

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, September 5, 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.

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Pasadena Weekly
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**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, September 5, 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 AND AUGUST 1, 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
-
- 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 1st day of September, 2017.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR JUNE 6, 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 7:06 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, 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 MAY 2, 2017 BOARD MEETING

Moved by Winter; second by Boekelheide

Unanimous approval, no public comment

3. PUBLIC COMMENT

No public comment.

4. TREASURER'S REPORT

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

Board members unanimously commended Treasurer Winter for his dedication.

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

- FY 18 PCAC BOARD OFFICER NOMINATIONS AND ELECTION

1. Moved by Howell; second by Hickambottom to nominate McComb as Board Chair. Unanimous approval.

2. Moved by McComb, second by Schaper-Gordon to nominate Howell as Vice Chair. Unanimous approval.

3. Moved by Leyden, second by Parada to nominate Boyer as Secretary. Unanimous approval.

4. Moved by Howell, second by Boekelheide to nominate Schaper-Gordon as Treasurer. Unanimous approval.

All terms effective July 1, 2017 through June 30, 2018 coinciding with the FY18 schedule.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Misc. announcements per board members

9. ADJOURNMENT

Adjourned 8:28 p.m. in recognition of outgoing board members Treasure Tim Winter and Vice Chair Zechner.

FUTURE MEETING DATES

- July 4, 2017 HOLIDAY CONFLICT—MEETING TO BE CANCELED
- August 1, 2017
- September 5, 2017
- November 7, 2017
- December 5, 2017

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR AUGUST 1, 2017

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

REGULAR MEETING

1. CALL TO ORDER/ROLL CALL

New Board Chair Grant Scott McComb called his first meeting as Board Chair to order at 7:03 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, present
Perry Helm, District 4, present
Yuny Parada, District 5, present
(Vacant) District 6
Sally Howell, Vice-Chair, District 7, present
Gail Schaper-Gordon, Treasurer, 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
Mike Noll, CPA, present

Chair McComb welcomed and introduced new Board member Perry Helm. Mr. Helm provided background on himself as a citizen volunteer for the Pasadena Fire Department helping with the department's Map Your Neighborhood program and efforts to organize his East Pasadena neighborhood.

No public comment

2. APPROVAL OF MINUTES FOR JUNE 6, 2017 BOARD MEETING

Minutes to be available at the September 2017 Board meeting.

No public comment

3. PUBLIC COMMENT

No public comment.

4. TREASURER'S REPORT

Treasurer Schaper-Gordon presented her first report as Treasurer; deferring to CPA Noll. Info as presented, per board packet info.

ED/CEO Falardeau to provide at September meeting more detail about cost accounting and overages for office consolidation move from Fourth Floor to First Floor, regarding expenditure of PEG and non-PEG monies.

ED/CEO Falardeau also to provide update on timeline for annual audit.

Info item only. 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.

More info to come next month about Interns at PCAC and internship relationship with Pasadena City College as well as PCAC role in Innovate Pasadena "Connect Week" activities.

Information Item; No action taken; No public comment

6. OLD BUSINESS

None; no public comment

7. NEW BUSINESS

- AD HOC ORGANIZING COMMITTEE NOMINATIONS FOR 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

No action on either item. Discussion only. Item to come back to Board at future meeting; no date certain.

No public comment

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Misc. announcements per board members

9. ADJOURNMENT

Adjourned 8:58 p.m.

FUTURE MEETING DATES

- September 5, 2017
- November 7, 2017
- December 5, 2017

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

	Total	
	As of Aug 31, 2017	As of Jun 30, 2017 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	210,182	186,803
1130 Bank of America Capital - Restricted (9451)	68,996	68,996
1140 Bank of America Savings (0990)	100,154	100,149
1150 Pex Debit Card	4,224	1,099
1160 Paypal	176	0
Total Bank Accounts	\$ 383,932	\$ 357,246
Accounts Receivable		
1200 Accounts Receivable	2,932	3,432
Total Accounts Receivable	\$ 2,932	\$ 3,432
Other Current Assets		
1190 Undeposited Funds	63	516
1300 Prepaid Expenses	6,732	20,832
1330 Prepaid Insurance	3,939	7,957
Total Other Current Assets	\$ 10,733	\$ 29,304
Total Current Assets	\$ 397,598	\$ 389,983
Fixed Assets		
1600 Production Equipment	284,864	284,864
1620 Construction in Progress	18,901	18,901
1650 Accumulated Depreciation	-196,228	-196,228
Total Fixed Assets	\$ 107,536	\$ 107,536
Other Assets		
1800 Security Deposit	1,000	1,000
Total Other Assets	\$ 1,000	\$ 1,000
TOTAL ASSETS	\$ 506,134	\$ 498,519
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
2100 Payroll Liabilities	20,333	25,066
2200 Accrued Vacation	18,790	18,790
2400 Accrued Liabilities	16,000	17,547
2800 Deferred Income	141,272	141,272
Total Other Current Liabilities	\$ 196,395	\$ 202,675
Total Current Liabilities	\$ 196,395	\$ 202,675
Total Liabilities	\$ 196,395	\$ 202,675
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	332,115	332,115
Net Income	13,894	
Total Equity	\$ 309,738	\$ 295,844
TOTAL LIABILITIES AND EQUITY	\$ 506,134	\$ 498,519

