio	1
Pasadena Media Productions - Field (Includes <i>PMN</i>)	18
KPAS/City Productions	25
Pro Services	4
Special Projects	0

Program Highlights:

- The magazine show, *What's Up Pasadena!*, has returned after a long hiatus due to the pandemic. The first episode debuted April 4th and featured segments on Tail Town Cat Cafe, Pasadena Comic Con, Swords Fencing Studio, Pasadena City College Flea Market and Flintridge Center. A new episode will be produced every two months.
- Pro Services: Western Justice Center hired Pasadena Media to travel to Inglewood High School to capture a student discussion with Assistant Attorney General Kristin Clarke and a women-centric panel. This video will be used to highlight Inglewood High School students who participate in the Dream Center and will be honored at Western Justice Center's annual gala.
- Pro Services: The University Club has again hired Pasadena Media to produce a video featuring their scholarship winners and the partnership between Pasadena Community Foundation and Pasadena City College. This will be shown at an event in September.
- Pasadena Media created a Star Wars themed promo for the Pasadena Police Department May the 4th Recruitment and Career Hiring Expo.
- Pasadena Media provided coverage for community meetings for both District 7 and District 3, Arbor Day 2024, an unveiling of an art piece at Hastings Branch Library and the "Books 'N Cops: Donut Décor Showdown" event.
- Pasadena Media produced the first video in a three-part series for the Pasadena Police Department about current scams occurring in the city.
- Pasadena Media is working with Susana Porras to create a video for the Neighborhood USA (NUSA) Awards Program about the Community Police Academy en Español program. Last year, Pasadena won Neighborhood Program of the Year for the Garfield Heights Neighborhood Association Historic Bus Tour, for which Pasadena Media created a video for representatives to use during their presentation.
- Pasadena Media created a public service announcement for Pasadena Water and Power regarding a water filtration scam.

Production Report – May 2024

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	May 2024
Member Productions & Preproduction Meetings	5
Pasadena Media Productions - Studio	5
Pasadena Media Productions - Field (Includes <i>PMN</i>)	29
KPAS/City Productions	43
Pro Services	2
Special Projects	0

Program Highlights:

- Pasadena Media captured the Annual Pasadena Mayor's Interfaith Prayer Breakfast at the Pasadena Convention Center.
- Pasadena Media provided coverage of community meetings for Districts 1 and 6.
- Pasadena Media is producing a video to promote the Office of the Young Child.
- Pasadena Media covered press conferences for both Water Safety Awareness Month and Hazardous Vegetation Annual Inspections Kick-Off Season
- Pasadena Media is working with the Pasadena Transportation Department to create safety and instructional videos regarding the Union Street Protected Bikeway.
- Pasadena Media covered the third Annual Older Americans Month Celebration.
- A Pasadena Media staff member provided assistance as teleprompter operator for the Police Chief and Deputy Chief for the 2024 Police and Citizens Awards.
- Pasadena Media continues to provide assistance to the Pasadena Fire Department for their podcast, which recorded three episodes in the month of May.
- The second episode of *On The Move* with Alan Clelland will be recorded on May 31st, with guest Evan Johnson, Program Manager, EV Charging Infrastructure of Pasadena Water and Power, to discuss electric vehicle charging, present and future, in Pasadena.
- Pasadena Media provided video coverage and audio support for the Memorial Day Commemoration at Memorial Park. This is the first time in recent memory that this ceremony has been held by the City of Pasadena.
- Pasadena Media captured the Family Fun Day at La Pintoresca Park.
- Pasadena Media provided video, audio and broadcast support at City Hall Council Chambers for the Accessibility and Disability Commission Accessible Housing Town Hall.
- Chief Production Officer participated as a judge during a Muir Senior Defenses Grading Panel session.

