

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, August 1, 2017
7:00 p.m. at 150 S. Los Robles Ave., Suite 101**

BOARD OF DIRECTORS

Ann Marie Hickambottom (District 1)
Grant Scott McComb, Chair (District 2)
Robert Oltman (District 3)
Perry Helm, (District 4)
Yuny Parada (District 5)
Sally Howell, Vice-Chair (District 7)
Gail Schaper-Gordon, Treasurer (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, August 1, 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 JUNE 6, 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
 - AD HOC ORGANIZING COMMITTEE NOMINATIONS FOR THE CITIZENS ADVISORY COMMITTEE
 - Action Item
 - RECOMMENDATION TO APPOINT MEMBERS TO THE PCAC ADVISORY COMMITTEE AS PROVIDED BY PASADENA MUNICIPAL CODE SECTION 2.155.120
 - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Grant McComb, 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 28th day of July, 2017.

Liza Rodriguez, Office Administrator

Pasadena Community Access Corporation
Statement of Financial Position
As of June 30, 2017

| | Total | |
|--------------------------------------------------|--------------------|-------------------------|
| | As of Jun 30, 2017 | As of Jun 30, 2016 (PP) |
| ASSETS | | |
| Current Assets | | |
| Bank Accounts | | |
| 1010 Petty Cash | 200 | 200 |
| 1120 Bank of America Checking (1018) | 186,803 | 44,311 |
| 1130 Bank of America Capital - Restricted (9451) | 68,996 | 323,431 |
| 1140 Bank of America Savings (0990) | 100,149 | 100,089 |
| 1150 Pex Debit Card | 1,099 | 3,436 |
| 1160 Paypal | 0 | -621 |
| Total Bank Accounts | \$ 357,246 | \$ 470,846 |
| Accounts Receivable | | |
| 1200 Accounts Receivable | 3,432 | 1,241 |
| Total Accounts Receivable | \$ 3,432 | \$ 1,241 |
| Other Current Assets | | |
| 1190 Undeposited Funds | 516 | 738 |
| 1210 Other Receivables | 0 | 84 |
| 1300 Prepaid Expenses | 0 | 29,073 |
| 1310 Prepaid Direct Deposits | 0 | 14,868 |
| 1320 Prepaid Taxes | 0 | 661 |
| 1330 Prepaid Insurance | 7,957 | 1,902 |
| Total Other Current Assets | \$ 8,473 | \$ 47,326 |
| Total Current Assets | \$ 369,151 | \$ 519,413 |
| Fixed Assets | | |
| 1600 Production Equipment | 284,864 | 284,864 |
| 1650 Accumulated Depreciation | -196,228 | -140,255 |
| Total Fixed Assets | \$ 88,636 | \$ 144,609 |
| Other Assets | | |
| 1800 Security Deposit | 1,000 | 1,000 |
| Total Other Assets | \$ 1,000 | \$ 1,000 |
| TOTAL ASSETS | \$ 458,787 | \$ 665,021 |
| LIABILITIES AND EQUITY | | |
| Liabilities | | |
| Current Liabilities | | |
| Other Current Liabilities | | |
| 2100 Payroll Liabilities | 17,748 | 30,156 |
| 2200 Accrued Vacation | 18,790 | 13,767 |
| 2400 Accrued Liabilities | 16,000 | 44,000 |
| 2800 Deferred Income | 141,272 | 301,493 |
| Total Other Current Liabilities | \$ 193,810 | \$ 389,416 |
| Total Current Liabilities | \$ 193,810 | \$ 389,416 |
| Total Liabilities | \$ 193,810 | \$ 389,416 |
| Equity | | |
| 3000 Opening Bal Equity | -36,271 | -36,271 |
| 3100 Retained Earnings | 311,876 | 311,876 |
| Net Income | -10,629 | |
| Total Equity | \$ 264,977 | \$ 275,605 |
| TOTAL LIABILITIES AND EQUITY | \$ 458,787 | \$ 665,021 |

