

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, April 1, 2025
6:15 p.m. at 150 S. Los Robles Ave., Suite 101**

BOARD OF DIRECTORS

Kim Washington, President (District 1)
Jan Sanders (District 2)
Anna Hawkey Jablonski (District 3)
Alan Clelland, Vice President (District 4)
Alexander Bliss (District 5)
Avram Gold (District 6)
James De Pietro, Interim Treasurer (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, April 1, 2025**, 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 4, 2025 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 CITIZENS ADVISORY COMMITTEE
 - PCAC BOARD AD HOC COMMITTEE ON STRATEGIC PLANNING
- ADMINISTRATIVE STAFF REPORT - Updates Regarding Executive Director CEO, Operations, Production, and Community Engagement Activities
- NEW BUSINESS
 - CITIZENS ADVISORY COMMITTEE MEMBER RECRUITMENT
 - Information Item
 - APPOINTMENT OF MEMBERS TO CITIZENS ADVISORY COMMITTEE: Lance Croy, Andrea Jennings, James Ku, and Horace Wormely Jr.
 - Action Item
 - PEG CAPITAL FUND REQUEST NOT TO EXCEED \$230,092: KLRN request for PUSD Boardroom A/V Technology Upgrade including a video switcher, graphics generator, audio/video/control processor, audio mixer, audio interfaces, microphones, camera controller, video router, video monitors, recorders, network switch, power distribution, amplifiers, computers, software, and associated supplies and accessories.
Recommendation:
 - Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
 - Authorize the Executive Director CEO to distribute PEG capital funds to Pasadena Unified School District in an amount not to exceed \$230,092.
 - o Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Kim Washington, 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, 2025.

Liza Rodriguez, Office Administrator

Pasadena Community Access Corporation (PCAC)

MINUTES FOR THE REGULAR MEETING OF THE PCAC BOARD OF DIRECTORS FOR MAR 4, 2025

Regular Meeting

1. CALL TO ORDER/ROLL CALL

Board President Kim Washington called the meeting to order at 6:17 p.m.

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

Kimberly Washington, Board President District 1, Present

Jan Sanders, Treasurer and District 2, Present

Anna Hawkey Jablonski, District 3, Present

Alan Clelland, District 4, Present

Alexander Bliss, District 5, Present

Avram Gold, District 6, Absent

James De Pietro, District 7, Present

Gail Schaper-Gordon, Mayor's Representative, Present

Beth Leyden, PUSD Representative, Absent

Alex Boekelheide, PCC Representative, Absent

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

Staff:

George Falardeau, Executive Director/CEO, Present

Chris Miller, Chief Operations Officer, Present

Dion O'Connell, Assistant City Attorney, Present

Bobbie Ferguson, Director of Production, Present

Jasiri Jenkins-Glenn, Head of Community Engagement, Present

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

2. APPROVAL OF MINUTES FOR DEC 3, 2024 & FEB 4, 2025 REGULAR BOARD MEETINGS.

For the Dec. 3, 2024 Minutes - Motion by Clelland, Second by Sanders.

De Pietro abstained and there's no public comment.

For the Feb. 4, 2025 Minutes - Motion by Clelland, Second by James De Pietro.
Unanimous vote and no public comment.

3. PUBLIC COMMENT

No public comment.

4. TREASURER'S REPORT

As presented by Treasurer Jan Sanders. *Information item only. No action. No public comment.* Falardeau reminded the board that Leyden had identified \$20K of the PEG Capital for PUSD that had been approved previously. Sanders mentioned savings on the P&L side due to staff changes and the hiring of part-time employees. She also mentioned the impact of different dues classifications and highlighted the high travel and lodging costs for staff attending a Pro-service project in New York.

5. COMMITTEE REPORT

- PCAC Board Ad Hoc Committee on Strategic Planning Update
 - Board President Washington, who met with Schaper-Gordon, provided a Strategic Plan update and its integration with the board's goals. The creation of a document with a timeline and the need for feedback from Clelland and Hawkey Jablonski were mentioned. Schaper-Gordon also stressed the importance of comments from staff on the strategic plan to address obstacles and build a robust CAC.
 - Washington also highlighted the importance of meeting with the CAC quarterly to ensure efficiency and resource utilization. Schaper-Gordon suggested that the CAC should be an extension of resources for fundraising, grant writing, and marketing.

6. ADMINISTRATIVE STAFF REPORT

- As presented by Executive Director CEO George Falardeau and administrative staff per agenda packet. Information item only. No public comment.

7. NEW BUSINESS

Information Item

- PCAC FY2026 BUDGET PRESENTATION
 - COO Miller presented the proposed budget for the upcoming year, highlighting requests for increased city funding and the expected surplus to provide resource flexibility. He emphasized the need for

marketing and advertising, the role of federal grants, and the potential for additional city support. Miller also stressed the importance of board involvement in securing funding for Pasadena Media's initiatives and growth.

- Schaper-Gordon suggested that board members should be active on social media to increase visibility and engagement. Washington proposed a social media strategy to tag city officials and increase awareness of Pasadena Media's efforts. She also mentioned the need to create a post with tags and narratives about specific topics. Assistant City Attorney O'Connell explained the main ground issue on social media, emphasizing the importance of not appearing to be a majority of board members viewing or interacting with a post. Bliss inquired about the specifics of the Brown Act regarding social media, seeking a clear explanation of the rules. ED CEO Falardeau offered to provide a lesson on TikTok and other social media platforms to help board members get started. He also emphasized the importance of personal connections with city council members to advocate for the budget and strategic plan.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- Washington announced that Sanders is stepping down as treasurer and will be replaced by De Pietro on an interim basis until the next vote in June. The announcement is made despite it not being on the official agenda, highlighting Sander's contributions and leadership. She also thanked everyone for their participation and contributions, emphasizing the importance of teamwork and collaboration.

9. ADJOURNMENT

Meeting adjourned by Washington at 7:42 p.m.

FUTURE MEETING DATES

- Apr 1, 2025
- May 6, 2025
- June 3, 2025

Pasadena Community Access Corporation		
Statement of Financial Position		
As of March 31, 2025		
	Total	
	As of Mar 31, 2025	As of Jun 30, 2024 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1125 Bank of America Checking (8566)	599,359	298,920
1130 Bank of America Capital - Restricted (9451)	250,840	182,052
1170 PFCU Savings (7181)	0	124,054
1180 CA Asset Management Program (CAMP)	126,492	
Total Bank Accounts	\$ 976,891	\$ 605,226
Accounts Receivable		
1200 Accounts Receivable	920	710
Total Accounts Receivable	\$ 920	\$ 710
Other Current Assets		
1210 Other Receivables	60	339
1330 Prepaid Insurance	0	11,388
Total Other Current Assets	\$ 60	\$ 11,727
Total Current Assets	\$ 977,871	\$ 617,663
Fixed Assets		
1600 Production Equipment	647,262	647,262
1610 Vehicles	61,671	61,671
1635 Leasehold Improvements	101,092	101,092
1640 Right-to-Use Lease Assets	530,402	546,520
1650 Accumulated Depreciation	-436,142	-436,142
1660 Accumulated Depreciation - LHI	-94,177	-94,177
1670 Accumulated Amortization	-273,009	-147,708
Total Fixed Assets	\$ 537,098	\$ 678,517
Other Assets		
1800 Security Deposit	16,440	16,440
Total Other Assets	\$ 16,440	\$ 16,440
TOTAL ASSETS	\$ 1,531,409	\$ 1,312,621
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	20,000	20,004
Total Accounts Payable	\$ 20,000	\$ 20,004
Credit Cards		
2050 Chase Visa Credit Card	4,021	1,739
2060 Divvy Credit Card	1,632	2,379
Total Credit Cards	\$ 5,653	\$ 4,118
Other Current Liabilities		
2100 Payroll Liabilities	-1,459	37,237
2200 Accrued Vacation	20,538	42,536
2500 Current Lease Liability	176,595	175,952
Total Other Current Liabilities	\$ 195,674	\$ 255,725
Total Current Liabilities	\$ 221,327	\$ 279,847
Long-Term Liabilities		
Lease Payables	84,108	229,175
Total Long-Term Liabilities	\$ 84,108	\$ 229,175
Total Liabilities	\$ 305,435	\$ 509,023
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	589,029	657,817
3200 Temporarily Restricted Assets	250,840	182,052
Net Income	422,376	
Total Equity	\$ 1,225,974	\$ 803,598
TOTAL LIABILITIES AND EQUITY	\$ 1,531,409	\$ 1,312,621

