

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, Oct. 7, 2025
6:15 p.m. at 150 S. Los Robles Ave., Suite 101**

BOARD OF DIRECTORS

Kim Washington, President (District 1)
Begonya De Salvo (District 2)
Vacant (District 3)
Alan Clelland, Vice President (District 4)
Alexander Bliss (District 5)
Avram Gold (District 6)
James De Pietro, Treasurer (District 7)
Gail Schaper-Gordon (Mayor's Representative)
Lisa Derderian (City Manager's Representative)
Beth Leyden, Secretary (PUSD Representative)
Vacant (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.

DISTRIBUTION:

PCAC Board of Directors
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 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, Oct 7, 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 MEETING MINUTES
 - SEPTEMBER 2, 2025 REGULAR BOARD MEETING
- 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
 - ANNUAL AUDIT PRESENTATION: PCAC FINANCIAL STATEMENTS AND LANCE, SOLL & LUNGHARD, LLP'S REPORT
 - Information 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 2nd day of October, 2025.

Liza Rodriguez, Office Administrator



**CONSOLIDATED MINUTES FOR THE REGULARLY SCHEDULED MEETING
OF THE PCAC BOARD OF DIRECTORS FOR SEPTEMBER 2, 2025**

Report expected to be distributed prior to board meeting

Pasadena Community Access Corporation
Statement of Financial Position

As of September 30, 2025

	Total	
	As of Sep 30, 2025	As of Jun 30, 2025 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1125 Bank of America Checking (8566)	309,963	337,697
1130 Bank of America Capital - Restricted (9451)	127,013	91,926
1180 CA Asset Management Program (CAMP)	129,341	128,379
Total Bank Accounts	\$ 566,518	\$ 558,202
Accounts Receivable		
1200 Accounts Receivable	1,290	1,480
Total Accounts Receivable	\$ 1,290	\$ 1,480
Other Current Assets		
1330 Prepaid Insurance	0	6,034
Payroll Refunds	0	0
Total Other Current Assets	\$ 0	\$ 6,034
Total Current Assets	\$ 567,808	\$ 565,716
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	546,520	546,520
1650 Accumulated Depreciation	-498,162	-498,162
1660 Accumulated Depreciation - LHI	-94,657	-94,657
1670 Accumulated Amortization	-369,271	-324,958
Total Fixed Assets	\$ 394,456	\$ 438,768
Other Assets		
1800 Security Deposit	16,440	16,440
Total Other Assets	\$ 16,440	\$ 16,440
TOTAL ASSETS	\$ 978,703	\$ 1,020,924
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	0	160
Total Accounts Payable	\$ 0	\$ 160
Credit Cards		
2050 Chase Visa Credit Card	1,394	10,748
2060 Divvy Credit Card	1,801	2,534
Total Credit Cards	\$ 3,195	\$ 13,282
Other Current Liabilities		
2100 Payroll Liabilities	1,089	35,413
2200 Accrued Vacation	20,538	38,459
2500 Current Lease Liability	175,631	175,952
2800 Deferred Income	35,087	0
Total Other Current Liabilities	\$ 232,345	\$ 249,824
Total Current Liabilities	\$ 235,540	\$ 263,266
Long-Term Liabilities		
Lease Payables	4,158	52,514
Total Long-Term Liabilities	\$ 4,158	\$ 52,514
Total Liabilities	\$ 239,698	\$ 315,780
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	649,489	649,489
3200 Temporarily Restricted Assets	91,926	91,926
Net Income	33,861	
Total Equity	\$ 739,005	\$ 705,144
TOTAL LIABILITIES AND EQUITY	\$ 978,703	\$ 1,020,924

