

**AGENDA REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION  
Tuesday, August 4, 2015  
7:00 p.m. at 150 S. Los Robles, Suite 101**

**BOARD OF DIRECTORS**

Ann Marie Hickambottom (District 1)  
Tom Majich, Treasurer (District 2)  
Robert Oltman (District 3)  
Howie Zechner (District 4)  
Yuny Parada (District 5)  
Tim Winter (District 6)  
Hoyt Hilsman, Chair (District 7)  
Gail Schaper-Gordon, Vice-Chair (Mayor's Representative)  
William Boyer, Secretary (City Manager's Office Representative)  
Beth Leyden (PUSD Representative)  
Robert Miller (PCC Representative)

**STAFF**

Keri Stokstad, Executive Director

**MISSION STATEMENT**

The Pasadena Community Access Corporation is dedicated to the community access function of the Pasadena Telecommunications system and shall be operated exclusively for charitable, scientific, literary and educational purposes. In fulfilling these purposes, the corporation shall strive to achieve communication, facilitation, and development of media skills toward the ends of self-expression and community cohesion and improvement.

Item on the agenda may not be called in order listed.

Agendas and supporting documents are available on the Internet at  
<http://www.pasadenamedia.org>

Materials related to an item on this Agenda submitted to Pasadena Media after distribution of agenda packet are available for public inspection in the Pasadena Media Administrative office at 150 S. Los Robles Avenue, Suite 450, 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

Neighborhood Connections  
Los Angeles Times  
Pasadena Star News  
Pasadena Journal  
Pasadena Weekly  
Pasadena Now

**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, August 4, 2015**, starting at **7:00 p.m.**, at **Pasadena Community Access Corporation** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

**AGENDA**

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF JULY 7, 2015 BOARD MEETING MINUTES
  - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT – Tom Majich
  - Information Item
- EXECUTIVE DIRECTOR REPORT: Keri Stokstad
  - Information Item
- OLD BUSINESS
  - PCAC FY16 BUDGET
    - Information Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

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Hoyt Hilsman, Chair, 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 450 and 101, and a copy was distributed to the Central Library for posting on this 31st day of July, 2015.

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Keri Stokstad, Executive Director, PCAC

**FUTURE MEETING DATES**

- September 1, 2015 at 7:00 p.m. at 150 S. Los Robles, Suite 101
- October 6, 2015 at 7:00 p.m. at 150 S. Los Robles, Suite 10

**DIRECTOR'S REPORT**

*- Respectfully submitted by Keri Stokstad*

*Executive Director – Pasadena Community Access Corporation*

**The Pasadena Community Access Corporation Board of Directors Meeting  
Tuesday, August 4, 2015 – 7:00pm**

**ANNOUNCEMENTS** – The ACM National Conference is August 12-14. PCAC Board members are invited to meet the members of the ACM National Board in August 11 at noon at the station. Lunch will be provided.

**KEY ACHIEVEMENTS:**Board

- Ad-hoc Strategic Planning Meeting with Hoyt Hilsman, Gail Schaper-Gordon, Yuny Parada and William Boyer
- Agenda prep meeting with Hoyt Hilsman and Javan Rad

Facility

- Facility clean up. New desk, signage and painting on 1st and 4th floors

Financial

- Hartford Audit meeting

Producer/Member Relations

- Weekly eblasts  
<http://us2.campaign-archive1.com/?u=4b676bfd881baada1c38853b2&id=4b34a95174>

Production report attached

COO report attached

Member Services report attached

# Operations Report

Prepared by Chris Miller – July 2015

Notable Operations Projects and Their Statuses Conducted During July

- Furnishing / Decorating: Completion By August 7
- New Production Season: Successfully Underway
- City Council Chamber Meeting Management Issues: Ongoing with DoIT Taking the Lead
- Pro Services: Largest Production to Date Successful

1. Furnishing / Decorating: Completion By August 7 - Our maintenance period in June allowed us to repair and clean up both suites. During July, we utilized the refreshed look of the spaces to complete long-planned furnishing and decorating. Tasks included painting several walls with new accent colors, adding chalkboards in several locations, adding furniture and storage, installing a sleeker front desk area with storage and video monitor, adding art and other decor to various walls, completing A/V wiring in 450 and reorganizing staff offices.

2. New Production Season: Successfully Underway - Members have returned to production for the new season. The biggest change from last season has been the requirement to find volunteers for crew positions rather than rely on our staff for crew. So far, most productions have been successful with a greater sense of community being created as more members of the public are downstairs when productions are occurring. There have been more cancellations this month than in previous, most of which can be attributed to difficulty recruiting reliable volunteers or failure to complete pre-production. This appears to be lessening as we head into August.

