

**AGENDA REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION  
Tuesday, June 6, 2017  
7:00 p.m. at 150 S. Los Robles Ave., 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 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  
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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, June 6, 2017**, 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 MAY 2, 2017 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
  - FY18 PCAC BOARD OFFICER NOMINATIONS AND ELECTION
    - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

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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 101, and a copy was distributed to the Central Library for posting on the 2nd day of June, 2017.

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Liza Rodriguez, Office Administrator

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

### **MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR MAY 2, 2017**

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

#### **REGULAR MEETING**

##### **1. CALL TO ORDER/ROLL CALL**

Board Chair Gail Schaper-Gordon called meeting to order at 7:05 p.m.

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

Ann Marie Hickambottom, District 1, absent  
Grant Scott McComb, District 2, present  
Robert Oltman, District 3, absent  
Howie Zechner, Vice Chair & District 4, present  
Yuny Parada, District 5, present  
Tim Winter, Treasurer & 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 MARCH 7, 2017 BOARD MEETING**

Moved by Boekelheide; second by McComb

Unanimous approval, no public comment

##### **3. PUBLIC COMMENT**

No public comment.

##### **4. TREASURER'S REPORT**

Treasurer Winter presented as per board packet info. Information item. No action taken. No public comment.

##### **5. EXECUTIVE DIRECTOR'S REPORT**

As presented by ED Falardeau, per Board agenda packet information, with additional information as presented by other staff present.

Information Item; No action taken; No public comment

#### 6. OLD BUSINESS

None; no public comment

#### 7. NEW BUSINESS

APPROVAL OF CONTRACTS AND AUTHORIZATION OF ED TO SIGN:

- APPROVAL OF A CONTRACT FOR FIBER OPTIC CABLE INSTALLATION WITH HHS CONSTRUCTION, INC. IN AN AMOUNT NOT TO EXCEED \$10,000.00
- RETROACTIVE APPROVAL OF A CONTRACT FOR DESIGN OF SUITE CONSOLIDATION RELATED TENANT IMPROVEMENTS WITH GKKWORKS IN AN AMOUNT NOT TO EXCEED \$10,000.00
- APPROVAL OF A CONTRACT FOR PARTITION CONSTRUCTION RELATED TO SUITE CONSOLIDATION TENANT IMPROVEMENTS WITH HALSTED CONSTRUCTION, INC. IN AN AMOUNT NOT TO EXCEED \$24,999.00
- APPROVAL OF A CONTRACT FOR ELECTRICAL CONSTRUCTION RELATED TO SUITE CONSOLIDATION TENANT IMPROVEMENTS WITH SIECO ELECTRIC, INC. IN AN AMOUNT NOT TO EXCEED \$24,999.00
- APPROVAL OF A CONTRACT FOR HVAC CONSTRUCTION RELATED TO SUITE CONSOLIDATION TENANT IMPROVEMENTS WITH A & B HEATING AND AIR CONDITIONING IN AN AMOUNT NOT TO EXCEED \$24,999.00

Moved by Boekelheide; second by Parada, to approve all contracts in one motion and authorize ED Falardeau to sign. Approved by unanimous vote. No public comment.

- CITIZENS ADVISORY COMMITTEE

Information item presented by McComb. More substantive progress update to come in near future.

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

Misc. announcements per board members

#### 9. ADJOURNMENT

Adjourned 9:36 p.m.