Pasadena Community Access Corporation

Pro Forma P&L - March 2025

FY 2025 YTD Actual vs FY 2025 Adopted Budget

		vs. 8 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY25 Budget	\$	%
Income							
City of Pasadena	1,155,000	866,250	288,750	33.3%	1,155,000	-	0.0%
Contributions & Grants	3,106	6,000	(2,894)	-48.2%	8,000	(4,894)	-61.2%
Production Services	20,914	30,700	(9,787)	-31.9%	33,600	(12,687)	-37.8%
Program Services	10,385	6,300	4,085	64.8%	8,400	1,985	23.6%
Other Revenue	2,447	750	1,697	226.3%	1,000	1,447	144.7%
Total Income	1,191,852	910,000	281,852	31.0%	1,206,000	(14,148)	-1.2%
Expenses							
Payroll Expenses	521,010	539,719	18,709	3.5%	705,178	184,168	26.1%
Payroll Taxes	41,400	45,336	3,936	8.7%	59,235	17,835	30.1%
Employee Benefits	78,104	91,159	13,055	14.3%	117,879	39,775	33.7%
Occupancy Expenses	169,127	169,763	637	0.4%	225,546	56,419	25.0%
Accounting & Audit	13,445	19,467	6,022	30.9%	20,817	7,372	35.4%
Advertising & Marketing	2,237	2,250	13	0.6%	3,000	763	25.4%
Automobile Expense	1,402	1,500	98	6.5%	2,000	598	29.9%
Bank & Payroll Processing Fees	1,384	1,275	(109)	-8.5%	1,700	316	18.6%
Board Materials & Expenses	65	90	25	27.9%	120	55	46.0%
Cable Drop Fees	2,146	2,099	(46)	-2.2%	9,451	7,305	77.3%
Contract Labor	5,121	1,500	(3,621)	-241.4%	2,000	(3,121)	-156.1%
Dues and Subscriptions	2,457	3,500	1,043	29.8%	3,500	1,043	29.8%
Legal & Professional Fees	20,000	20,000	-	0.0%	20,000	-	0.0%
Licenses, Permits & Other Fees	240	220	(20)	-9.2%	224	(16)	-7.3%
Meals & Entertainment	1,411	1,425	14	1.0%	1,900	489	25.7%
Office Expense	4,836	5,625	789	14.0%	7,500	2,664	35.5%
Production Expense	15,887	17,086	1,199	7.0%	21,000	5,113	24.3%
Professional Development	4,025	1,575	(2,450)	-155.6%	2,100	(1,925)	-91.7%
Travel & Lodging	7,519	2,000	(5,519)	-275.9%	2,850	(4,669)	-163.8%
Total Expenses	891,816	925,590	33,774	3.6%	1,206,000	314,184	26.1%
Net Operating Income	300,035	(15,590)	315,625	-2024.5%	-	300,035	
PEG Capital Income Recognized	78,886	127,500	48,614	38.1%	170,000	(91,114)	-53.6%
PEG Capital Equipment Expense	10,098	136,539	126,441	92.6%	182,052	(171,954)	-94.5%

Administrative Staff Report

March 2025

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 2025

Respectfully submitted by George Falardeau, Executive Director CEO

Government and Leadership Interactions

- **Business Plan Presentation to City Manager Miguel Márquez:**
Executive Director CEO, along with COO Chris Miller, presented our FY 2026 proposed budget to City Manager Miguel Márquez and his executive leadership team. As discussed at the last board meeting, we proposed a \$17,000 increase from the general fund for a cost-of-living increase for staff (with the exception of the Executive Director CEO) and other increased costs such as occupancy. The presentation was well-received, highlighting the importance of maintaining competitive compensation for staff in light of rising costs and continuing to cover all KPAS and City events including City Council.
- **Meeting with Former City Manager Cynthia Kurtz & Planning Commission Chair Mic Hansen:**
Met with Mic Hansen and Cynthia Kurtz to discuss ongoing city issues, with a focus on upcoming developments and collaborative opportunities that could benefit Pasadena's growth and recovery efforts.
- **Twilight Club Meeting with Supervisor Kathryn Barger:**
Attended a Twilight Club meeting where Supervisor Kathryn Barger discussed efforts related to the rebuilding of Altadena and its challenges. She addressed local infrastructure needs and ongoing ability to engage federal, state and local governments to address these challenges. She spoke of the anticipated time of recovery and the overall impact it had on the county and the economy overall. Supervisor Barger has been consistently supportive of Pasadena Media throughout the years and has increased funding for our coverage of the Altadena Town Council meetings that were in person but are now in Zoom.

- **Meeting with Planning Commissioner Mic Hansen & PWP Acting General Manager David Reyes:**

Dinner meeting w/ Mic Hansen and David Reyes, who outlined PWP's major initiatives going forward and immediate needs they have made to improve their overall service. Pasadena Media continues to do media updates and Pasadena Media News stories to support PWP.

- **Pasadena PD Lieutenant Monica Cuellar Meeting:**

Lt. Cuellar has returned to patrol and Pasadena Media is in her new area of responsibility. She met to offer any assistance she could and we discussed the important role Pasadena PD played during the Eaton Fire.

Community Engagement

- **Eaton Fire Coalition:**

Attended and covered the press conference with the Eaton Fire Collaborative, discussed upcoming issues for recovery efforts and future notifications with city staff and other agencies.

- **Pasadena Executive Roundtable at Jericho Road:**

Attended the Pasadena Executive Roundtable at Jericho Road, focusing on the needs of fire victims of our community. The discussion emphasized strategies to provide critical relief and support in the aftermath of the disaster. Ongoing meetings to be scheduled; details forthcoming.

- **Chamber of Commerce Events and Ribbon-Cutting Ceremonies:**

Participated in several Chamber of Commerce events, including ribbon-cutting ceremonies for Right At Home, First Financial Credit Union & Neighbors and Friends, thus fostering connections and supporting community growth. Also participated in the Chamber of Commerce Foundation meeting to discuss future options for additional funding. Attended the Legislative and Government Affairs Committee meeting for the Chamber of Commerce to discuss legislative issues affecting the city's business community.

- **Rotary Meeting on Media Landscape and Funding Challenges:**

Attended a Rotary meeting where discussions were held about the changing media landscape and the potential challenges related to public media funding; executives from both NPR and PBS appeared before congress last week to justify federal funds given to these organizations. Guest speakers were Alex Santamaria, President and CEO of Southern California Public Radio and Megan Garvey, Senior Vice President of News at LAist. Ms. Garvey outlined the downsizing of journalists and identified the need for unbiased news information. All of this with an eye toward maintaining strong media relations and community outreach.

- **Civitas Meeting:**

Attended the civic organization Civitas meeting to discuss the rebuilding and immediate needs of victims of the Eaton Fire. Issues covered were immediate and long term housing, SBA loans, state funding, FEMA, and EPA requirements for cleanup.