3. City Council Chamber Meeting Management Issues: Ongoing with DoIT Taking the Lead - During the July 27 City Council meeting, issues with the meeting management equipment led to audio issues inside the chamber. These issues were not experienced outside of the chamber or on KPAS. Testing after the meeting did not reveal the specific cause of the issues, but did provide a temporary fix. DoIT is opening a PO with a vendor to diagnose and repair. The City Clerk's office along with DoIT and Pasadena Media are also working with a company to develop an RFP for a replacement system that is likely to be installed at the end of the year.

4. Pro Services: Largest Production to Date Successful - Our most ambitious pro services production to date occurred in the studio from July 24-26. We shot a seminar with multiple facets including a live audience and live video streaming over the course of three days. We had an overwhelmingly positive response from the client and our staff. The client expects to utilize our services several more times in the next few months. This event has provided a great deal of information to further develop our policies and procedures for future professional production services.

## **Pasadena Media Production Report July 2015**

### **Studio Productions:**

7/7: The People's View- Producer: Macheo Shabaka  
7/10: Real Divas Cook- Producer: Sunshine Burston  
7/12: Quality Sketch- Producer: Jarred Hodgdon  
7/14: Is It Reasonable- Producer: Walter Brown  
7/14: The Conner Bubble- Producer: Joe Conner  
7/16: Thursday Night Live  
7/17: Anybody Can Play Guitar (Pre Production)- Producer: James Jones Jr.  
7/17: The Nowman Show- Producer: Dan Niswander  
7/18: Culture, Talent & Arte (Pre Production)- Producer: Francisco Mayorga  
7/18: Focus with Tyrone Capers (Pre Production)- Producer: Tyrone Capers  
7/23: Sounds Within- Producer: L.V. Smith  
7/24: Dawn Clark Seminar (Pro-Services)  
7/25: Dawn Clark Seminar (Pro-Services)  
7/26: Dawn Clark Seminar (Pro Services)  
7/31: Variety Talks- Producer: Linda Leak

15 Production Recorded in Studio

### **KPAS/City/Outside Productions:**

7/1: Real Change Movement Update  
7/4: Americafest 2015  
7/7: Pasadena Senior Center Concerts in the Park (Audio Coverage)  
7/7: Commission Meeting at Permit Center (Audio Coverage)  
7/8: Planning Commission  
7/10: East Washington Village  
7/13: Pasadena City Council Meeting  
7/14: Pasadena Senior Center Concerts in the Park (Audio Coverage)  
7/14: East Washington Village  
7/15: FPRS Meeting (Audio Coverage)  
7/15: Board of Zoning Appeals Meeting (Audio Coverage)  
7/17: Parks After Dark  
7/20: Pasadena City Council Meeting  
7/21: Pasadena Senior Center Concerts in the Park (Audio Coverage)

7/21: Rose Bowl Commercial  
7/21: Altadena Town Council Meeting  
7/22: Special Olympics World Games Torch Run Event  
7/22: La Loma Bridge Groundbreaking Event  
7/22: Planning Commission  
7/25: Rose Bowl Commercial  
7/27: Pasadena City Council Meeting  
7/28: Pasadena Senior Center Concerts in the Park (Audio Coverage)  
7/28: Design Commission Meeting (Audio Coverage)

23 City/KPAS Productions Covered



## PASADENA MEDIA

### Member Services Report for the month of July 2015

#### Channel Programming Reporting:

##### The Arroyo Channel 744 - Hrs. of Programming

New Producer	Returning Producer	New Series	New Local Episodes	New Local Bicycled Episodes	New Regional Episodes (LA County)
6	14	20	6	5	4
New National Episodes	LIVE Show				
0	0				

#### Media Training Courses:

We provide the most accessible, valuable training and services to the residents of Pasadena is an established and continual goal of Pasadena Media. The Community Television & Digital Production training courses provides real hands-on experience along with an overview of studio production techniques, theory and community access guidelines.

Orientation	25
Producing - Session 1	2
Producing - Session 2	2
Studio Camera	11
Floor Manager	11
Director	7
Lighting	3
Audio	5
Character Generation	2
Field Production	5
Editing Session A	6
Editing Session B	4

**Trained Pasadena Media Listed Volunteers: 35**

# Pasadena Media Website Analytics

## Pasadena Media Social Network members:

168 members

Total Visitors	Device Usage		Peak Visitors: <b>July 7</b>
1322	Computer 84%	Mobile & Tablet 16%	83

## Social Media Marketing:



1199 Followers



666 Likes



231 Followers



*Scale 1 to 100 - Klout is a tool that measures social influence across the internet. Higher the Klout score, the higher the social influence.*

**Score 51.04** - 56% of our influence is from Facebook

**90-Day Score History - Last Updated July 4**

**90-day High Score: 52.33    90-day Low Score: 43.57**

## Pasadena Media Networking Group (Meetup.com):

85 Media Enthusiasts

## Special Events