#### FUTURE MEETING DATES

- June 6, 2017
- July 4, 2017 HOLIDAY CONFLICT—MEETING TO BE CANCELED
- August 1, 2017

**Pasadena Community Access Corporation**  
**Statement of Financial Position**  
As of May 31, 2017

	<b>Total</b>	
	<b>As of May31, 2017</b>	<b>As of Jun 30, 2016 (PP)</b>
<b>ASSETS</b>		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	192,520	44,311
1130 Bank of America Capital - Restricted (9451)	116,654	323,431
1140 Bank of America Savings (0990)	100,144	100,089
1150 Pex Debit Card	2,656	3,436
1160 Paypal	1,230	-621
Total Bank Accounts	<b>\$ 413,403</b>	<b>\$ 470,846</b>
Accounts Receiv able		
1200 Accounts Receiv able	5,037	1,241
Total Accounts Receiv able	<b>\$ 5,037</b>	<b>\$ 1,241</b>
Other Current Assets		
1190 Undeposited Funds	17,989	738
1210 Other Receiv ables	0	84
1300 Prepaid Expenses	0	29,073
1310 Prepaid Direct Deposits	14,868	14,868
1320 Prepaid Taxes	661	661
1330 Prepaid Insurance	1,902	1,902
Total Other Current Assets	<b>\$ 35,420</b>	<b>\$ 47,326</b>
Total Current Assets	<b>\$ 453,860</b>	<b>\$ 519,413</b>
Fixed Assets		
1600 Production Equipment	286,429	284,864
1650 Accumulated Depreciation	-140,255	-140,255
Total Fixed Assets	<b>\$ 146,174</b>	<b>\$ 144,609</b>
Other Assets		
1800 Security Deposit	1,000	1,000
Total Other Assets	<b>\$ 1,000</b>	<b>\$ 1,000</b>
<b>TOTAL ASSETS</b>	<b>\$ 601,034</b>	<b>\$ 665,021</b>
<b>LIABILITIES AND EQUITY</b>		
Liabilities		
Current Liabilities		
Other Current Liabilities		
2100 Payroll Liabilities	32,133	30,156
2200 Accrued Vacation	13,767	13,767
2300 Direct Deposit Payable	14,868	0
2400 Accrued Liabilities	24,000	44,000
2800 Deferred Income	153,006	301,493
Total Other Current Liabilities	<b>\$ 237,774</b>	<b>\$ 389,416</b>
Total Current Liabilities	<b>\$ 237,774</b>	<b>\$ 389,416</b>
Total Liabilities	<b>\$ 237,774</b>	<b>\$ 389,416</b>
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	311,876	311,876
Net Income	87,656	
Total Equity	<b>\$ 363,261</b>	<b>\$ 275,605</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 601,034</b>	<b>\$ 665,021</b>