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

| | Total | |
|--------------------------------------------------|--------------------|-------------------------|
| | As of Jul 31, 2017 | As of Jun 30, 2017 (PP) |
| ASSETS | | |
| Current Assets | | |
| Bank Accounts | | |
| 1010 Petty Cash | 200 | 200 |
| 1120 Bank of America Checking (1018) | 274,874 | 186,803 |
| 1130 Bank of America Capital - Restricted (9451) | 68,996 | 68,996 |
| 1140 Bank of America Savings (0990) | 100,149 | 100,149 |
| 1150 Pex Debit Card | 1,780 | 1,099 |
| 1160 Paypal | 221 | 0 |
| Total Bank Accounts | \$ 446,220 | \$ 357,246 |
| Accounts Receivable | | |
| 1200 Accounts Receivable | 1,520 | 3,432 |
| Total Accounts Receivable | \$ 1,520 | \$ 3,432 |
| Other Current Assets | | |
| 1190 Undeposited Funds | 198 | 516 |
| 1300 Prepaid Expenses | -450 | 0 |
| 1330 Prepaid Insurance | 7,957 | 7,957 |
| Total Other Current Assets | \$ 7,704 | \$ 8,473 |
| Total Current Assets | \$ 455,443 | \$ 369,151 |
| Fixed Assets | | |
| 1600 Production Equipment | 284,864 | 284,864 |
| 1650 Accumulated Depreciation | -196,228 | -196,228 |
| Total Fixed Assets | \$ 88,636 | \$ 88,636 |
| Other Assets | | |
| 1800 Security Deposit | 1,000 | 1,000 |
| Total Other Assets | \$ 1,000 | \$ 1,000 |
| TOTAL ASSETS | \$ 545,079 | \$ 458,787 |
| LIABILITIES AND EQUITY | | |
| Liabilities | | |
| Current Liabilities | | |
| Other Current Liabilities | | |
| 2100 Payroll Liabilities | 12,040 | 17,748 |
| 2200 Accrued Vacation | 18,790 | 18,790 |
| 2400 Accrued Liabilities | 16,000 | 16,000 |
| 2800 Deferred Income | 141,272 | 141,272 |
| Total Other Current Liabilities | \$ 188,103 | \$ 193,810 |
| Total Current Liabilities | \$ 188,103 | \$ 193,810 |
| Total Liabilities | \$ 188,103 | \$ 193,810 |
| Equity | | |
| 3000 Opening Bal Equity | -36,271 | -36,271 |
| 3100 Retained Earnings | 301,248 | 301,248 |
| Net Income | 92,000 | |
| Total Equity | \$ 356,976 | \$ 264,977 |
| TOTAL LIABILITIES AND EQUITY | \$ 545,079 | \$ 458,787 |

Pasadena Community Access Corporation
Pro Forma P&L
2017 YTD Actual vs 2017 Budget

| | Fiscal Year 2017 | | | 2017 Actual vs. Full Year Budget | | 2017 YTD Actual vs. 12 mo. Budget | |
|--------------------------------------|-------------------|-------------------|-------------------|-------------------------------------|----------------|--------------------------------------|----------------|
| | YTD Budget | YTD Actual | 2017 Budget | \$ | % | \$ | % |
| Income | | | | | | | |
| City of Pasadena | 1,008,000 | 1,008,000 | 1,008,000 | - | 0.0% | - | 0.0% |
| Contributions & Grants | 2,500 | 7,563 | 2,500 | 5,063 | 202.5% | 5,063 | 202.5% |
| Production Services | 41,300 | 39,735 | 41,300 | (1,565) | -3.8% | (1,565) | -3.8% |
| Program Services | 10,000 | 8,675 | 10,000 | (1,325) | -13.3% | (1,325) | -13.3% |
| Other Revenue | 1,100 | 877 | 1,100 | (223) | -20.3% | (223) | -20.3% |
| Total Income | 1,062,900 | 1,064,851 | 1,062,900 | 1,951 | 0.2% | 1,951 | 0.2% |
| Expenses | | | | | | | |
| Payroll Expenses | 554,843 | 548,221 | 554,843 | 6,622 | 1.2% | 6,622 | 1.2% |
| Payroll Taxes | 53,820 | 45,937 | 53,820 | 7,883 | 14.6% | 7,883 | 14.6% |
| Employee Benefits | 101,657 | 89,533 | 101,657 | 12,124 | 11.9% | 12,124 | 11.9% |
| Occupancy Expenses | 240,349 | 248,481 | 240,349 | (8,132) | -3.4% | (8,132) | -3.4% |
| Accounting & Audit | 12,250 | 12,849 | 12,250 | (599) | -4.9% | (599) | -4.9% |
| Advertising & Marketing | 4,000 | 3,658 | 4,000 | 342 | 8.5% | 342 | 8.5% |
| Automobile Expense | 1,500 | 550 | 1,500 | 950 | 63.3% | 950 | 63.3% |
| Bank & Payroll Processing Fees | 1,500 | 1,464 | 1,500 | 36 | 2.4% | 36 | 2.4% |
| Board Materials & Expenses | 500 | 1,757 | 500 | (1,257) | -251.3% | (1,257) | -251.3% |
| Cable Drop Fees | 5,000 | 2,434 | 5,000 | 2,566 | 51.3% | 2,566 | 51.3% |
| Contract Labor | 5,000 | 1,545 | 5,000 | 3,455 | 69.1% | 3,455 | 69.1% |
| Dues and Subscriptions | 2,000 | 2,270 | 2,000 | (270) | -13.5% | (270) | -13.5% |
| Legal & Professional Fees | 38,000 | 37,000 | 38,000 | 1,000 | 2.6% | 1,000 | 2.6% |
| Licenses, Permits & Other Fees | 4,100 | 297 | 4,100 | 3,803 | 92.8% | 3,803 | 92.8% |
| Meals & Entertainment | 1,500 | 1,635 | 1,500 | (135) | -9.0% | (135) | -9.0% |
| Office Expense | 13,500 | 5,492 | 13,500 | 8,008 | 59.3% | 8,008 | 59.3% |
| Production Expense | 13,000 | 11,221 | 13,000 | 1,779 | 13.7% | 1,779 | 13.7% |
| Professional Development | 3,000 | 1,800 | 3,000 | 1,200 | 40.0% | 1,200 | 40.0% |
| Travel & Lodging | 4,300 | 3,362 | 4,300 | 938 | 21.8% | 938 | 21.8% |
| Total Expenses | 1,059,819 | 1,019,506 | 1,059,819 | 40,313 | 3.8% | 40,313 | 3.8% |
| Net Operating Income | 3,081 | 45,344 | 3,081 | 42,263 | 1371.7% | 42,263 | 1371.7% |
| PEG Capital Income Recognized | 200,000.00 | 308,370.84 | 200,000.00 | 108,370.84 | 54.2% | 108,370.84 | 54.2% |
| PEG Capital Equipment Expense | 200,000.00 | 308,370.84 | 200,000.00 | 108,370.84 | 54.2% | (108,370.84) | -54.2% |