- **Meeting with PCAC Board Member Alex Bliss:**

Met with Alex Bliss, District 5 Representative, along with Jasiri and Chris, to discuss the proposed programs titled *Rebuilding the Dena* and *Sounds of the Dena*. Also discussed current staff efforts with the Pasadena Museum of History to document the Eaton Fire Disaster and the impact it had on the community. Pasadena Media strongly supports the proposed programs, however, lacks the staff to cover such an endeavor. Alternatives are being discussed; Alex to give an update to the board.

- **Future Marketing Plan:**

At a future date, staff will present to the board a comprehensive marketing plan utilizing local advertising, digital news, marketing supplies and other related items to promote Pasadena Media.

Notable Events

- **50th Anniversary Commemoration of the Vietnam War:**
Attended the 50th anniversary commemoration of the Vietnam War, acknowledging the sacrifices of veterans and their lasting impact on the community. Also provided staff and audio coverage for this event.
- **Elks Lodge Initiation Dinner:**
Was inducted into the Elks Lodge of Pasadena, Class of March 2025. This class was one of the largest incoming groups the club has had, with the induction of 120 members. Current new members include LA County Supervisor Kathryn Barger, Mayor Victor Gordo, Rose Bowl General Manager Jens Weiden, and, along with the Class of March 2025, I was joined by Councilmember Jason Lyons. This membership reinforces our partnerships and community ties.

Community Outreach

- **Release of *Access for All* Special Edition:**
The organization released the *Access for All* production shot in New York, produced and directed by Jasiri Jenkins-Glenn, that explores issues related to accessibility to health care. This initiative further strengthens the organization's commitment to social equity and inclusion. The content of this program is a panel discussion featuring experts from sectors such as healthcare, artificial intelligence, and accessibility, shedding light on medical advancements, equitable care, and innovative strategies to improve health outcomes especially in underserved communities.
- ***Arroyo Now* Three-Part Special:**
The first episode of Pasadena Media's *Arroyo Now* three-part series is airing now on the Arroyo channel. Part one will repeat throughout April and staff will continue work on parts two and three; details forthcoming.

Key Outcomes

- **WAVE Awards:**

Pasadena Media won two WAVE Awards for *Arroyo Now: Mt. Wilson Observatory* and *What's Up Pasadena! - June 2024*. This is a testament to our ongoing commitment to high-quality and innovative programming. Congratulations to the Pasadena Media staff!

- **City Manager's Appreciation:**

City Manager Miguel Márquez expressed strong appreciation for Pasadena Media's role in our disaster response and the positive reputation the organization has built within the community.

- **Strong Community Partnerships:**

Pasadena Media continues to foster strong community partnerships, working closely with all non-profits, local leaders and faith-based organizations to address pressing needs. ED CEO and Jasiri Jenkins-Glenn, Director of Community Engagement, met with Amara Ononiwu, Chair of Faith Community Committee, Pasadena Partnership, to talk about coverage of faith-based organizations that have been impacted by the Eaton Fire.

- **Ongoing Support for Local Initiatives:**

Executive Director CEO's involvement in various community events, government meetings, and leadership discussions has ensured that the organization remains at the forefront of supporting local initiatives and community needs.

Operations Report – March 2025

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - Vehicle Wraps PEG Request: In Progress**
The wrap for the electric van is scheduled to be installed the week of April 7. When we confirm that is completed to our satisfaction, we will start the process on the older van.
- **UPDATE - KPAS Outages: Ongoing**
While City Dept. of IT staff contemplates what to do for a permanent solution, our staff now reboots the Granicus encoder at City Hall prior to each meeting. This temporarily restores streaming with closed captioning for each live meeting on the City's website. We looked at three potential Granicus alternatives at the ACM West conference and I will continue searching at NAB next week.
- **UPDATE - Alliance for Community Media West Region Conference: Completed**
We sent five staff members to the ACM regional conference in Fresno in early March. In addition to the informative panels and a chance to see CMAC's unique and active community media center, our staff also participated on multiple panels, assisted with conference operations, and took home two WAVE Awards.
- **UPDATE - FY26 Budget: Presented at City Manager Meeting**
We presented a slide deck at last week's meeting with City Manager and Finance Department staff. Per the discussion at the last regular board meeting, management is requesting an additional \$17,000 (or ~1.5%) from the general fund. The meeting was very brief with compliments all around. We expect to present the proposed budget to the Economic Development & Technology Committee meeting next month.
- **UPDATE - KLRN PEG Request: Proposed Delay**
Tonight's agenda includes a new PEG request to restore functionality for the PUSD boardroom. As you can see from the supporting documentation in the packet, KLRN is proposing to delay the previously approved \$20,000 request for items to support their fly pack in order to rectify this higher priority issue.
- **Security Camera Upgrade and Expansion: In Progress**
We have installed five of eight new higher-resolution security cameras to cover more areas of the facility with longer record times. We expect to install the last three during a break in studio usage next week.

Production Report – March 2025

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	March 2025
Member Productions & Preproduction Meetings	7
Pasadena Media Productions - Studio	7
Pasadena Media Productions - Field (Includes <i>PMN</i>)	21
KPAS/City Productions	24
Pro Services	2
Special Projects	

Program Highlights:

- Pasadena Media recorded a message with City Manager Miguel Márquez in the studio to welcome new City employees, which will reside on the City's Human Resources webpage.
- Pasadena Media captured HERstory at All Saints, with the focus on managing money and creating financial resilience for women. The program also included an ASL interpreter on screen for the duration of the program.
- Last month's episode of the *On The Move* podcast featured Frank Girardot and Pasadena's Role in EV Innovation.
- For ArtNight Spring 2025, Pasadena Media staff featured Kidspace Children's Museum, Shumei Arts Council and Pasadena Museum of History.
- Pasadena Media recorded the Pasadena Public Library's annual One City, One Story event at Pasadena Presbyterian Church. This year featured Percival Everett, author of the novel *James*, a reimagining of The Adventures of Huckleberry Finn, told from the enslaved Jim's point of view.
- Pasadena Media provided coverage of the annual Egg Bowl at the Rose Bowl Stadium. This year welcomed the first beep egg hunt in partnership with the Braille Institute, to provide visually impaired children with a chance to collect eggs and prizes.
- Pasadena captured a press conference at the Rose Bowl to introduce the new Eaton Fire Collaborative, a group comprised of over 80 community groups, nonprofits, and city, county, and state officials are joining forces to support the Eaton Fire recovery and rebuilding efforts.
- Pasadena Media covered an event at the Jackie Robinson Community Center, where more than 400 residents affected by the recent wildfires received free laptops and internet access as part of a major relief effort, with the help of a partnership between the City of Pasadena, Human-I-T and Laserfiche.

Community Engagement Report – March 2025

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

Membership

- March new members: 11

Pasadena Media Productions

- *Pasadena Monthly with Justin Chapman*
 - [Daniel Rossman, new Executive Director of One Arroyo Foundation \(click here to view\)](#)
- *Arroyo Now*
 - [Episode 1 of the Rise From the Ashes, an Eaton Fire Special \(click here to view\)](#) released with a great reception
- *Access For All: Integrating Accessibility*
 - [BlackDoctor.org & USA Today Summit New York panel episode \(click here to view\)](#) completed and will run through April for National Minority Health Month

Community Partnerships

- Ongoing unpaid internship MOU reviewed and revised by legal counsel and emailed to PCC - awaiting formal copy to be resent to us for George's signature
- InternPasadena (a paid internship) MOU to be sent to us for review soon for Summer 2025 - applications will be open to students beginning next month
- General Media Release for archive partnership with Pasadena Museum of History sent to legal counsel for review to ensure rights and coverage is up to par.