# Pasadena Community Access Corporation

## Pro Forma P&L

### 2017 YTD Actual vs 2017 Budget

	YTD Budget	Fiscal Year 2017		2017 Actual vs. Full Year Budget		2017 YTD Actual vs. 11 mo. Budget	
		YTD Actual	2017 Budget	\$	%	\$	%
<b>Income</b>							
City of Pasadena	924,000	1,008,000	1,008,000	-	0.0%	84,000	9.1%
Contributions & Grants	2,292	6,560	2,500	4,060	162.4%	4,268	186.2%
Production Services	37,858	38,212	41,300	(3,089)	-7.5%	353	0.9%
Program Services	9,167	5,656	10,000	(4,344)	-43.4%	(3,511)	-38.3%
Other Revenue	1,008	872	1,100	(228)	-20.7%	(136)	-13.5%
<b>Total Income</b>	<b>974,325</b>	<b>1,059,300</b>	<b>1,062,900</b>	<b>(3,600)</b>	<b>-0.3%</b>	<b>84,975</b>	<b>8.7%</b>
<b>Expenses</b>							
Payroll Expenses	508,606	495,694	554,843	59,149	10.7%	12,912	2.5%
Payroll Taxes	49,335	42,835	53,820	10,985	20.4%	6,500	13.2%
Employee Benefits	93,186	88,138	101,657	13,519	13.3%	5,048	5.4%
Occupancy Expenses	220,320	228,244	240,349	12,105	5.0%	(7,924)	-3.6%
Accounting & Audit	11,229	12,505	12,250	(255)	-2.1%	(1,276)	-11.4%
Advertising & Marketing	3,667	3,612	4,000	388	9.7%	55	1.5%
Automobile Expense	1,375	414	1,500	1,086	72.4%	961	69.9%
Bank & Payroll Processing Fees	1,375	1,159	1,500	341	22.7%	216	15.7%
Board Materials & Expenses	458	1,757	500	(1,257)	-251.3%	(1,298)	-283.3%
Cable Drop Fees	4,583	2,340	5,000	2,660	53.2%	2,243	48.9%
Contract Labor	4,583	1,490	5,000	3,510	70.2%	3,093	67.5%
Dues and Subscriptions	1,833	2,270	2,000	(270)	-13.5%	(437)	-23.8%
Legal & Professional Fees	34,833	25,000	38,000	13,000	34.2%	9,833	28.2%
Licenses, Permits & Other Fees	3,758	393	4,100	3,707	90.4%	3,365	89.5%
Meals & Entertainment	1,375	1,500	1,500	0	0.0%	(125)	-9.1%
Office Expense	12,375	4,104	13,500	9,396	69.6%	8,271	66.8%
Production Expense	11,917	10,450	13,000	2,550	19.6%	1,466	12.3%
Professional Development	2,750	1,390	3,000	1,610	53.7%	1,360	49.5%
Travel & Lodging	3,942	3,069	4,300	1,231	28.6%	873	22.1%
<b>Total Expenses</b>	<b>971,501</b>	<b>926,363</b>	<b>1,059,819</b>	<b>133,456</b>	<b>12.6%</b>	<b>45,138</b>	<b>4.6%</b>
<b>Net Operating Income</b>	<b>2,824</b>	<b>132,936</b>	<b>3,081</b>	<b>129,855</b>	<b>4214.7%</b>	<b>130,112</b>	<b>4607.0%</b>
 <b>PEG Capital Income Recognized</b>	 <b>183,333.33</b>	 <b>283,150.10</b>	 <b>200,000.00</b>	 <b>83,150.10</b>	 <b>41.6%</b>	 <b>99,816.77</b>	 <b>54.4%</b>
 <b>PEG Capital Equipment Expense</b>	 <b>183,333.33</b>	 <b>283,150.10</b>	 <b>200,000.00</b>	 <b>83,150.10</b>	 <b>41.6%</b>	 <b>(99,816.77)</b>	 <b>-54.4%</b>

## **EXECUTIVE DIRECTOR CEO REPORT**

- Respectfully submitted by George Falardeau

### **Pasadena Community Access Corporation Board of Directors Meeting**

**Tuesday, June 6, 2017 - 7:00 PM**

ANNOUNCEMENTS - Construction is in progress for the consolidation of the fourth floor to the first floor studio facilities; details forthcoming.

Pasadena Media covered the 44th Annual Pasadena Mayor's Interfaith Prayer Breakfast held at the Pasadena Convention Center. Pasadena Administration staff attended and production techs videotaped the event.

George Falardeau and Bobbie Ferguson met with Don Hahn, local artist and producer working on the documentation of the Arroyo Project. Bill Bogaard and Doug Kranwinkle are heading up this endeavor.

### **KEY ACHIEVEMENTS:**

#### **Member Relations/Outreach**

- George Falardeau met with Gurcharan Bawa, General Manager for Pasadena Water & Power, to discuss Pasadena Media's support for PWP.
- George Falardeau and Aaron Wheeler met with Dr. Mikala Rahn, Executive Director of Learning Works, to discuss potential training partnership for Pasadena Media and Learning Works.
- George Falardeau met with Barry Gordon and Andre Coleman to discuss two new shows in development to air on the Arroyo channel. Working titles are return of *CityBeat* and Andre Coleman's show *Deadline*; details forthcoming.
- George Falardeau met Bill Bogaard to discuss the Arroyo Project and its progress; details forthcoming.