Pasadena Community Access Corporation
Pro Forma P&L
2018 YTD Actual vs 2018 Budget

| | Fiscal Year 2018 | | | 2018 Actual vs. Full Year Budget | | 2018 YTD Actual vs. 1 mo. Budget | |
|--------------------------------------|------------------|------------------|-------------------|-------------------------------------|----------------|-------------------------------------|-----------------|
| | YTD Budget | YTD Actual | 2018 Budget | \$ | % | \$ | % |
| Income | | | | | | | |
| City of Pasadena | 78,333 | 235,000 | 940,000 | (705,000) | -75.0% | 156,667 | 200.0% |
| Contributions & Grants | 417 | - | 5,000 | (5,000) | -100.0% | (417) | -100.0% |
| Production Services | 3,192 | 1,600 | 38,300 | (36,700) | -95.8% | (1,592) | -49.9% |
| Program Services | 833 | 688 | 10,000 | (9,313) | -93.1% | (146) | -17.5% |
| Other Revenue | 42 | - | 500 | (500) | -100.0% | (42) | -100.0% |
| Total Income | 82,817 | 237,288 | 993,800 | (756,513) | -76.1% | 154,471 | 186.5% |
| Expenses | | | | | | | |
| Payroll Expenses | 46,120 | 40,427 | 553,442 | 513,015 | 92.7% | 5,693 | 12.3% |
| Payroll Taxes | 4,335 | 2,984 | 52,024 | 49,040 | 94.3% | 1,352 | 31.2% |
| Employee Benefits | 9,051 | 8,073 | 108,616 | 100,543 | 92.6% | 978 | 10.8% |
| Occupancy Expenses | 15,084 | 24,627 | 181,007 | 156,380 | 86.4% | (9,544) | -63.3% |
| Accounting & Audit | 1,042 | 900 | 12,500 | 11,600 | 92.8% | 142 | 13.6% |
| Advertising & Marketing | 292 | 286 | 3,500 | 3,214 | 91.8% | 5 | 1.8% |
| Automobile Expense | 125 | 82 | 1,500 | 1,418 | 94.5% | 43 | 34.4% |
| Bank & Payroll Processing Fees | 125 | 61 | 1,500 | 1,439 | 95.9% | 64 | 51.1% |
| Board Materials & Expenses | 50 | - | 600 | 600 | 100.0% | 50 | 100.0% |
| Cable Drop Fees | 356 | 94 | 4,274 | 4,180 | 97.8% | 263 | 73.7% |
| Contract Labor | 333 | - | 4,000 | 4,000 | 100.0% | 333 | 100.0% |
| Dues and Subscriptions | 189 | 80 | 2,270 | 2,190 | 96.5% | 109 | 57.7% |
| Legal & Professional Fees | 2,333 | - | 28,000 | 28,000 | 100.0% | 2,333 | 100.0% |
| Licenses, Permits & Other Fees | 342 | - | 4,100 | 4,100 | 100.0% | 342 | 100.0% |
| Meals & Entertainment | 125 | 78 | 1,500 | 1,422 | 94.8% | 47 | 37.8% |
| Office Expense | 917 | 519 | 11,000 | 10,481 | 95.3% | 398 | 43.4% |
| Production Expense | 1,208 | 1,819 | 14,500 | 12,681 | 87.5% | (611) | -50.5% |
| Professional Development | 208 | 260 | 2,500 | 2,240 | 89.6% | (52) | -24.8% |
| Travel & Lodging | 333 | - | 4,000 | 4,000 | 100.0% | 333 | 100.0% |
| Total Expenses | 82,569 | 80,290 | 990,833 | 910,543 | 91.9% | 2,279 | 2.8% |
| Net Operating Income | 247 | 156,998 | 2,967 | 154,031 | 5191.5% | 156,750 | 63397.5% |
| PEG Capital Income Recognized | 0.00 | 64,998.00 | 200,000.00 | (135,002.00) | -67.5% | 64,998.00 | |
| PEG Capital Equipment Expense | 0.00 | 64,998.00 | 200,000.00 | (135,002.00) | -67.5% | (64,998.00) | |