Social Media

- YouTube (through March 27th)
 - 6.2K views, 576 hours of watch time, and +37 new subscribers
- Facebook (through March 27th)
 - 4.7K views, 3.4K reach, 214 content interactions, & 13 follows
- Instagram (through March 27th)
 - 10K views, 5.2K reach, 285 content interactions, & 53 follows
- LinkedIn (through to March 26, 2025)
 - Content: 1,335 Impressions, 48 reactions, 4 comments, 5 reposts
 - Visitors: 55 page views & 30 unique visitors

Potential Members for Citizens Advisory Committee - April 1, 2025

Four vacancies exist on the 15-member CAC, with three terms expiring June 30, 2025 and one expiring June 30, 2027. Like most City bodies, members are limited to two consecutive three-year terms and may continue to serve until a replacement is appointed. A term of less than one year is not considered a full term, so a member appointed tonight to serve a term expiring June 30, 2025 would be eligible to serve two full terms expiring in 2028 and 2031. 10 of the 11 current members continue to serve after expiration of their second term.

Four candidates have been identified as potential CAC members on tonight's agenda:



Lance Croy is a SAG/AFTRA member who has performed in and produced theatrical, commercial, and industrial film projects. Currently, he is the Assistant Professor of Communications+Media+Arts at Providence College. He presented at the University of Michigan's Arts, Sciences, and Letters Conference, the Association for Theatre in Higher Education Symposium, and Regent University's Leadership Roundtable. His peer-reviewed publication on Charles Spurgeon and Followership is in the *Theology of Leadership Journal*.

Finally, Lance has edited three plays published by Integratio Press. Lance, his wife Tara, and their son Zayvier reside in Pasadena.



Andrea Jennings is an actress, director, creative producer, spoken word artist, and musician. She holds a Master of Music (M.Mus.) degree in Music Business and Entertainment Industries. After a life-changing car accident that resulted in a spinal cord injury, Andrea founded Shifting Creative Paradigms Entertainment and Productions®. As CEO, she develops transformative projects that promote accessibility, equity, and inclusion across media, business, and the arts. Andrea is the host and a producer of the award-nominated TV series *Access*

for All: Integrating Accessibility, a Pasadena Media production that explores accessibility in pop culture. A founding member of RAMPD and an Advisory Board member of the Wavy Awards, Andrea is dedicated to advancing representation in the music industry.



James Ku is chief development officer of Panda Restaurant Group. He is responsible for creating strategic direction and leading the team to enhance the Panda restaurant spaces and brand in existing and new markets. Prior to Panda, he held various leadership positions at Walmart in new store development, real estate, and operations, including as chief operating officer for Walmart China and as head of facility services for Walmart US. His career in real estate development and the economic development industry took him from the US to Pakistan, Afghanistan, and China, including roles at Wells Fargo, Brookfield Logistics Properties, and USAID's Competitive Support Fund. He currently serves on PPIC's Statewide Leadership Council. He earned a bachelor of science in economics from the Wharton School of the Univ. of Pennsylvania and a master of public policy from the Harvard Kennedy School.



Horace Wormely Jr., a Pasadena native, fell in love with basketball at age 10, seeing its impact on family, community, and society. In 2006, he embarked on a 12-year professional career across six continents, representing himself in contract negotiations from his second season onward. Horace is the co-founder of the Layercake Group, The DSTRKT LLC, and the DSTRKT Foundation, helping athletes build their brands and consulting for sports, apparel, and tech companies, including Adidas, the Dongguan Leopards (China), New Jersey Nets, and AI firm, Oben. Now focused on storytelling, Horace plays a key role in National Lampoon's rebrand as a development executive, developing and producing films, TV, and social media content, while continuing his work in sports through Nike's EYBL and advising WeVolv, a SaaS platform for international athletes.

Channel Managers Meeting - March 28, 2025

Prepared by Chris Miller

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

The Channel Managers met via Zoom to discuss the KLRN request for equipment to restore functionality for the PUSD Boardroom. Also in attendance were Sales Rep. Tony Arratia and Engineer JJ Cline from KeyCode.

Due to the account balance, request amount, and timing, Chris shared the following prior to the meeting:

- *Current PEG account balance: **\$250,840.16***
- *This KLRN PEG request: **\$230,092.00***
- *Approved/Unspent KLRN Request: not to exceed **\$20,000.00** for various items (awaiting list of items to be purchased so check amount is not greater than amount to be used)*
- *Approved/Partially Unspent PCAC Request: not to exceed **\$3,100.00** for 2nd van wrap (1st van art has been approved and is scheduled for installation week of 4/7 - if that goes well, we intend to proceed with van #2)*

While those numbers would produce a negative account balance, we normally receive the Q2 payment around April 1st. PCAC had received about \$60,000 per quarter prior to the decision to withhold 20% in a City account in 2017. Since then, our quarterly PEG revenue peaked in Q2 of FY21 at \$52,937.03. Unsurprisingly, the lowest amount we have received was our last payment for Q1 of FY25 at \$38,530.12 (~27% drop in under 4 years). At this rate, I expect the next quarterly payment to be ~\$37,500.

At the start of the meeting, Leyden introduced the need to replace much of the audiovisual system in the boardroom due to a catastrophic failure after the Eaton Fire. The new equipment would replace much of the system installed in 2015 and ensure KLRN is able to conduct the primary charge of covering school board meetings. The proposal was designed to be similar to systems in neighboring districts and provide potential for training students. While the district will cover the installation cost, bond funding and other funds were not available. Leyden acknowledged that the equipment needed would deplete most of the PEG balance.

Derderian noted that PUSD coverage is necessary despite the depletion of the PEG account. She also suggested that if the switcher issue was fire-related, it could be included in the PUSD lawsuit against Edison for reimbursement. Arratia offered to inspect the TriCaster for damage, though he noted the age of the unit means it is well out of warranty and is no longer supported.

Miller also acknowledged the need, but expressed concern about the potential depletion of the PEG fund, highlighting the need for a backstop in case of other equipment failures. He inquired

about the possibility of replacing only the most urgent portion of the system now and saving others for later. Leyden suggested that all components should be replaced at the same time to ensure cross-functionality and correct issues they have been struggling with for some time. The KeyCode representatives also noted that costs for the non-U.S. components are expected to rise ~30% in coming months due to tariffs. Miller stated that it is not palatable to save some money now for a possible emergency when it would cost a significant amount more later. He then asked if there were any components in the current system that are operable and might not require proposed direct replacements such as the Panasonic camera controller. Leyden proposed to hold off on the \$20,000 previously allocated for additional equipment for the fly pack temporarily in order to leave some money in the PEG account.

Miller also expressed concern about public perception given the school district's financial situation, but Leyden noted that this shouldn't be considered an upgrade of the boardroom, but rather restoring its functionality. She also mentioned that they are not using bond measures for the project and that they have the support of the superintendent and the Board President.

Arratia offered to work with Leyden and Cline to refine the scope and identify potential cost savings, but Leyden pointed out the deadline for requisitions is the end of business today, and delaying the decision could postpone the project until July. Miller suggested that the original requested amount be cited in the requisition and the PCAC Board agenda, but hoped that some savings could be identified prior to presenting the project Tuesday night.

Boekelheide acknowledged Miller's concerns, but noted that this project is exactly the type the PEG fund should be for. He offered his support for the request, citing its urgency. Miller agreed that the request should move forward to the board..

PEG CAPITAL FUND REQUEST NOT TO EXCEED \$230,092: KLRN request for PUSD Boardroom A/V Technology Upgrade including a video switcher, graphics generator, audio/video/control processor, audio mixer, audio interfaces, microphones, camera controller, video router, video monitors, recorders, network switch, power distribution, amplifiers, computers, software, and associated supplies and accessories.

