

**AGENDA REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION  
Tuesday, December 6, 2016  
7:00 p.m. at 150 S. Los Robles, Suite 101**

**BOARD OF DIRECTORS**

Ann Marie Hickambottom (District 1)  
Grant Scott McComb (District 2)  
Robert Oltman (District 3)  
Howie Zechner, Vice-Chair (District 4)  
Yuny Parada (District 5)  
Tim Winter, Treasurer (District 6)  
Sally Howell (District 7)  
Gail Schaper-Gordon, Chair (Mayor's Representative)  
William Boyer, Secretary (City Manager's Office Representative)  
Beth Leyden (PUSD Representative)  
Alexander Boekelheide (PCC Representative)

**STAFF**

George Falardeau, Executive Director CEO  
Chris Miller, Chief Operations 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.

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  
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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, December 6, 2016**, starting at **7:00 p.m.**, at **Pasadena Community Access Corporation** 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 NOVEMBER 1, 2016 BOARD MEETING MINUTES
  - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- OLD BUSINESS
- NEW BUSINESS
  - QUARTERLY CHANNEL MANAGER'S REPORT: ALEX BOEKELHEIDE FOR PCC-TV
    - Information item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

\_\_\_\_\_  
Gail Schaper-Gordon, 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 2nd day of December, 2016.

\_\_\_\_\_  
Liza Rodriguez, Office Manager

## **PASADENA COMMUNITY ACCESS CORPORATION (PCAC)**

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR NOVEMBER 1, 2016.

MEETING HELD AT PCAC, 150 S. LOS ROBLES AVE., SUITE 101, PASADENA, CALIFORNIA, 91101

### **REGULAR MEETING**

#### **1. CALL TO ORDER**

Board Chair Gail Schaper-Gordon called meeting to order at 7:01 p.m.

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

Ann Marie Hickambottom, District 1, present  
Grant Scott McComb, District 2, present  
Robert Oltman, District 3, absent  
Howie Zechner, District 4, present  
Yuny Parada, District 5, present  
Tim Winter, District 6, present  
Sally Howell, District 7, present  
Gail Schaper-Gordon, Chair, Mayor's Representative, present  
Beth Leyden, PUSD Representative, present  
Alexander Boekelheide, PCC Representative, present  
William Boyer, Secretary, City/City Manager Representative, present

Staff:

George Falardeau, Executive Director, CEO, present  
Chris Miller, Chief Operations Officer, present  
Javan Rad, Chief Assistant City Attorney, present

#### **2. APPROVAL OF MINUTES FOR SEPT. 6, 2016 SPECIAL MEETING AND OCT. 4, 2016 REGULAR BOARD MEETING**

Winter moved; Boekelheide second, as amended with the following changes and/or clarifications:

- Sept. 6, 2016 Minutes- Parada present
- Oct. 4, 2016 Minutes – Item 9, New Business, ED Contract, first sentence, third paragraph, add to end of this sentence, “including specific language about the CEO title.”

Unanimous approval  
No public comment

### 3. PUBLIC COMMENT

Dean Lee, City Editor, of Sierra Madre-based Mountain View News, shared that the newspaper is now publishing a “Pasadena” edition.

No other public comment

### 4. TREASURER’S REPORT

Information item presented by Treasurer Winter as included in Board packet.

No action taken.

No public comment.

### 5. EXECUTIVE DIRECTOR’S REPORT

As presented by Mr. Falardeau, per Board agenda packet information, with additional information as presented by Mr. Miller.

Highlighted items included:

- Reminder about WAVE Awards –from the Western Region for Alliance for Community Media due by end of month.
- Update on progress about relocation from Fourth Floor
- Possible “sublease” of space for National Hispanic Media Coalition radio broadcasts
- Fundraising and grant writing possibilities
- Annual Report submitted to City Clerk’s Office –Secretary Boyer requested that the Board receive copies of the annual report.
- Charter Communications complaints—Hickambottom requested that complaint information presented to Board be streamlined without customer information and be more generic.

No action taken

No public comment

### 6. OLD BUSINESS

None

### 7. NEW BUSINESS

- PCC PEG FUNDING REQUEST FOR VIDEO PRODUCTION EQUIPMENT IN THE AMOUNT OF \$246,798.00

Report and information presented by Boekelheide, PCC Representative. Goal is to provide new video equipment to record lectures, special community events, cultural performances, public meetings and other student activities that can be used to improve and increase programming opportunities for PCC-TV.