EXECUTIVE DIRECTOR CEO REPORT

- Respectfully submitted by George Falardeau

Pasadena Community Access Corporation Board of Directors Meeting

Tuesday, August 1, 2017 - 7:00 PM

ANNOUNCEMENTS - The Arroyo Channel 2017 Season 2 has started and runs through December. Look for new and returning Pasadena Media shows. Our Thursday Night Program Line up - POP (Pasadena's Original Programming) will include "IMPACT Pasadena", "What's Up, Pasadena!" and "Arroyo Profiles."

KPAS was nominated for an Emmy award for "The Gamble House 50th Anniversary" piece.

KEY ACHIEVEMENTS:

Member Relations/Outreach

- George Falardeau met with Senator Portantino and Hoyt Hilsman to invite the Senator to be a guest on IMPACT Pasadena and to give him a status update for Pasadena Media.
- George Falardeau participated in an open forum at the Boston Court Theater to discuss their community outreach and strategic planning.
- Bobbie Ferguson represented Pasadena Media at the Alliance for Community Media Conference in Minneapolis; Bobbie to give an update.
- George Falardeau attended the Vistage Power Lunch Meeting invited by Gail Schaper-Gordon. The meeting topic was management tools for success.

- George Falardeau attended the Friends In Deed's Circle of Friends event. George was selected to be a member of their Advisory Board and Rabbi Joshua Levine Grater is now a producer at Pasadena Media.
- George Falardeau met with Pasadena Media staff, Barry Gordon and Andre Coleman to discuss the development of the returning show "The New City Beat." Details forthcoming.
- George Falardeau and Aaron Wheeler met with returning producer Shirlee Smith to develop the "Shirlee Smith's Show" (working title).
- George Falardeau attended the Pasadena Chamber of Commerce Gala to honor the parting of Board Chair Ishmael Trone and the incoming of Board Chair Robin McCathy.
- Aaron Wheeler represented Pasadena Media at Pasadena's Chamber of Commerce's Tech Triage Event at the Hilton; Aaron to give an update.
- George Falardeau attended the final reveal of the completed McKinley School Library Mural Restoration. This effort was supported by Pasadena Media which provided a time-lapse video of the lengthy restoration process.
- George Falardeau and Aaron Wheeler spoke at Councilmember John Kennedy's District 3 Community Meeting at the Pilgrim North Tower building to give all an update on Pasadena Media.
- George Falardeau met with Brian Biery and Rabbi Joshua Levine Grater to discuss future partnerships with Friends In Deed and Pasadena Media.
- George Falardeau and Brian Biery met with David Wolf, the author of "My City", to discuss Pasadena Media's role in assisting this endeavor; details forthcoming.
- George Falardeau met with Robert Fidler, Board Member of the Pasadena Humane Society, to discuss upcoming events and Pasadena Media's support for the Pasadena SPCA.

