

**AGENDA SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Thursday, May 29, 2025
6:10 p.m.**

(Or as soon as possible after the conclusion of the Joint meeting of the PCAC Board of Directors and PCAC Citizens Advisory Committee)

CITIZENS ADVISORY COMMITTEE

Geoffrey Baum
Rabbi Joshua Levine Grater
Barry Gordon
Mic Hansen
Phil Hopkins, Chair
Andrea Jennings
James Ku
Roberta Martínez
Anne Miskey
Tom Selinske
Martin Sweeney
Ishmael Trone
Sheryl Turner
Horace H. Wormely

STAFF

George Falardeau, Executive Director CEO
Chris Miller, Chief Operating Officer

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.

DISTRIBUTION:

PCAC Citizens Advisory Committee
City Council
City Manager
City Attorney
City Clerk
Central Library
Public Information Officer
Los Angeles Times

Pasadena Independent
Pasadena Journal
Pasadena Now
Pasadena Star News
Pasadena Weekly
La Opinión
Colorado Blvd
Conversation Live
Local News Pasadena

**NOTICE OF SPECIAL MEETING
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)
CITIZENS ADVISORY COMMITTEE**

NOTICE IS HEREBY GIVEN that a special meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) Citizens Advisory Committee is scheduled for **Thursday, May 29, 2025**, starting at **6:10 p.m.** (or as soon as possible after the conclusion of the Joint meeting of the PCAC Board of Directors and PCAC Citizens Advisory Committee), at **Pasadena Community Access Corporation** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

PUBLIC MEETING

- CALL TO ORDER / ROLL CALL / WELCOME NEW MEMBERS (Phil Hopkins, CAC Chair)
- APPROVAL OF MAY 30, 2024 SPECIAL MEETING MINUTES
 - Motion to approve
- NEW BUSINESS
 - DETERMINING TIME, DATE AND LOCATION OF REGULAR CAC MEETINGS
 - o Action Item
 - ELECTION OF CITIZENS ADVISORY COMMITTEE CHAIR
 - o Action Item
 - APPROVAL OF AD-HOC SUBCOMMITTEE ADVISORY REPORT -- COMMUNITY MEDIA CENTER DUAL ENROLLMENT AND WORKFORCE DEVELOPMENT ALIGNMENT (Presented by Tom Selinske)
 - o Action Item
- ANNOUNCEMENTS BY COMMITTEE MEMBERS AND STAFF
- ADJOURNMENT

Phil Hopkins, Chair, PCAC Citizens Advisory Committee

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 27th day of May, 2025.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE MEETING OF THE PCAC CITIZENS ADVISORY COMMITTEE FOR MAY 30, 2024

SPECIAL MEETING

INTRODUCTION OF NEW MEMBERS / CALL TO ORDER / ROLL CALL

- Committee Chair Phil Hopkins called the meeting to order at 6:09 pm
- Committee members present or late at the time of the call to order:
 - Geoffrey Baum
 - Barry Gordon
 - Mic Hansen
 - Phil Hopkins
 - Roberta Martinez
 - Tom Selinske
 - Sheryl Turner
- Staff present:
 - George Falardeau
 - Chris Miller
 - Javan Rad (Office of the City Attorney)
 - Liza Rodriguez

APPROVAL OF SPECIAL MEETING MINUTES FOR MAY 9, 2023

- Motion to approve by Gordon, second by Selinske.
- Selinske recommended correction of term “up-scaling” to “up-skilling.”
 - Correction accepted by maker of the motion.
- Vote: Approved with one abstention.

PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA

- No public comment received.

ED REPORT

- Organizational updates included:
 - New electric-powered remote production van received and operational
 - 40th anniversary of PCAC’s founding was in December
 - Staffing is now complete (no current openings)
 - \$60K increase to operating budget, and some salary increases to reach minimum wage requested
 - Pasadena Media and community producers received several ACM / WAVE Awards

OLD BUSINESS

- REQUESTS FROM PCAC BOARD

- Fundraising opportunities / grant identification, etc.
 - Sheryl Turner will work with Jasiri Jenkins-Glenn on grants available for government non-profits like Pasadena Media.
- Community engagement
 - Phil Hopkins and Martin Sweeney presented to the PCAC Board at the Strategic Planning meeting regarding the critical nature of two-way communication between the Board and CAC. New Board leadership says it is committed to this principle.

NEW BUSINESS

- SUBCOMMITTEE REFERRALS
 - Community Media Center w/ Dual Enrollment Component
 - Tom Selinske to lead effort. First goal is a one-page summary of the proposal.
 - Roberta Martinez proposed a theme: “A third place to be.”
 - Tom will follow-up with Phil.
- CAC STRATEGIC PLANNING ITEMS FOR PCAC BOARD
 - Include “Access for All Policy”
 - Motion by Gordon, second by Hansen:
 - “The CAC recommends the PCAC Board include the CAC’s proposed ‘Access for All Policy’ as part of PCAC’s strategic plan.”
 - Vote: Unanimous
 - Approved
 - Include Development of Media Center w/ Dual Enrollment Component
 - Tabled for future consideration
- ANNUAL ELECTION OF COMMITTEE CHAIR
 - Phil Hopkins nominated by Selinske, second by Baum
 - Vote: Unanimous
 - Approved

ADJOURNMENT

- Motion by Gordon, second by Selinske
 - Vote: Unanimous
 - Approved

FUTURE MEETINGS

- Going forward, Regular Meetings will move to the last Thursdays in May at 6 pm.
- Next Regular Meeting: May 29, 2025 at 6 pm.
- Additional Special Meetings and ad-hoc subcommittee meetings calendared as required.

###

(DRAFT) Pasadena Media CAC Advisory:
Community Media Center Dual Enrollment & Workforce Development Alignment

Goals

- ✧ Offer an *aligned* television production training pathway, starting in local public secondary education, utilizing local public higher education oversight, and incorporating local community media center production expertise.
- ✧ Build on existing processes to implement options for workforce development pathways leading to career opportunities in television and professional video production.
- ✧ Everybody wins.

Focus

- ✧ Provide entry points for broader community engagement with existing television training resources.
- ✧ Training curriculum coordination across PUSD, PCC and Pasadena Media, aligned with PCC dual enrollment (college credit) and community extension (non-credit) processes for career and technical education.

High-Level Issues

- ✧ Identify PCC certified instructor(s) for dual enrollment component.
- ✧ Integration of pathways with attendance and grading systems.
- ✧ Availability of funding through youth training sources and the PCC Foundation.
- ✧ Identification of internship opportunities, internally and externally (industry partnerships).

Potential Success Measures

- ✧ Enrollment in aligned pathways program.
- ✧ Post-internship career placements, either internally (e.g., Pasadena Media) or externally (industry partnerships).
- ✧ New television programming starts utilizing pathway participants, and sustaining programming with pathway participants over time.

Promotion

- ✧ Office of dual enrollment.

- * Extension studies catalog.
- * Interstitials cablecast across all Pasadena Media platforms.
- * Pasadena In Focus.

Partnerships

- * Pasadena Unified School District.
- * Pasadena Community College.
- * Pasadena Media.
- * Industry partners, both commercial and Public Broadcasting.
- * Pasadena Workforce Development Board.