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) (General Rule);
- B. Authorize the Executive Director/CEO to distribute PEG capital funds to Pasadena Unified School District in an amount not to exceed \$230,092

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

Respectfully submitted,
Chris Miller
COO

Key Code Media, Inc. - California

270 S. Flower Street
Burbank, CA 91502
818-303-3900
www.keycodemedia.com



Ross Switcher & KTC Gold

Quote # 240335 Version 1

Prepared for:
Pasadena Unified School District

Prepared by:
Tony Arratia

Ross Equipment and Services

No.	Part #	Manufacturer	Description	Qty	Price	Ext. Price
1			Production Switchers			
2	CUF-112	ROSS VIDEO	Carbonite Ultra Solo 1RU Frame Only Production Switcher	1	\$6,995.00	\$6,995.00
3	XDS0-0001-CPS	ROSS VIDEO	<p>XPression LiveCG Software Only License Limit one copy per CrossOver / Carbonite Production Switcher Includes 1 Copy of XPression Designer Includes RossLinq interface between XPression and the CrossOver / Carbonite Media Store Channels Allows for crea</p> <p>XPression LiveCG Software Only License Limit one copy per CrossOver / Carbonite Production Switcher Includes 1 Copy of XPression Designer Includes RossLinq interface between XPression and the CrossOver / Carbonite Media Store Channels Allows for crea XPression LiveCG Software Only License Limit one copy per CrossOver / Carbonite Production Switcher Includes 1 Copy of XPression Designer Includes RossLinq interface between XPression and the CrossOver / Carbonite Media Store Channels Allows for crea tion of Graphics and Transfer from a PC directly into the Media Store Channels Up to two channels with dedicated alpha can be controlled from the XPression Software Client Must be purchased at the same time as the CrossOver / Carbonite Production Switcher Requires Customer Supplied Windows XP or Windows 7 PC with Nvidia Graphics</p>	1	\$0.00	\$0.00
4	CUF-PSU	ROSS VIDEO	Ross Carbonite Ultra Power Supply - 12 V DC Output	3	\$605.00	\$1,815.00
5	TD1-PANEL	ROSS VIDEO	Ross Panel - 28.3" Width x 10.1" Depth	1	\$11,080.00	\$11,080.00
6	TD-TOUCHSCREEN	ROSS VIDEO	TouchDrive TouchScreen Display	1	\$1,035.00	\$1,035.00
7			XPression: Realtime Motion Graphics			
8	XPR1-0001	ROSS VIDEO	Ross Video XPression Prime - Single (SW Only)	1	\$19,030.00	\$19,030.00
9	XPR-DLQ	ROSS VIDEO	Ross DataLinq Server Option	1	\$6,105.00	\$6,105.00
10	XPN-1RU-M9	ROSS VIDEO	<p>XPression 1RU HD-SDI Chassis</p> <p>XPression 1RU HD-SDI Chassis</p>	1	\$16,250.00	\$16,250.00
11	XPN-KBD	ROSS VIDEO	<p>Ross XPression Custom Keyboard</p> <p>Ross XPression Custom Keyboard</p>	1	\$1,645.00	\$1,645.00
12			Ross Professional Services			
13	XPRESSION-ONL-COM-1DAY	ROSS VIDEO	Ross Video Limited XPression Online Commissioning - 1 Day	1	\$1,753.00	\$1,753.00

Ross Equipment and Services

No.	Part #	Manufacturer	Description	Qty	Price	Ext. Price
14	XPRESSION-ONL-1DAY	ROSS VIDEO	Ross Xpression Online Training -1 Day	1	\$1,753.00	\$1,753.00
15	CARBONITE-ONL-1DAY	ROSS VIDEO	Carbonite Online Training - 1 Day	1	\$1,753.00	\$1,753.00
Subtotal:						\$69,214.00

Video

No.	Part #	Description	Qty	Price	Ext. Price
16	RACK-MIN-3X	RackMac mini (2024+) • 2U Rack Kit for 3 Mac minis (M4+)	1	\$299.99	\$299.99
17	ECHO-2RDV-TB3	Echo IIDV Rackmount Two-Slot Full-Length Thunderbolt PCIe Card Expansion System	1	\$1,099.00	\$1,099.00
18	BMD-BDLKHCPRO8K12G G2	DeckLink 8K Pro G2	2	\$745.00	\$1,490.00
19	Z1CF00004	CTO MAC MINI M4 10C CPU 10C GPU32GB MEM 256GB SSD 10GBE	3	\$1,099.00	\$3,297.00
20	SR1C2LL/A	AppleCare+ for Mac mini (M4)	3	\$99.00	\$297.00
21	MU-PC4T0T/AM	Portable SSD T7 - 4TB SSD - USB 3.2 - 10Gbps - 3 Year Limited Warranty	1	\$269.00	\$269.00
22	BMD-CONVCMIC/SH03G/WPSU	Micro Converter SDI to HDMI 3G PSU	2	\$69.00	\$138.00
23	ST-3.A001	OnTheAir Video 4	1	\$2,370.00	\$2,370.00
24	ST-3.IB30	USB Dongle (Requires physical shipment - Shipping included)This dongle is not programmed and you will need to contact Softron at support@softron.tv with your original serial number(s) so you can have them transferred to your dongle. Thank you for your und	1	\$171.00	\$171.00
25	ST-3.IB27	GPICommander 3 (Requires physical shipment – USB cable and shipping included)	1	\$660.00	\$660.00
26	ST-3A014	MovieRecorder 4 (incl. CC + ProCodecs) -- Per Channel	1	\$1,895.00	\$1,895.00
27	RN-3	3G-SDI / Full NDI Encoding/Decoding card with tally and audio line in/out. Up to 1080p60.	4	\$569.00	\$2,276.00
28	RU01	Kiloview Cradle RU01 1U Frame	1	\$336.00	\$336.00

Video

No.	Part #	Description	Qty	Price	Ext. Price
29	SU3000RTXLCD2U	Eaton Tripp Lite Series SmartOnline 3000VA 2700W 120V Double-Conversion UPS - 7 Outlets, Extended Run, Network Card Option, LCD, USB, DB9, 2U Rack/Tower - 2U Rack/Tower - 3 Hour Recharge - 4.10 Minute Stand-by - 127 V AC Input - 127 V AC Output - 4 x NEMA	1	\$2,216.00	\$2,216.00
30	CDE7512	ViewSonic 75" 4K UHD Commercial Display with VESP, Wireless Screen Sharing, USB Wi-Fi Capabilities, RJ45, HDMI, USB C - Commercial Display - 4K, 16/7 Operation, Integrated Software, 2GB RAM, 16GB Storage - 330 cd/m2 - 75"	1	\$1,099.00	\$1,099.00
31	BMD-CONVCMIC/SH03G/WPSU	Micro Converter SDI to HDMI 3G PSU	1	\$69.00	\$69.00
32	DT-N17F	PROHD 17.3-INCH BROADCAST STUDIO LCD MONITOR	1	\$2,545.00	\$2,545.00
33	TP-2000X-LT	Dsan TP-20000X Cat-5 to DB-9 Adapter for Limitimer	1	\$285.00	\$285.00
34	HELO-PLUS	AJA HELO Plus H.264 Advanced Streamer & Recorder with 3G-SDI and HDMI	3	\$1,869.00	\$5,607.00
35	HP-LIC-4-AUDIO	AJA License to Expand Audio Channels for Streaming/Recording from 2 to 4 for HELO Plus	3	\$99.00	\$297.00
36	1RU-UTIL-RACK	1RU Shelf for ColorBox and HELO Products	2	\$120.00	\$240.00
37	BMD-CONVMCAUDS2	Blackmagic Mini Converter - Audio to SDI 2 Black Magic Mini Converter - Audio to SDI 2	1	\$219.00	\$219.00
38	32050	USB 3.0 DONGLE, 1-channel HD/3G/2K SDI with loop-through out, line audio in, 3.5mm audio out. Plug and Play. Windows/Linux/Mac.	2	\$359.00	\$718.00
39	UTR1	UTR1 1U Utility Rack Shelf UTR1 1U Utility Rack Shelf	1	\$53.00	\$53.00
40	MI-SB37	Mount-It! Speaker Wall Mounts, Pair of Universal Side Clamping Bookshelf Speaker Mounting Brackets, Large or Small Speakers, 2 Mounts, 55 Lbs Capacity, Black (MI-SB37)	1	\$37.99	\$37.99
41	910-006556	Logitech MX Master 3S - Wireless Performance Mouse with Ultra-fast Scrolling, Ergo, 8K DPI, Track on Glass, Black - Darkfield - Wireless - Bluetooth/Radio Frequency - 2.40 GHz - Rechargeable - Black - 1 - USB - 8000 dpi - Scroll Wheel - 7 Button(s) - Righ	4	\$99.99	\$399.96
42	Q6M-P4	Keychron Q6 Max QMK/VIA Wireless Custom Mechanical Keyboard Type: Fully Assembled KnobColor: Shell WhiteSwitches: Gateron Jupiter Banana Type: Fully Assembled KnobColor: Shell WhiteSwitches: Gateron Jupiter Banana	3	\$219.00	\$657.00