- George Falardeau and Bobbie Ferguson had a conference call with Eric Duyshart to discuss Pasadena Media's role in assisting economic development and showcasing businesses throughout Pasadena.

Personnel

- Health Benefits are now in place for all Pasadena Media staff (Medical, Dental and Vision). Pasadena Media also established a Simple Plan IRA, which is now in place.

Facilities

- The move of Pasadena Media's 4th floor office space is complete. We've consolidated all personnel, equipment and office furniture to the 1st floor. All construction and tenant improvements are complete, including all appropriate Pasadena permits.
- Ongoing technical problems via streaming during City Council meetings is currently under review by Pasadena Media technical staff. While there have been no direct complaints to our office, complaints have been received at City Hall regarding low audio and loss of program. Ongoing investigation; details forthcoming.

Financial

- Pasadena Media is preparing for our Annual City Audit with LSL CPAs and Advisors. Michael B. Noll, an outsourced Accounting Firm, is assisting us through this process.
- Our CPA, Michael B. Noll, will give us a year-end wrap up update to our financial status and will work with our new Treasurer, Gail Schaper-Gordon, going forward.

Board

- George Falardeau met with our new Board Chair Grant McComb to review his agenda and vision for PCAC as well as new board member assignments.
- George Falardeau met with Perry Helm, our new PCAC District 4 Board Member. Perry is in the process of becoming a producer for Pasadena Media with focus on neighborhood disaster readiness called “Map Your Neighborhood - MYN.”
- George Falardeau met with Andy Wilson, District 7 Councilmember, and Sally Howell, Board of Director for PCAC, for an update on Pasadena Media and its interaction with District 7.

Attached: Production Services Report and Community Development Report.

Operations Report - June / July 2017

Notable Operations Projects and Their Statuses - Prepared by Chris Miller, Chief Operations Officer and Chavel DeVine, Technology Specialist

Suite Consolidation: Completed

Construction has completed and staff has occupied the new rooms. Production has resumed in the new space. Many have stated that they are pleased with the changes.

City Council Chamber Closed Captioning Installation: Operational

The closed captioning system officially debuted with the July 10 City Council meeting. We will continue to add terms such as proper names to its dictionary to increase accuracy and develop a workflow to add captioning to other programming.

Streaming Issues: Ongoing

Recent issues with Flash and internet browsers will likely continue to cause issues for some users. The new encoding software used for the KPAS and Arroyo streams on our website has been increasingly accepted by browsers since we started using it a few months ago, but it is not universal yet. We will continue to monitor and adjust.

Charter KPAS Issue 4/20: Monitoring

We have replaced the KPAS Carousel bulletin board computer, but it has proven to be unstable. While we continue to seek a fix, 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.

Charter KPAS Issues July: Monitoring

We have also received word of signal outages during council meetings and are currently working to resolve the issue(s). We've checked the control room at City Hall and are reaching out to the service providers to find solutions.

Fiber Installation: Phase 2 Commences in September

We have an ongoing dialogue with the City's Dept. of Information Technology to determine, purchase and install equipment to complete desired connections. Testing with City equipment will begin in mid-September.

Pasadena Media Production Report - June 2017

Studio Productions:

| | |
|--------------------------------------------------|----------------------------------------|
| 6/1: "Animal & Friends"- Pasadena Humane Society | 6/8: "IMPACT Pasadena"- Pasadena Media |
|--------------------------------------------------|----------------------------------------|

Total Number of Studio Productions/Pre-production Meetings: 2

KPAS/City/Outside Productions:

| | |
|---------------------------------------------------|----------------------------------------------|
| 6/5: Pasadena City Council Meeting | 6/7: District 3 Community Meeting |
| 6/11: Happy Birthday Pasadena | 6/12: Design Commission Meeting (Audio Only) |
| 6/13: Planning Commission Meeting (Audio Only) | 6/17: Pasadena Chalk Festival |
| 6/18: Pasadena PD Classic Car Show | 6/19: Pasadena Police Department |
| 6/20: Historic Preservation Meeting (Audio Only) | 6/20: Altadena Town Council Meeting |
| 6/21: FPRS Meeting (Audio Only) | 6/21: BZA Meeting (Audio Only) |
| 6/24: La Loma - John Van De Kamp Bridge Re-naming | 6/24: Arroyo Seco Weekend Festival |
| 6/26-6/29: What's Up Pasadena! | 6/27: Design Commission Meeting (Audio Only) |
| 6/29: Phos-Chek Press Conference | |