Community Engagement Report – April 2024

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

Miscellaneous

- New SER Trainees

Community Productions

- 3 Main Studio Productions
 - 1 new Podcast style show

Pasadena Media Productions

- *Pasadena Monthly with Justin Chapman*
 - Bethany Ehlmann, President of the Planetary Society and Director of Caltech's Keck Institute for Space Studies.
- *Arroyo Now*
 - Pasadena Audubon
- *Crown City Podcast*
 - Paul Little interviewed and Pasadena Chamber of Commerce relationship jump started.
 - Tyron Hampton confirmed as upcoming guest
- *Access For All: Integrating Accessibility*
 - Spectrum conducted interview with our episode 2 guest, CJ Jones.
 - Episode 3 is in edit and will be released in May.
- *Preserving Pasadena: The Story of Historic Buildings*
 - First episode on Fenyes Mansion still in edit
 - Two new hosts identified

Community Partnerships

- LightBringer Project
 - Internship Networking event was a hit!
 - 23 students signed up and more from other PUSD schools to be identified
- Leadership Pasadena commendation email

Social Media

- LinkedIn
 - 118 page views - up 49.4%
 - 50 unique visitors - up 150%
 - 53 desktop visitors vs. 65 mobile visitors
 - 147 search appearances - up 90.9%
 - 369 followers - 52 new followers - up 642.9%
 - 2,819 impressions - up 362.1%
- Instagram
 - 1.6K accounts reached - up 27.5%
 - 30.6% followers & 69.4% non-followers
 - 101 accounts engaged - up 50.7%
 - 78.6% followers & 21.4% non-followers
 - 4.3K total followers - up .4%
 - 50.6% men & 49.3% women - both predominately 35-44 years old

Community Engagement Report – May 2024

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

Community Productions

- Closed for the first week of May to conduct a prop closet cleanup
 - Made old or unused equipment donations to Eliot Middle School Arts Conservatory who also works closely with Altadena Elementary Arts Conservatory & Apex Surplus in Sun Valley, CA
- 5 Main Studio Production Reservations

Pasadena Media Productions

- *Non-Profit Spotlight*
 - Began production this month - we offer non-profits a free one-hour session to shoot a 30-second PSA and a 10-12 minute interview about their organization
- *Pasadena Monthly with Justin Chapman*
 - Sue Mossman, outgoing ED of Pasadena Heritage Foundation
- *Arroyo Now*
 - Providence Christian College
 - Captured initial interview for the Mount Wilson Observatory episode in July
 - Host LaTonya Norton is sick and has discontinued volunteering - we have been shooting the show with Jasiri off camera asking questions
- *Crown City Podcast*
 - Naomi HiraHara, Award Winning Author
- *Access For All: Integrating Accessibility*
 - Episode 4 shot and in edit
 - Scheduled pre-production meeting to adjust necessary elements of the show focused on educating the public with facts combined with experiences.
- *Preserving Pasadena: The Story of Historic Buildings*
 - Final edits of episode 1 in progress
 - Auditions for additional hosts planned

Community Partnerships

- Summer internship program scheduled
 - 1 Occidental college intern
 - 15 PUSD high school student interns
 - Partners: Justin Chapman, Roberta Martinez, Brian Biery, Jeff Stanfill, Sharon Huang, & Aylin Acosta
- Planning in progress to refresh Co-Lab events
 - Experts will come to the studio and teach a session on their expertise (these will be creative based learnings that are outside of our scope)

Social Media

- Held Social Media team meeting to tighten up on communications and posting schedules

Agenda Report

PCAC Reserve Account

June 4, 2024

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);
- B. Authorize the Executive Director to execute all necessary agreements with California Asset Management Trust (Trust), including, but not limited to, an Account Application and an Investor Agreement Form, for the purpose of opening an account in the California Asset Management Program (CAMP); and
- C. Authorize the Executive Director to execute all necessary agreements with Pasadena Federal Credit Union (PFCU), including, but not limited to, an Electronic Funds Transfer (EFT), for the purpose of transferring PCAC's monies with PFCU to the Trust and closing the current PFCU savings account, as further described in the agenda report.