Proposal for cameras, and all necessary related video recording/broadcasting equipment to be placed throughout the PCC

campus including Westerbeck Hall, Circadian Lounge, G-1 Conference Room and Lancer Radio Room, controlled by a centralized production system and tied into the existing equipment at the Creveling Lounge.

Proposal, equipment needs and funding request subject of Oct. 27, 2016 Ad Hoc Channel Managers Meeting; which recommended approval and forwarded its recommendation by way of Boekelheide report.

Motion by Hickambottom; Second by Zechner to approve not to exceed recommended amount; that project follows all approved/necessary procurement by PCC and any cost savings or unused PEG funds be returned to the PCAC organization.

Motion unanimous approval.

No public comment.

#### 8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Misc. announcements.

No public comment.

#### 9. ADJOURNMENT

Moved by Zechner; second by Boekelheide  
Adjourned 9:02 p.m.

#### FUTURE MEETING DATES

- December 6, 2016 –Final meeting of 2016

**Pasadena Community Access Corporation**  
**Statement of Financial Position**  
As of November 30, 2016

	Total	
	As of Nov 30, 2016	As of Jun 30, 2016 (PP)
<b>ASSETS</b>		
Current Assets		
Bank Accounts		
1010 Petty Cash	200.00	200.00
1120 Bank of America Checking (1018)	410,242.21	24,311.12
1130 Bank of America Capital - Restricted (9451)	57,600.11	323,430.87
1140 Bank of America Savings (0990)	100,113.96	100,088.85
1150 Pex Debit Card	3,181.88	3,435.65
1160 Paypal	728.71	-620.98
Total Bank Accounts	\$ 572,066.87	\$ 450,845.51
Accounts Receivable		
1200 Accounts Receivable	5,499.50	1,241.00
Total Accounts Receivable	\$ 5,499.50	\$ 1,241.00
Other current assets		
1190 Undeposited Funds	1,095.00	737.50
1210 Other Receivables	0.00	84.49
1300 Prepaid Expenses	0.00	29,072.84
1310 Prepaid Direct Deposits	14,867.51	14,867.51
1320 Prepaid Taxes	661.48	661.48
1330 Prepaid Insurance	1,902.49	1,902.49
Total Other current assets	\$ 18,526.48	\$ 47,326.31
Total Current Assets	\$ 596,092.85	\$ 499,412.82
Fixed Assets		
1600 Production Equipment	286,429.06	284,863.56
1650 Accumulated Depreciation	-140,255.00	-140,255.00
Total Fixed Assets	\$ 146,174.06	\$ 144,608.56
Other Assets		
1800 Security Deposit	1,000.00	1,000.00
Total Other Assets	\$ 1,000.00	\$ 1,000.00
<b>TOTAL ASSETS</b>	<b>\$ 743,266.91</b>	<b>\$ 645,021.38</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	-18,788.14	0.00
Total Accounts Payable	-\$ 18,788.14	\$ 0.00
Other Current Liabilities		
2100 Payroll Liabilities	57,621.64	30,156.45
2200 Accrued Vacation	13,766.84	13,766.84
2300 Direct Deposit Payable	14,867.51	0.00
2800 Deferred Income	301,492.92	301,492.92
Other Payroll Liabilities	750.42	
Total Other Current Liabilities	\$ 388,499.33	\$ 345,416.21
Total Current Liabilities	\$ 369,711.19	\$ 345,416.21
Total Liabilities	\$ 369,711.19	\$ 345,416.21
Equity		
3000 Opening Bal Equity	-36,271.00	-36,271.00
3100 Retained Earnings	335,876.17	335,876.17
Net Income	73,950.55	
Total Equity	\$ 373,555.72	\$ 299,605.17
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 743,266.91</b>	<b>\$ 645,021.38</b>