Video

No.	Part #	Description	Qty	Price	Ext. Price
43	SC1112	Raspberry Pi 5 Single Board Compute - Cortex A76 - Quad-core (4 Core) - 2.40 GHz - 8 GB - LPDDR4X - VideoCore VII - Wireless LAN - Bluetooth - HDMI - 4 x Number of USB Ports - 2 x Number of USB 2.0 Ports - 2 x Number of USB 3.0 Ports - Network (RJ-45)	4	\$80.00	\$320.00
44	SC1160	Raspberry Pi Official Raspberry Pi 5 Case - Black/Grey - Black, Gray - Acrylonitrile Butadiene Styrene (ABS) - Fan Cooler	4	\$10.00	\$40.00
45	26399	Power Over Ethernet HAT (F) For Raspberry Pi 5 / CM 5, High Power, Onboard Cooling Fan, With Metal Heatsink, Supports 802.3af/at network standard	4	\$21.99	\$87.96
46	MB-MJ128KA/AM	Samsung 128GB PRO Endurance UHS-I microSDXC Memory Card with SD Adapter	4	\$24.99	\$99.96
47	10GAT9901	Corsair Stream Deck XL Keypad - Cable Connectivity - USB 3.0 Interface - 32 Key - Windows, Mac OS Corsair Stream Deck XL Keypad - Cable Connectivity - USB 3.0 Interface - 32 Key - Windows, Mac OS	3	\$249.99	\$749.97
48	GSM4248PX-100NAS	Netgear M4250-40G8XF-PoE+ AV Line Managed Switch - 40 Ports - Manageable - 3 Layer Supported - Modular - 89.20 W Power Consumption - 960 W PoE Budget - Optical Fiber, Twisted Pair - PoE Ports - 1U - Rack-mountable, Table Top - Lifetime Limited Warranty	1	\$2,799.99	\$2,799.99
49	76126	NETGEAR Compatible 10GBASE-T SFP+ Copper 30m RJ-45 Transceiv	3	\$76.00	\$228.00
50	XDT2321002-01-S	XDIRECT232 SINGLE PORT 10/100 DEVICE SERVER, 100-240 VAC INTERNATIONAL POWER SUPPLY WITH REGIONAL ADAPTERS, ROHS	1	\$111.94	\$111.94
51	BMD-HUBSMAS12G4040	Blackmagic Design VHUBSMAS12G4040 Videohub 12G 2RU 40x40 Zer	1	\$3,995.00	\$3,995.00
52	1855A 0101000	1000ft Belden 1855A Sub-Miniature RG59 Digital Coaxial Cable 23 AWG 1000 Foot	1	\$359.76	\$359.76
53	S64T-1MWNBK	Bittree Mini -WECO Patchbay STYLIZED 2X32 2RU MW 12G+ NON-NORM/NON-TERM	1	\$1,718.00	\$1,718.00
54	2065-11-9-M66	BNC PLUG,TRUE 75-1855A/1865A	3	\$262.20	\$786.60
55	HBCP-D25HDA	MICRO BNC PLUF for L-2.5CHD	40	\$6.50	\$260.00
56	KCM-INT-MAT	Materials budget, detailed list to be submitted to purchasing upon closing	1	\$8,000.00	\$8,000.00
57	P2423D	Dell P2423D 24" Class QHD LCD Monitor - 16:9 - Black, Silver	5	\$279.00	\$1,395.00
58	97-0101010	HDMI (Male - Male) Cable (10')	3	\$17.00	\$51.00

Video

No.	Part #	Description	Qty	Price	Ext. Price
59	97-0618010	DisplayPort 1.4 cable with Latches -10'	5	\$28.00	\$140.00
60	LAG 9112 S	Pole Mount- Articulated Monitor Arm _Single Monitor	2	\$395.00	\$790.00
61	AW-RP150GJ5	ADVANCED JOYSTICK CONTROLLER	1	\$4,935.00	\$4,935.00
62	AV-SVCEXTWAR5YB	PROAV PREMIUM 5Yr Service Support (3-6) - Extends terms of Standard Warranty to Five Years of coverage; Adds Five Years of Limited Accidental/Catastrophic Damage coverage with maximum payout up to \$1,800/event and \$6,000See Price file for full description	1	\$600.00	\$600.00
63	IA-70A	IDX Power Supply 70W	1	\$334.00	\$334.00
64	XLRMF10	10 XLR4M TO XLR4F CABLE	1	\$41.00	\$41.00
Subtotal:					\$56,884.12

Audio

No.	Part #	Description	Qty	Price	Ext. Price
65	CORE 610	Network Core for AV&C processing built on Dell PowerEdge Server Technology offering 256x256 networked audio channels with 8x8 Software-based Dante license included, dual Ethernet ports for network redundancy, two auxiliary Ethernet ports, 64 next-generati	1	\$8,351.25	\$8,351.25
66	SLDAN-64-P	Q-SYS Software-based Dante 64x64 Channel (32x32 Flows) License, Perpetual	1	\$1,365.00	\$1,365.00
67	SLQUD-610-P	Q-SYS Core 610 UCI Deployment Software License, Perpetual.	1	\$444.00	\$444.00
68	SLQSE-610-P	Q-SYS Core 610 Scripting Engine Software License, Perpetual.	1	\$795.00	\$795.00
69	MCA04LL/A	Apple 11" iPad Air (M3, 128GB, Wi-Fi Only, Purple)	1	\$599.00	\$599.00
70	MCNL4LL/A	Apple 13" iPad Air (M3, 128GB, Wi-Fi Only, Purple)	1	\$799.00	\$799.00
71	X36 Pro MAX	KUXIU X36 Pro MAX iPad Magnetic Charging Stand	1	\$139.99	\$139.99
72	X33 Pro MAX	KUXIU X33 Pro MAX iPad Magnetic Charging Stand	1	\$109.99	\$109.99
73	DM7C	16 Motorized faders (12 + 4); 72 mixable channels; high-res multi-touch 12" + 1 x high-res 7" screens; 48 mono mixes + 12 matrixes + 2 ST bus + 2 cue; 16 x 16 analog I/O; 1 AES digital out; 64 x 64 PY slot I/O; built-in Dante I/O (144 x 144); 18x18 USB-C	1	\$14,998.00	\$14,998.00