Background

In November 2014, the Board of Directors (Board) voted to open an interest bearing account as an emergency reserve fund. A savings account was created in April 2015 at Bank of America (BoFA) with an opening balance of \$100,000. In November 2017, the Board of Directors voted to move the funds to a savings account at PFCU and close the BoFA account, which slightly increased the annual percentage yield and further insured the fund.

Discussion

Both staff and the Board have expressed a desire to increase the yield of reserve funds. In addition, staff has had minor issues with PFCU, including difficulty changing signatories.

The City of Pasadena and the Rose Bowl Operating Company have funds in the CAMP, which is the program consisting of the Trust and individual portfolios. The Trust is a California Joint Powers Authority established in 1989 to provide California public agencies with professional investment services. Investments offered through the Cash Reserve Portfolio (CAMP Pool) are permitted for all local agencies under California Government Code Section 53601(p). This fully liquid, stable net asset value (NAV) investment option stresses daily liquidity and safety of principal as the two primary objectives, as underscored by its AAAM rating from Standard & Poor's. Earning a competitive yield is a third goal after safety and liquidity. Services are authorized by the Board of Trustees and administered by CAMP's investment adviser, PFM Asset Management LLC (PFMAM). Shares of the Trust are distributed by an affiliate of PFMAM: PFM Fund Distributors, Inc., member Financial Industry Regulatory Authority (FINRA) and Securities Investor Protection Corporation (SIPC).

Potential benefits of CAMP products and services include:

- Opportunity to diversify funds
- Daily liquidity in the CAMP Pool
- Same-day transactions until 11:00 am PT
- Unlimited transactions by wire or ACH
- Rated AAAM by Standard & Poor's
- No additional out-of-pocket expenses

The current \$124,038.53 in the PFCU account is fully covered by the National Credit Union Administration (NCUA), who provides insurance of \$250,000 per depositor, per institution. An investment in the Trust is not insured or guaranteed by the NCUA, the Federal Deposit Insurance Corporation or any other government agency.

If approved, an account will be created in the CAMP, all funds in the savings account at PFCU will be transferred to the new CAMP account, and the PFCU account will be closed. Once the new account is set up, PCAC staff resources are unlikely to be affected. Since this fund is so rarely used, most tracking work will be automatically handled by our QuickBooks Online bookkeeping software.

Fiscal Impact

PCAC will not pay ongoing out-of-pocket expenses to either institution. One or both may charge \$0 to \$30 per EFT.

Based on current interest rates, PCAC will receive ~110x more interest from the new account.

- CAMP - 5.44% Seven-Day Yield [as of 5/3/2024] (~\$6700/year)
- PFCU - 0.05% Annual Percentage Yield (~\$60/year)

Respectfully submitted,
Chris Miller
COO

Pasadena Media Ad Hoc CAC Committee Meeting

Ad Hoc Committee Meeting Purpose (30 May 2024)

1. Review the municipal code document from 1987 that established the Citizens Advisory Committee (CAC) and the current CAC roster with listed term limits
2. Discuss the role of and processes for the Citizens Advisory Committee (CAC) for Pasadena Media

Key Takeaways

- The municipal code states the Board shall appoint a 15-member CAC to advise the Board on methods for PCAC (the Corporation) to maintain continuing liaison with and remain responsive to, the needs of the community.
- There is no known clearly defined process for selecting CAC members, their role, or how they gather/provide community input.
- This ad-hoc committee should continue to meet in order to develop recommendations to formalize the CAC processes/activities and role to present to the Board.

Proposed Next Steps

Present the following to the PCAC Board Meeting of June 4, 2024:

- Gather info from current CAC chair on current CAC processes and activities and their effectiveness.
- Define a process for the Board to select/appoint members of the CAC given the imminent termination of CAC member terms.
- Define the structure, activities, and methods for the CAC to provide information and recommendations to the Board.
- Clarify CAC's role in gathering broad community input and advising the Board.
- Determine if a standing Board subcommittee should oversee the CAC to ensure continuity of the member engagement and input.
- Get legal guidance on formalizing the process from the City Attorney