Total Number of KPAS/City/Outside Productions: 17

Pasadena Media Production Report - July 2017

Studio Productions:

| | |
|------------------------------------------------------|---------------------------------------------------------|
| 7/11: "Yeshua Ministries"- Denise Maiden (Pre-pro) | 7/11: "The Conner Bubble"- Joe Conner |
| 7/12: "Animal & Friends"- Pasadena Humane Society | 7/13: "Kingdom Unity TV"- Anthony McFarland |
| 7/14: "Yahusha Call"- Myra Waiters (Pre-pro) | 7/14: "Skeelove House of Hip Hop"- Lonnie Lee (Pre-pro) |
| 7/14: "Behind the Curtains" Eric Bailey (Pre-pro) | 7/15: "Yeshua Ministries"- Denise Maiden |
| 7/15: "The Sure Truth"- Alice Muhammad (Pre-pro) | 7/18: "Yahusha Call"- Myra Waiters |
| 7/18: "Is It Reasonable"- Walter Brown | 7/19: "Tongues of Fire"- Rob Reyes |
| 7/19: "Power of One"- Brian Biery | 7/20: "Eddie's Gospel Hour"- Eddie Fulton |
| 7/20: "Skeelove House of Hip Hop"- Lonnie Lee | 7/21: "The People's View"- Macheo Shabaka |
| 7/21: "SMILE and Spread a Little Joy"- Debra Johnson | 7/21: "Sounds Within"- L.V. Smith |
| 7/22: "The Nowman Show"- Dan Niswander | 7/24: "The Melody Trice Show"- Melody Trice (Pre-pro) |
| 7/25: "The Rhythm of Life"- Sophia Russell (Pre-pro) | 7/25: "The Sure Truth"- Alice Muhammad |
| 7/27: Pro Services- Alice Benjamin | 7/27: "Choices"- Marion Cathcart |
| 7/27: "Thursday Night Live"- M.C. Franklin | 7/28: Pro Services- Carmen Sandoval |
| 7/28: "Open Mic with Aletha Johnson"- Aletha Johnson | 7/28: "Behind the Curtains"- Eric Bailey |
| 7/29: "The Melody Trice Show"- Melody Trice | |

Total Number of Studio Productions/Pre-production Meetings: 29

KPAS/City/Outside Productions:

| | |
|-------------------------------------------------------|------------------------------------------------------------|
| 7/4: Americafest 2017 | 7/6-7/8: What's Up Pasadena! |
| 7/10: Pasadena City Council Meeting | 7/11: Senior Center Concerts in the Park (Audio Only) |
| 7/11: Design Commission Meeting (Audio Only) | 7/13: Special Reception of Attorney General Xavier Becerra |
| 7/14: Metro Bike Share | 7/15: Women in Industrial Design Forum |
| 7/15: Sri Lanka Festival and Parade | 7/17: Pasadena City Council Meeting |
| 7/18: Senior Center Concerts in the Park (Audio Only) | 7/18: Altadena Town Council Meeting |
| 7/19: FPRS Meeting (Audio Only) | 7/25: Senior Center Concerts in the Park (Audio Only) |
| 7/25: One Arroyo Media Advisory | 7/25: Design Commission Meeting |
| 7/26: Planning Commission Meeting | |

Total Number of KPAS/City/Outside Productions: 17



PASADENA MEDIA

Community Development & Member Services Report for the month of June & July 2017

| New Members | Returning Member(s) | Total Paid Members | Total Active Volunteers |
|------------------------|-----------------------|------------------------|----------------------------|
| 38 | 48 | 48 | 179 |
| New Producers Training | Returning Producer(s) | Total Active Producers | Productions in Development |
| 8 | 33 | 47 | 48 |

| New Series | Local Episodes | Local Bicycled Episodes | New Regional LA County Episodes |
|------------|----------------|-------------------------|---------------------------------|
| 4 | 47 | 8 | 2 |

Media Training Courses:

| | | | | | | | | | |
|--------------------|----|---------------|----|------------------|---|-----------------------------|---|--------------|---|
| Orientation | 15 | Studio Camera | 10 | TD & Media Mgmt. | 6 | Teleprompter | 6 | Editing | 3 |
| Producing Training | 12 | Floor Manager | 10 | Lighting | 2 | Character Generation | 2 | Green Screen | 2 |
| Director | 8 | Audio | 3 | Field Production | 5 | Arroyo Profiles TV Training | 8 | | |