Friday, Dec 02, 2016 10:11:47 AM GMT-8 - Accrual Basis

**Pasadena Community Access Corporation**

**Pro Forma P&L**

**2017 YTD Actual vs 2017 Budget**

	Fiscal Year 2017		2017 Actual vs. Full Year Budget		YTD Budget	2017 YTD Actual vs. 5 mo. Budget	
	YTD Actual	2017 Budget	\$	%		\$	%
<b>Income</b>							
City of Pasadena	504,000	1,008,000	(504,000)	-50.0%	420,000	84,000	20.0%
Contributions & Grants	5,261	2,500	2,761	110.4%	1,042	4,219	405.1%
Production Services	11,792	41,300	(29,509)	-71.4%	17,208	(5,417)	-31.5%
Program Services	813	10,000	(9,188)	-91.9%	4,167	(3,354)	-80.5%
Other Revenue	842	1,100	(258)	-23.4%	458	384	83.8%
<b>Total Income</b>	<b>522,707</b>	<b>1,062,900</b>	<b>(540,193)</b>	<b>-50.8%</b>	<b>442,875</b>	<b>79,832</b>	<b>18.0%</b>
<b>Expenses</b>							
Payroll Expenses	221,169	554,843	333,674	60.1%	231,185	10,015	4.3%
Payroll Taxes	17,079	53,820	36,741	68.3%	22,425	5,346	23.8%
Employee Benefits	68,792	101,657	32,865	32.3%	42,357	(26,435)	-62.4%
Occupancy Expenses	108,293	240,349	132,056	54.9%	100,145	(8,147)	-8.1%
Accounting & Audit	5,910	12,250	6,340	51.8%	5,104	(806)	-15.8%
Advertising & Marketing	401	4,000	3,599	90.0%	1,667	1,265	75.9%
Automobile Expense	138	1,500	1,362	90.8%	625	487	77.9%
Bank & Payroll Processing Fees	456	1,500	1,044	69.6%	625	169	27.1%
Board Materials & Expenses	1,565	500	(1,065)	-213.0%	208	(1,357)	-651.2%
Cable Drop Fees	1,295	5,000	3,705	74.1%	2,083	789	37.9%
Contract Labor	960	5,000	4,040	80.8%	2,083	1,123	53.9%
Dues and Subscriptions	2,066	2,000	(66)	-3.3%	833	(1,233)	-147.9%
Legal & Professional Fees	12,000	38,000	26,000	68.4%	15,833	3,833	24.2%
Licenses, Permits & Other Fees	-	4,100	4,100	100.0%	1,708	1,708	100.0%
Meals & Entertainment	550	1,500	950	63.3%	625	75	12.0%
Office Expense	1,820	13,500	11,680	86.5%	5,625	3,805	67.6%
Production Expense	3,304	13,000	9,696	74.6%	5,417	2,112	39.0%
Professional Development	805	3,000	2,195	73.2%	1,250	445	35.6%
Travel & Lodging	2,154	4,300	2,146	49.9%	1,792	(363)	-20.2%
<b>Total Expenses</b>	<b>448,757</b>	<b>1,059,819</b>	<b>611,062</b>	<b>57.7%</b>	<b>441,591</b>	<b>(7,166)</b>	<b>-1.6%</b>
<b>Net Operating Income</b>	<b>73,951</b>	<b>3,081</b>	<b>70,870</b>	<b>2300.2%</b>	<b>1,284</b>	<b>72,667</b>	<b>5660.5%</b>
<b>PEG Capital Income Recognized</b>	<b>0.00</b>	<b>200,000.00</b>	<b>(200,000.00)</b>	<b>-100.0%</b>	<b>83,333.33</b>	<b>(83,333.33)</b>	<b>-100.0%</b>
<b>PEG Capital Equipment Expense</b>	<b>246,798.00</b>	<b>200,000.00</b>	<b>46,798.00</b>	<b>23.4%</b>	<b>83,333.33</b>	<b>(163,464.67)</b>	<b>-196.2%</b>

## EXECUTIVE DIRECTOR CEO REPORT

- Respectfully submitted by George Falardeau

Pasadena Community Access Corporation Board of Directors Meeting Tuesday, December 6, 2016 - 7:00 PM

**ANNOUNCEMENTS** - Aaron Wheeler, Supervisor of Member Services, has applied for grant submission with the Tournament of Roses. TOR has accepted our application; details forthcoming.

Chris Miller, COO and Bobbie Ferguson, Production Supervisor, have submitted 5 programs to the ACM West WAVE Awards. Deadline for submission is January 1, 2017.

Aaron Wheeler has commenced discussions with Jericho Road, a non-profit resource for marketing, communications and fundraising; details forthcoming.