Pasadena Community Access Corporation

Pro Forma P&L - September 2025

FY 2026 YTD Actual vs FY 2026 Adopted Budget

	<u>vs. 3 mo. Budget</u>				<u>vs. Full Year Budget</u>		
	<u>YTD Actual</u>	<u>YTD Budget</u>	<u>\$</u>	<u>%</u>	<u>FY26 Budget</u>	<u>\$</u>	<u>%</u>
Income							
City of Pasadena	293,000	293,000	-	0.0%	1,172,000	(879,000)	-75.0%
Contributions & Grants	502	2,000	(1,498)	-74.9%	8,000	(7,498)	-93.7%
Production Services	3,815	2,900	915	31.6%	33,600	(29,785)	-88.6%
Program Services	2,833	2,600	232	8.9%	10,400	(7,568)	-72.8%
Other Revenue	963	250	713	285.2%	1,000	(37)	-3.7%
Total Income	301,113	300,750	363	0.1%	1,225,000	(923,887)	-75.4%
Expenses							
Payroll Expenses	186,812	193,035	6,223	3.2%	718,554	531,742	74.0%
Payroll Taxes	13,875	16,215	2,340	14.4%	60,359	46,484	77.0%
Employee Benefits	42,578	37,244	(5,334)	-14.3%	115,977	73,399	63.3%
Occupancy Expenses	64,036	76,604	12,568	16.4%	228,047	164,011	71.9%
Accounting & Audit	1,650	1,350	(300)	-22.2%	21,097	19,447	92.2%
Advertising & Marketing	395	1,000	605	60.5%	4,000	3,605	90.1%
Automobile Expense	4,419	500	(3,919)	-783.8%	2,000	(2,419)	-121.0%
Bank & Payroll Processing Fees	533	425	(108)	-25.3%	1,700	1,167	68.7%
Board Materials & Expenses	25	30	5	15.4%	120	95	78.9%
Cable Drop Fees	519	774	255	32.9%	9,722	9,203	94.7%
Contract Labor	-	500	500	100.0%	2,000	2,000	100.0%
Dues and Subscriptions	-	80	80	100.0%	3,500	3,500	100.0%
Legal & Professional Fees	-	-	-		20,000	20,000	100.0%
Licenses, Permits & Other Fees	-	-	-		224	224	100.0%
Meals & Entertainment	761	525	(236)	-45.0%	2,100	1,339	63.7%
Office Expense	894	1,875	981	52.3%	7,500	6,606	88.1%
Production Expense	4,217	6,909	2,692	39.0%	21,000	16,783	79.9%
Professional Development	-	540	540	100.0%	4,000	4,000	100.0%
Travel & Lodging	-	713	713	100.0%	3,100	3,100	100.0%
Total Expenses	320,714	338,318	17,604	5.2%	1,225,000	904,286	73.8%
Net Operating Income	(19,601)	(37,568)	17,967	-47.8%	-	(19,601)	
PEG Capital Income Recognized	-	38,750	(38,750)	-100.0%	155,000	(155,000)	-100.0%
PEG Capital Equipment Expense	-	38,750	38,750	100.0%	155,000	(155,000)	-100.0%

Administrative Staff Report

September 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 – September 2025

Respectfully submitted by George Falardeau, Executive Director CEO

Overview: The Role of Journalism and Free Speech in Pasadena

As a community media organization, our mission is deeply rooted in protecting and promoting freedom of speech, civic engagement, and access to accurate, diverse information. This month, that mission has taken a renewed urgency.

The ongoing decline of local journalism in Pasadena is not just a concern — it is a civic crisis. A recent forum hosted by Councilmember Rick Cole, titled “*The State of Local News and How to Stay Informed*,” highlighted the critical gaps left by shrinking newsrooms, overextended reporters, and the erosion of our television investigative coverage in our community. Without robust, independent journalism, misinformation can thrive, and residents are left uninformed—or misinformed—about key issues affecting their lives.

On September 20, ED CEO spoke at Pasadena Media’s Producer’s Retreat, to outline Pasadena Media’s services and members’ opportunity to share their voices with the community unfettered by government agencies.

In a time when public trust in media is tenuous and the challenges facing local journalism are steep, Pasadena Media continues to serve as a platform where transparency, community storytelling, and free expression are prioritized. We reaffirm our commitment to being a pillar of civic dialogue and accountability. And per our mission, we’ll strive to give our community media skills toward the ends of self-expression and community cohesion and improvement.

Community Engagement & Organizational Presence

Over the past month, ED CEO & staff represented Pasadena Media at numerous events, deepening relationships with local stakeholders, building awareness, and reinforcing our visibility within the civic and nonprofit landscape. These engagements provide not only opportunities to advocate for community media but also to stay attuned to the evolving needs and concerns of Pasadenans.

Notable Community Engagements

- **Rotary Luncheons** (Weekly Meetings & a Monthly Board Meeting)

Continued participation allowed for consistent engagement with key civic and business leaders. These gatherings provide valuable insight into ongoing initiatives and community concerns and include presentations from elected officials and business leaders.

- **Pasadena Chamber of Commerce Events**

- *Luncheon / Mixer*

A valuable opportunity to connect with local business leaders, community partners, and fellow members. These mixers strengthen community ties and foster collaboration across sectors—key to Pasadena Media’s role in civic engagement and local storytelling.

- *Ribbon Cuttings:*

- **Pasadena Veterinary Urgent Care**
- **MAE Skin Care**

These events highlight the resilience and growth of our small business community. Our presence supports Pasadena Media’s commitment to spotlighting local success stories and new ventures.

- *Chamber Strategic Planning Board Meeting*

A productive session that allowed us to contribute to long-term regional economic strategies.

- **Civitas Events**

- *“Past Made Present: Pasadena’s Craftsman Influence Today”*

- *“It’s Time to Ditch the ‘Ditch’: History, Justice & the Future of the 710”*

These events offered timely reflection on local heritage and infrastructure issues including reparations and future justice—subjects Pasadena Media is well-positioned to document and amplify.

- **Twilight Club Pre-Season Social at The Huntington Library**

A meaningful networking opportunity among Pasadena's cultural and civic leaders.

Strategic & Collaborative Meetings

- **Hosted & attended Pasadena Executive Round Table (PERT)**

We proudly hosted this influential group in our studio, fostering dialogue between nonprofit executives and encouraging cross-sector collaboration.