Pasadena Media Website Analytics

| Total Visitors | Device Usage | Peak Visitors: |
|----------------|-----------------------------------|----------------------------------|
| 1916 | Computer 92% / Mobile & Tablet 8% | June 19th -199 July 18th -192 |

Social Media Marketing:



1582
Followers



1047
Likes



939
Followers



64,633
Channel Views

Community Outreach:

Presentation at John Kennedy District 3 Meeting
LA Largest Mixer at Pasadena Conference Center - In-Kind Sponsorship of \$950.00
Innovate Pasadena Collaboration for 2017 Connect Week

Organizational Training and Internships:

Pasadena City College - Interns: 2
Pasadena's Chamber of Commerce Workforce Development Program: 2
Learning Works - 10 students

Community Media Networking:

Pasadena Media CoLAB: Total Members: 106
Pasadena Media's Official Media Collaboration Meetup Group
Meetup page: www.meetup.com/PasadenaMediaCoLAB
Official Hashtag: #PasadenaMediaCoLAB

Pasadena Community Access Corporation

BUDGET VS. ACTUALS: PCAC BOARD APPROVED - FY16 P&L

July 2016 - June 2017

| | | TOTAL | | |
|-------------------------------------|--------------------|--------------------|-------------------|-------------------|
| | ACTUAL | BUDGET | OVER BUDGET | % OF BUDGET |
| INCOME | | | | |
| 4200 City of Pasadena | 1,008,000 | 1,008,000 | 0 | 100.00 % |
| 4300 Contributions & Grants | 7,563 | 2,500 | 5,063 | 303.00 % |
| 4700 Production Services | 39,735 | 41,300 | -1,565 | 96.00 % |
| 4800 Program Services | 8,675 | 10,000 | -1,325 | 87.00 % |
| 4900 Other Revenue | 877 | 1,100 | -223 | 80.00 % |
| Total Income | \$1,064,851 | \$1,062,900 | \$1,951 | 100.00 % |
| GROSS PROFIT | \$1,064,851 | \$1,062,900 | \$1,951 | 100.00 % |
| EXPENSES | | | | |
| 5000 Payroll Expenses | 548,221 | 554,843 | -6,622 | 99.00 % |
| 5200 Payroll Taxes | 45,937 | 53,820 | -7,883 | 85.00 % |
| 5300 Employee Benefits | 89,533 | 101,657 | -12,124 | 88.00 % |
| 6000 Occupancy Expenses | 248,481 | 240,349 | 8,132 | 103.00 % |
| 7120 Accounting & Audit | 12,849 | 12,250 | 599 | 105.00 % |
| 7130 Advertising & Marketing | 3,658 | 4,000 | -342 | 91.00 % |
| 7140 Automobile Expense | 550 | 1,500 | -950 | 37.00 % |
| 7150 Bank & Payroll Processing Fees | 1,464 | 1,500 | -36 | 98.00 % |
| 7160 Board Materials & Expense | 1,757 | 500 | 1,257 | 351.00 % |
| 7170 Cable Drop Fees | 2,434 | 5,000 | -2,566 | 49.00 % |
| 7180 Contract Labor | 1,545 | 5,000 | -3,455 | 31.00 % |
| 7240 Dues and Subscriptions | 2,270 | 2,000 | 270 | 114.00 % |
| 7440 Legal & Professional Fees | 37,000 | 38,000 | -1,000 | 97.00 % |
| 7460 Licenses, Permits & Other Fees | 297 | 4,100 | -3,803 | 7.00 % |
| 7480 Meals & Entertainment | 1,635 | 1,500 | 135 | 109.00 % |
| 7500 Office Expense | 5,492 | 13,500 | -8,008 | 41.00 % |
| 7600 Production Expense | 11,221 | 13,000 | -1,779 | 86.00 % |
| 7700 Professional Development | 1,800 | 3,000 | -1,200 | 60.00 % |
| 7800 Travel & Lodging | 3,362 | 4,300 | -938 | 78.00 % |
| Total Expenses | \$1,019,506 | \$1,059,819 | \$ -40,313 | 96.00 % |
| NET OPERATING INCOME | \$45,344 | \$3,081 | \$42,263 | 1,472.00 % |
| OTHER INCOME | | | | |
| 8000 PEG Capital Income Recognized | 308,371 | 200,000 | 108,371 | 154.00 % |
| Total Other Income | \$308,371 | \$200,000 | \$108,371 | 154.00 % |
| OTHER EXPENSES | | | | |
| 9200 PEG Capital Equipment Expense | 289,470 | 200,000 | 89,470 | 145.00 % |
| 9400 Depreciation Expense | 55,973 | | 55,973 | |
| Total Other Expenses | \$345,443 | \$200,000 | \$145,443 | 173.00 % |
| NET OTHER INCOME | \$ -37,073 | \$0 | \$ -37,073 | 0% |
| NET INCOME | \$8,272 | \$3,081 | \$5,191 | 268.00 % |