## KEY ACHIEVEMENTS:

### Member Relations/Outreach

- Aaron Wheeler reports that Pasadena Media currently has over 50 active producers with a potential of up to 60 new additional producers that are currently under review.
- Current total users of Pasadena Media facilities and services for 2016 is 177.
- The total number of orientation participants for 2016 is 163.
- List of volunteers for PM for 2016 is 108.
- Aaron Wheeler is in the process of advising First Tee of Pasadena on developing a program to air on the Arroyo Channel.
- Pasadena Media Staff met with Chief Bertral Washington, Fire Chief City of Pasadena, to discuss future partnerships for KPAS and the Arroyo Channel.

### Facilities

- Have identified space planner/architect to define our reallocation of space from the 4th floor to the 1st floor; details forthcoming.
- Have identified a local real estate broker to address our leasing requirements for our existing space.
- Chris Miller continues to work with National Hispanic Media Coalition for the installation of an antenna on Pasadena Office Tower's roof with no immediate need for radio studio space at this time; details forthcoming.

### Productions

- Pasadena Media provided live coverage of the City of Pasadena's Veterans Day Event.



- ED/CEO met with Andre Coleman to discuss future programming.
- Aaron Wheeler has brought back Peter Dills, Food Critic, to the Arroyo Channel.
- Roberta Martinez is in development for returning to Pasadena Media to air her series of Latino community-based programs.
- Pasadena Media contacted local non-profit organizations and offered free PSA Video services.
- Pasadena Media assisted KPAS in promoting the anti-smoking public health campaign called the "Pasadena REACH Project".

#### Personnel

- Liza Rodriguez was hired as our new Office Administrator and Assistant to the Executive Director CEO.
- ED/CEO and COO are working with retirement plan consultants for employee benefits; details forthcoming.

#### Financial

- Pasadena Media has received additional \$500 in donations.
- Chris Miller has made the formal request for Quarterly payments from the City of Pasadena.

#### Board

- ED/CEO met with Board Member Grant McComb to discuss PCAC advisory board potential candidates.
- Gail Schaper-Gordon has asked that each Channel Manager for Pasadena Media make a Quarterly Report on the status of their individual operations.

*Attached: Operations Report, Production Services Report, Member Services Report*

# Operations Report - November 2016

Notable Operations Projects and Their Statuses

Prepared by Chris Miller, Chief Operations Officer

**City Online Video Provider Issue: Solved** - Data fragments in the Granicus system caused by issues last month were reviewed by the manufacturer. The issues could not have been fixed by a user and Granicus cleaned them up.

**Studio B Project: Relocation Probable** - While we are still working with the installer on another camera control issue, the system is operable and being utilized by staff. The impending move of administrative offices to the first floor is likely to merge this technology into the main studio this December. At that point, we will begin training with the public and it will be available for use with the large green cyclorama.

**Low-Power FM Radio Partnership with National Hispanic Media Coalition: Ongoing** - I have met with the radio engineer to discuss the apparatus (two 2'x1' antennae and associated cabling) which will be installed on the roof. I am working with a City Planner and building management to ensure all procedures are followed and rights are obtained before proceeding.

**Charter KPAS Outage 11/1: Solved** - A video on the Charter KPAS feed was stuttering during a routine channel check. By the time I arrived at City Hall to investigate, the external hard drive the file was playing back from had ceased spinning. I replaced the hard drive case, which restored functionality. AT&T and online streams were unaffected.

**AT&T/Streams Outage 11/3: Solved** - After a power spike, one of our UPS battery backups entered an error state instead of coming back online. As all power was cut off to the our playback system, the channels were down on AT&T and the online streams for approximately 3 hours. We rerouted power from another UPS and restored the channels at 9:30am. We replaced the batteries inside the UPS and put the unit back into service a week later. The playout system at City Hall reacted normally so Charter was not affected.

**City Council Chamber Meeting Management System Assisted Listening Issue 11/7: Ongoing** - The audio distribution system output that feeds the assisted listening devices malfunctioned. We bypassed the port by connecting the assisted listening transmitter directly to an output from our audio board. DoIT has been contacted about seeking a permanent repair.