- George Falardeau and board member Ann Marie Hickambottom met with District 1 Councilmember Tyron Hampton and his field representative Cushon Bell to update the Councilmember on the current status of PCAC.
- George Falardeau attended the SoCalGas Company's Community Advisory Council meeting at their Aliso Storage Field Facility. SoCalGas donated \$500 for his participation in the meeting. This is the second donation from SoCalGas to Pasadena Media bringing their total to \$1000.

## **Financial**

- Pasadena Media has filed our 990 tax return for 2016.
- George Falardeau presented to Pasadena City Council on June 5, 2017 projected operating costs for Pasadena Media 2017-18 Fiscal Year.

## **Board**

- ED/CEO and CDS met with Ann Marie Hickambottom to discuss grant writing and fundraising opportunities for Pasadena Media.
- Pasadena Media in conjunction with KPAS has developed a comprehensive work plan draft and is currently being reviewed by the city; details forthcoming.

*Attached: Operations Report, Production Services Report and Community Development Report.*



# Operations Report - May 2017

Notable Operations Projects and Their Statuses - Prepared by Chris Miller, Chief Operations Officer

## **City Council Chamber Meeting Management System Assisted Listening Issue 11/7: Rectified**

The audio distribution system output that feeds the assisted listening devices malfunctioned. The vendor implemented some software changes to permanently rectify the issue.

## **Suite Consolidation: Ongoing**

Construction has commenced and is awaiting the rough inspection. After that, we will work quickly to close up the walls, mud and paint. After final inspection, we can move in. Project is on budget, but will likely be completed early next week, which is a few days late.

## **City Council Chamber Closed Captioning Installation: Ongoing**

The closed captioning system hardware is operational in City Hall and can be seen during City Council meetings. We are currently adding terms such as proper names of people and roads to its dictionary to increase accuracy.

## **Streaming Issues April-May: Assessing**

Recent issues with Flash and internet browsers are still causing some issues for users. We are currently testing new encoding software with the KPAS and Arroyo streams on our website.

## **Charter KPAS Issue 4/20: Monitoring**

The KPAS Carousel bulletin board computer shut off and we are replacing it. Until the new machine is updated, we have a backup machine in place that plays informational slides and music between shows. Any video PSAs we have for KPAS are being manually scheduled between shows.

## **Fiber Installation: Phase 1 Complete**

The fiber cabling has been installed and terminated between Suite 101 and PWP's panel in Suite 200. We will work with the City's Dept. of Information Technology to determine, purchase and install equipment to complete desired connections.

## **SCAN NATOA Star Awards 5/11: Attended**

I attended the annual Star Awards ceremony during the SCAN NATOA conference at Disneyland with Bobbie Ferguson, where we took home several awards on behalf of PCAC and the City: First Place for Best Community Event Coverage for *City of Astronomy*, Third Place for both the *Gamble House 50th Anniversary* as Best Documentary and the *2017 Rose Parade & Rose Bowl Game Safety Press Conference* as Best Live Programming. In addition, Chief Assistant City Attorney Javan Rad received SCAN NATOA's Member of the Year Award!

## **Post-NAB Trade Show 5/22: Attended**

I attended the Post-NAB show hosted by Key Code Media at the Autry Museum with George Falardeau. At this show, we were able to talk to several vendors about several potential solutions including SAN/NAS digital storage, switchers, a/v routing and channel playout systems.