Pasadena Community Access Corporation

STATEMENT OF FINANCIAL POSITION

As of June 30, 2017

| | TOTAL | |
|--------------------------------------------------|--------------------|-------------------------|
| | AS OF JUN 30, 2017 | AS OF JUN 30, 2016 (PP) |
| ASSETS | | |
| Current Assets | | |
| Bank Accounts | | |
| 1010 Petty Cash | 200 | 200 |
| 1120 Bank of America Checking (1018) | 186,803 | 44,311 |
| 1130 Bank of America Capital - Restricted (9451) | 68,996 | 323,431 |
| 1140 Bank of America Savings (0990) | 100,149 | 100,089 |
| 1150 Pex Debit Card | 1,099 | 3,436 |
| 1160 Paypal | 0 | -621 |
| Total Bank Accounts | \$357,246 | \$470,846 |
| Accounts Receivable | | |
| 1200 Accounts Receivable | 3,432 | 1,241 |
| Total Accounts Receivable | \$3,432 | \$1,241 |
| Other Current Assets | | |
| 1190 Undeposited Funds | 516 | 738 |
| 1210 Other Receivables | 0 | 84 |
| 1300 Prepaid Expenses | 0 | 29,073 |
| 1310 Prepaid Direct Deposits | 0 | 14,868 |
| 1320 Prepaid Taxes | 0 | 661 |
| 1330 Prepaid Insurance | 7,957 | 1,902 |
| Total Other Current Assets | \$8,473 | \$47,326 |
| Total Current Assets | \$369,151 | \$519,413 |
| Fixed Assets | | |
| 1600 Production Equipment | 284,864 | 284,864 |
| 1650 Accumulated Depreciation | -196,228 | -140,255 |
| A135 Leasehold Improvements | 18,901 | 0 |
| Total Fixed Assets | \$107,536 | \$144,609 |
| Other Assets | | |
| 1800 Security Deposit | 1,000 | 1,000 |
| Total Other Assets | \$1,000 | \$1,000 |
| TOTAL ASSETS | \$477,687 | \$665,021 |
| LIABILITIES AND EQUITY | | |
| Liabilities | | |
| Current Liabilities | | |
| Other Current Liabilities | | |
| 2100 Payroll Liabilities | 17,748 | 30,156 |
| 2200 Accrued Vacation | 18,790 | 13,767 |
| 2400 Accrued Liabilities | 16,000 | 44,000 |
| 2800 Deferred Income | 141,272 | 301,493 |
| Total Other Current Liabilities | \$193,810 | \$389,416 |
| Total Current Liabilities | \$193,810 | \$389,416 |

| | TOTAL | |
|-------------------------------------|--------------------|-------------------------|
| | AS OF JUN 30, 2017 | AS OF JUN 30, 2016 (PP) |
| Total Liabilities | \$193,810 | \$389,416 |
| Equity | | |
| 3000 Opening Bal Equity | -36,271 | -36,271 |
| 3100 Retained Earnings | 311,876 | 311,876 |
| Net Income | 8,272 | |
| Total Equity | \$283,877 | \$275,605 |
| TOTAL LIABILITIES AND EQUITY | \$477,687 | \$665,021 |

Pasadena Community Access Corporation
Statement of Cash Flows
July 2016 - June 2017

| | <u>Total</u> |
|---------------------------------------------------------------------------|------------------|
| OPERATING ACTIVITIES | |
| Net Income | 8,272 |
| Adjustments to reconcile Net Income to Net Cash used by operations: | |
| Net decrease in receivables and other current assets | 36,441 |
| Depreciation expense | 55,973 |
| Decrease in current and accrued liabilities | (35,386) |
| Decrease in deferred income | (160,221) |
| Total Adjustments to reconcile Net Income to Net Cash used by operations: | <u>(103,193)</u> |
| Net cash used by operating activities | <u>(94,921)</u> |
| INVESTING ACTIVITIES | |
| Construction in Progress | (18,901) |
| Net cash used by investing activities | <u>(18,901)</u> |
| Net cash decrease for period | <u>(113,822)</u> |
| Cash at beginning of period | 471,583 |
| Cash at end of period | <u>357,761</u> |

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