Audio

No.	Part #	Description	Qty	Price	Ext. Price
74	MX415LPDF/S	15" Shock-Mounted Gooseneck, Green/Red LED Ring at bottom, Less Preamplifier, Dual Flexible, Supercardioid	24	\$251.00	\$6,024.00
75	MX400SMP	Installed Shock Mount Preamplifier sold seperately for MX405/10 mics, coverplate, 5-pin XLR (female connector included) Supports standard and light ring microphones	10	\$139.00	\$1,390.00
76	MX400DP	Small Desktop Base with input, switched preamplifier, programmable logic switch and LED. Supports standard and light ring microphones	16	\$259.00	\$4,144.00
77	AD-C.SAT-WH	2.75" Satellite ceiling speaker, 16O, 150° conical coverage, includes C-ring for blind mount installation. Color - White. Priced individually, sold only in pairs.	6	\$84.00	\$504.00
78	AD-C8T-ZB-WH	8" Two-way, blind mount ceiling speakers, 70/100V transformer with 8O bypass. 90° conical coverage, includes C-ring and rails for blind mount installation. Color - White. Priced individually, sold only in pairs.	4	\$459.00	\$1,836.00
79	AD-P.SUB-WH	6.5" Dual voice-coil pendant subwoofer, provides High-pass output for up to four -4 satellite speakers, 70/100V transformer with 4O bypass, includes cable and fasteners for suspended installation. Color - White.	2	\$438.75	\$877.50
80	SPA4-60	1/2 RU 4 Channel ENERGY STAR amplifier / Multichannel operation 60 watts into 8? & 4?, Bridged pair operation 200 watts into 8? & 4?, and 250 watts into 70v and 100v / 100-240 VAC Operation.	1	\$768.75	\$768.75
81	SPA2-60	1/2 RU 2 Channel ENERGY STAR amplifier / Stereo operation 60 watts into 8? & 4?, Bridged operation 200 watts into 8? & 4?, and 250 watts into 70v and 100v / 100-240 VAC Operation.	1	\$539.25	\$539.25
82	CX-Q 4K8	8-Channel 500W/CH Q-SYS Network Amplifier, Lo-Z, 70V, 100V direct drive, FlexAmp™, with Mic/line Inputs, 100-240V.	1	\$4,451.25	\$4,451.25
83	CDE5530	ViewSonic CDE30 Series 55" UHD 4K Commercial Monitor	3	\$949.00	\$2,847.00
84	CDE4330	ViewSonic CDE30 Series 43" UHD 4K Commercial Monitor	3	\$759.00	\$2,277.00
85	VMF720-B2	SANUS VMF720 Full-Motion Wall Mount for 32 to 55" Displays (Black)	4	\$239.99	\$959.96
86	QIO-GP8x8	Q-SYS peripheral providing control expansion with 8 logic inputs and 8 logic outputs. Up to 4 devices daisy-chainable. 1U-1/4W, powered over Ethernet or +24 VDC. Surface mountable, rack kit sold separately.	4	\$348.00	\$1,392.00
87	MXA920W-R	Ceiling Array Microphone, Round, White	1	\$4,732.00	\$4,732.00
88	iL-PSL-L-Pk	iL PSL-L Concave Button - Paradise Pink (50 gram Microswitch)	10	\$2.90	\$29.00

Audio

No.	Part #	Description	Qty	Price	Ext. Price
89	35HDLBAUS	Switchcraft 35HDLBAUS 3.5MM Locking Stereo Plug - Black Handle Gold Plug .175 Cable Opening	15	\$27.40	\$411.00
90	35LJNAUS	CONN JACK STEREO 3.5MM	50	\$15.25	\$762.50
91	Iyo Dante 32.0MD	AudioScience Iyo Dante 32.0MD 32 Input Balanced Analog Mic/Line	1	\$3,354.00	\$3,354.00
92	6000UE 0101000	Multi-Conductor Cable, 12-2C STR BC FRPVC, FRPVC JKT BLK CL2P 75C, 1000' REEL	1	\$1,521.10	\$1,521.10
93	2413FS 0101000	Belden 2413FS CMP/Plenum Cat6+ Enhanced Premise Horizontal F/UTP Cable 350MHz 4-Pair Shld/BC 23AWG - Black - 1000 Foot	1	\$1,072.40	\$1,072.40
94	S45-1150	Simply45 Cat 6 STP Shielded External Ground RJ45 Standard Modular Plug with Bar45 (50-Piece Jar)	1	\$93.95	\$93.95
95	S45-B003	Simply45 Shielded External Ground Snagless Strain Reliefs (100-Pack)	1	\$29.95	\$29.95
96	V5748-6	STL DEVICE BOX 6G IVORY	2	\$196.99	\$393.98
97	97-0101003	C-HM/HM-3	6	\$11.00	\$66.00
98	KCM-INT-MAT	Custom RCI	2	\$700.00	\$1,400.00
99	MR202-2AT	Canare MR202-2AT 2-Pair Twisted Pair Multi Channel Mic Cable by the Ft	250	\$0.66	\$165.00
100	DA-HDTV-SDI	HDMI 1.3 to SDI converter. 2 x 1 auto detect HDMI and RJ45 (HDMI over CATx) inputs selector. Active HDMI output (HDMI loop out) . Two identical SDI outputs. Supports 8 channels of embedded audio. Minimum processing delay (no scaler, no frame rate / resolu	3	\$625.00	\$1,875.00
101	LT-84-01	ListenIR 2-Channel Transmitter/Radiator Combo	1	\$729.00	\$729.00
102	LP-41-IR-01	Intelligent DSP IR Receiver 12-Pack	1	\$4,449.00	\$4,449.00
103	LPT-A117	Remote Power Supply Kit	1	\$28.95	\$28.95
104	TAV-D2LDE	Turtle AV Dual-Channel Dante to Analog Euroblock Line Output Adapter	1	\$149.00	\$149.00
105	2571H00040	AKG C411PP Wired Condenser Microphone	1	\$209.00	\$209.00
106	1802-UT	UltraTech - Sidewinder Cable Covers	1	\$30.82	\$30.82

Audio

No.	Part #	Description	Qty	Price	Ext. Price
107	1803-UT	UltraTech - Sidewinder Cable Covers	27	\$11.33	\$305.91
108	ASL2-ND3	Dsan ASL-2ND3 Audience Signal Light (2")	1	\$440.00	\$440.00
109	Iyo Dante 16.0MR	AudioScience Iyo Dante 16.0MR 16 Input Balanced Analog Mic/Line	1	\$2,394.00	\$2,394.00
110	QIO-GP8x8	Q-SYS peripheral providing control expansion with 8 logic inputs and 8 logic outputs. Up to 4 devices daisy-chainable. 1U-1/4W, powered over Ethernet or +24 VDC. Surface mountable, rack kit sold separately.	2	\$348.00	\$696.00
111	KCM-INT-MAT	RCI Stage Box Panel	2	\$750.00	\$1,500.00
112	MISC-ITEM	2 Space Rack.37 ply3 handlesFront & Rear Rail	1	\$533.37	\$533.37

Subtotal: \$82,982.87

Renewal

No.	Part #	Manufacturer	Description	Qty	Price	Ext. Price
113	KTC-GOLD	Key Code Media Professional Services	Keycode Total Care - Gold Includes:- 24hr, 7 days a week phone/email/remote support- Customizable options- Please see attached Services Proposal for more details	1	\$40,000.00	\$40,000.00

Subtotal: \$40,000.00

Scope of Work

Attached at bottom

Key Code Total Care

30 Day Key Code Total Care Bronze

Thank you for choosing Key Code Media, this quote is covered under a 30-day remote support plan. The equipment is covered under manufacturing warranty and the labor is covered by Key Code Support.