## Pasadena Media Production Report - November 2016

### Studio Productions:

11/1: "Focus Newsbeat"- Tyrone Capers	11/1: "The People's View"- Macheo Shabaka
11/2: "Tongues of Fire"- Rob Reyes	11/2: "Crossing Bridges"- Nat Nehdar
11/3: "SMILE & Spread a Little Joy"- Debra Johnson (PP)	11/3: "Quality Sketch"- Jarred Hodgdon
11/4: "SMILE & Spread a Little Joy"- Debra Johnson	11/5: "The Nowman Show"- Dan Niswander
11/9: "The Melody Trice Show"- Melody Trice	11/10: "Take Back the Family"- Anthony McFarland
11/10: "Sounds Within"- L.V. Smith	11/15: "SkeeLove's House of Hip Hop" - Lonnie Lee (PP)
11/16: "Tongues of Fire"- Rob Reyes	11/17: "Choices"- Marion Cathcart
11/17: Thursday Night Live"- M.C. Franklin	11/18: "The Birthright Project"- Stephanie Cunningham
11/22: "SkeeLove's House of Hip Hop" - Lonnie Lee	11/23: "Nuclear Popcorn" - Maurice Smith
11/28: "Free PSA Day"- Pasadena Media	11/29: "Free PSA Day"- Pasadena Media
11/30: "Eddie's Gospel Hour"- Eddie Fulton	11/30: "The How To Show"- Eric Bailey

Total Number of Studio Productions/Pre-production Meetings: 22

### KPAS/City/Outside Productions:

11/7: Pasadena City Council Meeting	11/9: Planning Commission Meeting (Audio)
11/10: Design Commission Meeting (Audio)	11/11: Veterans Day Ceremony
11/14: Pasadena City Council Meeting	11/15: Little Free Library Unveiling
11/15: Altadena Town Council Meeting	11/16: FPRS Meeting ( Audio)
11/16: REACH Project Media Campaign Press Conference	11/16: BZA Meeting (Audio)
11/16: District 3 Community Meeting	11/17: District 4 Community Meeting
11/17: Historic Preservation Meeting (Audio)	11/21: Public Safety Committee Meeting
11/21: Pasadena City Council Meeting	11/22: Design Commission Meeting
11/30: Special Planning Commission Meeting	

Total Number of KPAS/City/Outside Productions: 17

## Member Services Report

for the month of November 2016

New Producers	Returning Producers	New Series	Local Episodes	New Local Bicycled Episodes	New Regional (LA County) Episodes
2	1	3	39	15	4

### Media Training Courses:

Orientation	17	Studio Camera	1	TD & Media Mgmt.	1	Teleprompter	2	Editing Session A	1
Producing Training	6	Floor Manager	1	Lighting	0	Character Generation	1	Editing Session B	1
Development Training	6	Director	1	Audio	0	Field Production	0	Green Screen	0

### Pasadena Media Website Analytics

Total Visitors	Device Usage	Peak Visitors: Nov. 17th
981	Computer 91% / Mobile & Tablet 9%	77

### Social Media Marketing:



1472 Followers



881 Likes



700 Followers

## PCC-TV

### Channel Manager's Report

December 6, 2016

### Recent Developments

- PEG fund grant: Paperwork has been filed to begin PCC's Request for Proposals process. Next steps: Funding stream finalized, PCC Board approval of bid request, RFP issued.
- KPAS PSAs: PCC-TV is currently airing identical video and still-frame imagery created by the City of Pasadena and the Pasadena Public Health Department designed to inform viewers of the dangers of menthol cigarettes, electronic vaping devices, and tobacco-flavored products. Airing as part of an effort to present a "unified front" against smoking in our community, and in concert with PCC's smoke-free campus policy.
- Music/Theatre Performance Rights: Continuing conversations with faculty in music and other performing arts to understand hurdles to airing student performances on PCC-TV. Individual agreements are being managed between students and faculty ensemble directors, and composition/performance rights are another area of exploration. Hope to have even more of PCC's cultural life on display through PCAC channels.
- Student internships: Working with television/radio faculty to create an in-house internship program whereby students would gain basic skills through apprenticeships in PCC's marketing office and then go on to greater responsibility at PCC-TV. Program details continue to be nailed down; hope to have something in place by Spring or Summer terms.
- Programming update: A number of programs running in rotation. Beyond the regular governance meetings and other college events, an informative presentation by UCLA education professor Tyrone Howard on the state of equity in public education and the September Civil Engagement forum featuring presidents of five Pasadena educational institutions.