## Pasadena Media Production Report - May 2017

### Studio Productions:

5/1: Aveson Teen Training	5/2: "Eddie's Gospel Hour": Eddie Fulton (PP)
5/3: "Eddie's Gospel Hour": Eddie Fulton	5/4: "Open Mic with Aletha Johnson" - Aletha Johnson
5/5: "Yeshua Ministries"- Denise Maiden (PP)	5/6: "World of Wisdom"- Malika Hendry
5/6: "Behind the Curtains"- Eric Bailey	5/9: "Is It Reasonable?"- Walter Brown
5/10: "The Sure Truth"- Alice Muhammad	5/11: "Power of One"- Brian Biery
5/12: "SMILE & Spread a Little Joy"- Debra Johnson	5/12: "Arroyo Profiles"- Pasadena Media
5/13: "Yeshua Ministries" - Denise Maiden	5/13: "Skeelove's House of Hip Hop"- Lonnie Lee
5/16: "Korbin's Kode"- Korbin Deary	5/16: "Creative People Podcast"- Keno Deary
5/17: "Tongues of Fire"- Rob Reyes	5/17: "Casa Martinez"- Roberta Martinez
5/18: "Thursday Night Live"- M.C. Franklin	5/19: "Sounds Within" - L.V. Smith
5/20: "The Melody Trice Show"- Melody Trice	5/22: Free PSA Day
5/23: "The Conner Bubble"- Joe Conner	5/23: "Riq the Critic"- Wannetta Benton
5/24: "Nuclear Popcorn"- Maurice Smith	5/25: "The Birthright Project"- Stephanie Cunningham
5/26: "The Birthright Project"- Stephanie Cunningham	5/27: "The Nowman Show"- Dan Niswander
5/30: "Home Time" - Jarred Hodgdon	5/31: "Home Time" - Jarred Hodgdon

Total Number of Studio Productions/Pre-production Meetings: 30

**KPAS/City/Outside Productions:**

5/1: What's Up Pasadena!: Muir Ranch	5/1: Pasadena City Council Meeting
5/3: Hazardous Vegetation Press Conference	5/3: What's Up Pasadena!: JPL PUFFER
5/4: Mayor's Annual Interfaith Prayer Breakfast	5/4: League of Women Voters Meeting
5/5: What's Up Pasadena!: Muir Ranch	5/6: Mental Health Day
5/7: What's Up Pasadena!: Mad Science Sundays	5/8: Pasadena City Council Meeting
5/9: Design Commission Meeting (Audio)	5/10: State Historic Commission Meeting (Audio)
5/10: From Kosovo to California	5/13: What's Up Pasadena!: Building Community & Staying Fit
5/14: What's Up Pasadena!: Building Community & Staying Fit	5/15: Pasadena City Council Meeting
5/16: Altadena Town Council Meeting	5/17: FPRS Meeting
5/18: Bike to Work Day (Audio)	5/20: AMGEN Tour of California
5/22: Pasadena City Council Meeting	5/23: Public Works Luncheon (Audio)
5/24: Planning Commission Meeting (Audio)	5/25: Pasadena Police & Fire Memorial
5/25: Historic Preservation Awards (Audio)	5/31: STEN Refresher Course

Total Number of KPAS/City/Outside Productions: 26

## Community Development & Member Services Report for the month of May 2017

New Members	Returning Member(s)	Total Paid Members	Total Active Volunteers
15	0	52	105
New Producers Training	Returning Producer(s)	Total Active Producers	Productions in Development
4	0	47	28

New Series	Local Episodes	Local Bicycled Episodes	New Regional LA County Episodes
4	47	5	4

### Media Training Courses:

Orientation	15	Studio Camera	9	TD & Media Mgmt.	1	Teleprompter	6	Editing	5
Producing Training	6	Floor Manager	9	Lighting	2	Character Generation	1	Green Screen	1
Director	8	Audio	4	Field Production	5	Arroyo Profiles TV Training	5		

### Pasadena Media Website Analytics

Total Visitors	Device Usage	Peak Visitors: May 23rd
1266	Computer 91% / Mobile & Tablet 9%	70

### Social Media Marketing:



1567  
Followers



1025  
Likes



881  
Followers



59,510  
Channel Views

### Community Media Networking:

**Pasadena Media CoLAB:** Total Members: 104

Pasadena Media's Official Media Collaboration Meetup Group

Meetup page: [www.meetup.com/PasadenaMediaCoLAB](http://www.meetup.com/PasadenaMediaCoLAB)

Official Hashtag: #PasadenaMediaCoLAB