- **Met with Civic Leaders & Stakeholders**

- *Bill & Claire Bogaard and Mic Hansen*
- *Lisa Derderian and Fire Chief Chad Augustin*
- *Sheryl Turner (PCAC CAC Member)*
- *Diane Peterson-More (Former PCAC CAC Member)*
- *Paul Tabar (Event Producer - "Together We Rise" – Wildfire Relief Benefit Concert)*

These meetings provided opportunities to reinforce community partnerships, gain insight into civic developments, and align on shared priorities, especially around public information and community service.

Internal Highlights & Staff Development

- **Producer Retreat Held in Our Studio**

We convened our talented group of Pasadena Media producers to share resources, ideas, and inspiration. This event reinforced our commitment to local storytelling and member-driven content.

- **Performance Evaluations Completed**

Annual reviews were successfully conducted for our administrative and support staff, ensuring accountability, growth, and alignment with our strategic goals.

- **Staff Anniversaries Celebrated**

Special recognition was given to Angela Harrer and Bobbie Ferguson for their dedicated service. Ms. Harrer celebrated her 2nd year while Bobbie her 4th year anniversary with Pasadena Media.

Looking Forward

The months ahead will continue to focus on:

- Addressing the erosion of local journalism through community forums and programming.
- Expanding partnerships with local media professionals and public information offices.
- Empowering citizens through free speech, media literacy, and access to public platforms.

We remain steadfast in our belief that democracy thrives when people are informed and engaged — and that requires robust, independent media. Thank you for your continued support and partnership in making this vision a reality.

Production Report – September 2025

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	September 2025
Member Productions & Preproduction Meetings	8
Pasadena Media Productions - Studio	3
Pasadena Media Productions - Field (Includes <i>PMN</i>)	20
KPAS/City Productions	30
Pro Services	4
Special Projects	1

Program Highlights:

- The September episode of *Pasadena In Focus* featured Hilda Ramirez Horvath - Public Information Officer for Pasadena Unified School District, Wendy Macias - Senior Project Manager for the City of Pasadena, to discuss the Reconnecting 710 project, a Shop Local Spotlight highlighting Artisanal Goods by Car, and a Pasadena Humane segment.
- The September episode of *On The Move* featured Joaquin Siques, City of Pasadena Transportation Director, and a discussion about proposed greenways in the city.
- The KPAS/Pro Services department has now taken on the production of all *Pasadena Media News Updates* (or *PMNs*), in anticipation of the first episode of *The Rose City Report* coming soon. All *PMNs* will now be captured as field productions.
- Pasadena Media staff provided coverage and live streaming over Zoom of the Reconnecting 710 Community Engagement Workshop.
- PRO SERVICES: Pasadena Media staff produced a roll-in video for the annual Western Justice Center Empower Gala, as well as captured the event.
- Pasadena Media staff produced a number of public service announcements:
 - [EngagePWP.org](https://engagepwp.org) for community input about proposed PWP electric rate increases
 - Rental Registration PSA for the Rent Stabilization Department
 - 3 Reasons to Get the Flu Shot for the Pasadena Public Health Department
- Pasadena Media staff captured a number of community events:
 - Eaton Wash Project Community Outreach Event
 - Pasadena Police Department's Walk for Life
 - Celebration of the Young Child
 - Sierra Madre Median Project Outreach Event
 - Garfield Heights Association Neighborhood Disaster Prep Block Party
 - Huntington Health's Cancer Survivor's Day

Community Engagement Report – September 2025

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

Membership

- 13 New members
- Producer Retreat was a success
 - 1:1 sessions for members who could not attend in person being held all month through end of year, as needed
- New Producer Handbook completed and covered in the producer retreat and 1:1 sessions
- Inaugural Main Studio Workshop held to assist new producers with gaining hands-on experience with the production process before they become Producer Members.

Pasadena Media Productions

- *Pasadena Monthly with Justin Chapman*
 - [Chip Jacobs, Author & Journalist \(click here to view\)](#)
- *Access For All: Integrating Accessibility*
 - Will begin filming again in October
- *Preserving Pasadena*
 - First two episodes shot and in edit
 - Future locations have been greenlit and team is working with Pasadena Heritage staff to ensure access.

Community Partnerships

- New CalState University Northridge student intern, Ashley Sanchez, has joined us.
 - Ashley took the Studio Ops courses and has been assisting both the Community Engagement and Production teams.
- Informational video complete to give a powerful visual and audible representation of what Pasadena Media is about
 - Group effort: Jeff Stanfill directed, edited, and shot content, Sharon Huang wrote the script, Angela Harrer voiced over the script, and all staff is featured.

Social Media

- YouTube
 - 4.3K views, 328.5 hours of watch time, and +30 new subscribers
- Facebook
 - 5.2K views & 81 content interactions
- Instagram
 - 10.8K views, 3.1K reach, & 165 content interactions
- LinkedIn
 - Content: 1,293 Impressions, 70 reactions, 3 comments, 3 reposts
 - Visitors: 45 page views, 20 unique visitors, 4 new followers, & 101 page searches