Key Code support hosts its own secure remote access support system. This system is much like a TeamViewer remote access, with the exception that it's hosted by Key Code Media and sits behind our firewall. As part of Change Me and Key Code Media support agreement, we can install this lightweight utility on all purchased computers at the discretion of facility staff. This will allow a support engineer to log in and see what the operator is seeing in real time.

Service Expectations

This support proposal includes the following Service Level agreements:

1. Provide normal business hours support
 - a. Access to M-F 9am EST - 6pm PST support line
 - b. Includes emergency and non-emergency call for:
 - i. Software Issues and Version Upgrades
 - ii. Hardware support for purchased equipment
 - iii. Remote support
 - c. Major Holidays are not included in coverage
 - i. Christmas Day
 - ii. July 4th
 - iii. Thanksgiving +1
 - iv. New Year's Day
 - v. Memorial Day
 - vi. Labor Day
2. Contract Includes Costs for Mileage Associated with support visits
 - a. Does not include for Airfare, Hotel, Rental Car, or Per-Diem
 - b. Does not include Travel Costs associated with other quotes
 - c. All Non-Covered T&E will be invoiced at actual cost

Warranty Terms

The warranty begins upon completion of install and lasts for 30 days.

Support Contract Information

Service Hotline: 818-303-3980

Email Support: Support@keycodemedia.com (Email is monitored from 9a – 6p)

Call Back Response Time

9am – 6pm response time 5 – 30 minutes

KCM Purchase Terms & Conditions

Key Code Media Purchase Terms & Conditions

- 1. Payment Terms:** All terms are subject to credit approval, otherwise, 50% deposit due with order and the remaining balance due COD unless the purchase order was pursuant to loan or lease with approved financing institution (financing documents must accompany this signed contract. Invoices are due per terms based on invoice date. Partial payment is due on partial shipments. A service handling charge of 3% for credit card payments will be added to all credit card orders.
- 2. Service charge and/or Interest:** Any payments deferred after the due date as specified herein shall bear interest and/or service charges at the rate of 1% per month (calculated daily) or the maximum rate allowed by law. In addition, Key Code Media shall have all remedies afforded by the Uniform Commercial Code as adopted in the State of for any defaults by client. If any invoice remains unpaid, in full or in part, after the due date Key Code Media, Inc has full discretion in obtaining an attorney or outside agency to recovery any and all outstanding amounts. The Purchaser agrees that he/she/it is fully liable or any and all legal and/or collection fees incurred in the collection of any outstanding amounts owing to Key code Media, Inc.
- 3. Security Interest:** Key Code Media, Inc. shall retain title to all goods until Key Code Media Inc. receives payment in full. The Purchaser hereby grants to Seller a security Interest in all goods shipped to the Purchaser and the proceeds thereof until the Purchaser pays for such goods in full. A copy of this Agreement may be filed by Seller at any time as a financing statement in order to perfect Seller's security interest.
- 4. Representation of Solvency:** The Purchaser hereby represents that he/she/it is solvent and that on each delivery this representation shall be deemed received, unless notice to the contrary is given in writing by the Purchaser to Key Code Media, at or before the delivery of goods.
- 5. Return of Goods:** A restocking fee of up to 30% will be charged on canceled or changed orders. No merchandise may be returned without prior consent. No return will be allowed for any items that were delivered over more than 30 days or any custom made items, used and B stock items, software products and maintenance contract. Credit on returns will be subject to the condition of the returned product upon inspection. In the event client reconfigures, reschedules or cancels an order containing special order items, client shall be subject to charges associated with the purchase of said items. Costs may include the full cost of these items in addition to any and all costs, expenses and/or penalties imposed on Key Code Media by vendors for return of goods. The Purchaser also covers the shipping on the return. Please refer to our RMA Policy for more information.
- 6. Shipping:** Delivery dates are approximate and subject to delay due to events beyond the reasonable control of Key Code Media, Inc. Freight charges will cover for both inbound and outbound and is for estimation purposes only. The actual amount will be provided by the shipping Company after purchaser receives shipment. Key Code Media, Inc will update that information to your invoice. Partial payment is due on partial shipments.
- 7. ALL TRADE IN CREDIT ORDERS:** Any hardware trade-ins or software licenses must be returned within 30 days upon delivery of new upgraded system. If products are not returned within 30 days, client will no longer be entitled to Trade In credit and will be charged the Trade-in credit. Client must be the original owner of the hardware or software or have a valid system transfer approved by the manufacturer.
- 8. Taxes:** Purchaser shall reimburse Key Code Media, Inc. for all taxes, excises, or other charges that Seller may be required to pay to the government upon the sale, production, or transportation of the Goods sold hereunder. A valid Reseller Certificate or Post Production Exemption certificate must be completed in order to receive the full or partial sales tax exemption.
- 9. Warranty:** Key Code Media technical services are not covered under manufacturer's warranties express or implied. No express or implied warranty of any kind is made with respect to the goods. In addition, no liability is assumed by our company for damage

and/or injury resulting from use of products supplied by this company.

10. Limitation of Liability: Except to the extent prohibited under applicable law, in no event shall Key Code Media's liability arising out of this Quotation/Purchase exceed the amount shipped by Key Code Media to the Purchaser hereunder. In no event shall Key Code Media be liable for costs of procurement of substitute products or services, lost profits or any consequential, special, incidental, or indirect damages, however caused and on any theory of liability (including negligence or strict liability), arising out of this quotation. The purchaser acknowledges and agrees that the amounts payable hereunder by the Purchaser are based in part upon these limitations, notwithstanding any failure of essential purpose of any limited remedy.

11. No claim or right arising out of a breach of this contract by client can be discharged, in whole or in part, by a waiver or renunciation of any other claim or right by Key Code Media. This contract supersedes all prior proposals, negotiations and all other terms (including terms implied on customer purchase orders). This contract can be modified or rescinded only by a writing signed by both parties.

12. Both parties agree that federal and state courts have jurisdiction and venue and this contract shall be governed by the Uniform Commercial Code (as adopted in) and the substantive and procedural laws of California. The prevailing party shall be entitled to reasonable attorney fees, costs and necessary disbursements in addition to any other relief to which such party may be entitled by virtue of this contract and applicable law.

SUBJECT TO STATE AND LOCAL TAXES WHERE APPLICABLE

F.O.B. FACTORY, FREIGHT IS ADDITIONAL

Tariff Adjustment Clause:

"In the event of any increase in tariffs, duties, or other governmental charges imposed on the goods after the date of this agreement, Key Code Media has the right to pass these additional costs on to the Buyer. Such increases will be calculated based on the actual additional costs incurred by Key Code Media and will be added to the final invoice or a subsequent invoice. Key Code Media will notify the Buyer of any such adjustments as soon as reasonably possible. By accepting these Terms and Conditions, the Buyer agrees to pay any additional charges resulting from such increases."

Ross Switcher & KTC Gold

Prepared by:



Key Code Media, Inc. - California
 Tony Arratia
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 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 #: 240335
 Version: 1
 Delivery Date: 03/18/2025
 Expiration Date: 04/13/2025
 Terms: Net 30 Days

Quote Summary

Description	Amount
Ross Equipment and Services	\$69,214.00
Video	\$56,884.12
Audio	\$82,982.87
Renewal	\$40,000.00
Subtotal:	\$249,080.99
Shipping:	\$2,500.00
Estimated Tax:	\$18,510.77
Total:	\$270,091.76

This Sales Quote ("SO") includes the Terms and Conditions ("T&C") available at <https://www.keycodemedia.com/purchase-terms-conditions/> 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: 03/18/2025

Signature: _____

Name: Beth Leyden

Date: _____