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

		vs. 2 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	2018 Budget	\$	%
Income							
City of Pasadena	235,000	235,000	-	0.0%	940,000	(705,000)	-75.0%
Contributions & Grants	125	833	(708)	-85.0%	5,000	(4,875)	-97.5%
Production Services	3,473	3,383	89	2.6%	38,300	(34,828)	-90.9%
Program Services	1,010	1,000	10	1.0%	10,000	(8,990)	-89.9%
Other Revenue	345	83	262	314.5%	500	(155)	-30.9%
Total Income	239,953	240,300	(347)	-0.1%	993,800	(753,847)	-75.9%
Expenses							
Payroll Expenses	79,453	85,145	5,692	6.7%	553,442	473,989	85.6%
Payroll Taxes	5,876	8,004	2,128	26.6%	52,024	46,148	88.7%
Employee Benefits	14,253	16,306	2,053	12.6%	108,616	94,363	86.9%
Occupancy Expenses	53,571	30,990	(22,581)	-72.9%	181,007	127,436	70.4%
Accounting & Audit	1,900	2,083	183	8.8%	12,500	10,600	84.8%
Advertising & Marketing	347	583	237	40.6%	3,500	3,153	90.1%
Automobile Expense	97	250	153	61.2%	1,500	1,403	93.5%
Bank & Payroll Processing Fees	96	250	154	61.7%	1,500	1,404	93.6%
Board Materials & Expenses	39	100	61	61.4%	600	561	93.6%
Cable Drop Fees	281	712	431	60.6%	4,274	3,993	93.4%
Contract Labor	120	667	547	82.0%	4,000	3,880	97.0%
Dues and Subscriptions	80	80	-	0.0%	2,270	2,190	96.5%
Legal & Professional Fees	-	-	-		28,000	28,000	100.0%
Licenses, Permits & Other Fees	-	683	683	100.0%	4,100	4,100	100.0%
Meals & Entertainment	208	250	42	16.7%	1,500	1,292	86.1%
Office Expense	851	1,833	983	53.6%	11,000	10,149	92.3%
Production Expense	1,919	4,347	2,428	55.9%	14,500	12,581	86.8%
Professional Development	295	200	(95)	-47.5%	2,500	2,205	88.2%
Travel & Lodging	-	1,300	1,300	100.0%	4,000	4,000	100.0%
Total Expenses	159,384	153,784	(5,600)	-3.6%	990,833	831,449	83.9%
Net Operating Income	80,569	86,516	(5,947)	-6.9%	2,967	77,602	2615.5%
PEG Capital Income Recognized	64,998	33,333	31,665	95.0%	200,000	(135,002)	-67.5%
PEG Capital Equipment Expense	64,998	33,333	(31,665)	-95.0%	200,000	(135,002)	-67.5%

EXECUTIVE DIRECTOR CEO REPORT

- Respectfully submitted by George Falardeau

Pasadena Community Access Corporation Board of Directors Meeting

Tuesday, September 5, 2017 - 7:00 PM

ANNOUNCEMENTS - George Falardeau announced in our weekly newsletter Pasadena Media's support for the victims of Hurricane Harvey. He urged Pasadena Media members, producers, volunteers, staff and friends to give to the American Red Cross Hurricane Harvey Relief Fund.

Co-creators Barry Gordon and Andre Coleman of *The New City Beat* program taped their first episode. Will air at a later date.

KEY HIGHLIGHTS:

Member Relations/Outreach

- George Falardeau attended the SoCalGas Company's Community Advisory Council Meeting at SoCalGas Company's headquarters in LA. Discussed were SoCalGas Company's efforts in reaching out to various communities in the LA County for an update on their service.
- George Falardeau met with Julie Bank, President/CEO of Pasadena Humane Society and Board Member Robert Fidler to discuss George's potential role in the Pasadena Humane Society's Advisory Board.
- Aaron Wheeler, Chavel DeVine and George Falardeau made a presentation to the Rotary Club of Pasadena highlighting Pasadena Media's existing and new programs. Presentation was well received.

- George Falardeau attended the Chamber of Commerce Legislative Meeting to review potential state and local legislation impacting Pasadena businesses.
- *IMPACT Pasadena* host Hoyt Hilsman interviewed District 7 Councilmember Andy Wilson discussing events in his district as well as overall issues for the City of Pasadena.

Personnel

- PM administration has completed a review and update of the PCAC Employee Handbook. Will submit a draft of the proposed changes and update to the nonprofit Jericho Road of Pasadena for final review and input. Jericho Road provides nonprofits with free guidance and support for HR services.

Financial

- First phase of the audit by LSL is complete, all documents have been provided; details forthcoming. When complete, will review with Board of Directors.

Board

- Board Member William Boyer and George Falardeau met with Pasadena Media staff and District 4 Board Member Perry Helm to discuss his efforts regarding the “Neighborhood Mapping” program. This is an important program that identifies household members in the event of a disaster; details forthcoming.
- George Falardeau met with Board Chair Grant McComb from District 2 to follow up on board meeting materials and processes, including the Pasadena Municipal Code for PCAC. Municipal Code was sent to all Board Members.

Operations Report - August 2017

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

Streaming Issues: Monitoring

Reports of streaming problems have stopped, though various browser updates will continue to cause issues for some users. We will continue to monitor and adjust as issues arise.

Charter KPAS Issue 4/20: Monitoring

A backup machine continues to work in place of the downed Carousel that played informational slides and music between shows. Video PSAs are being manually scheduled between shows. We expect to have a permanent solution for this issue as we enter the next phase of the fiber installation.

Charter KPAS Issues July: Monitoring

After some investigating, the word of signal outages during council meetings is largely a general unhappiness with signal quality. While we have slightly improved the audio quality, we will continue working on improving both audio and video with Charter.

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.

Charter KPAS Issue 8/14: Monitoring

At 10:18am, we received word that KPAS was black on Charter and began troubleshooting at City Hall. After determining that our equipment was working properly, we contacted Charter at 10:59am. At 12:05pm, KPAS was back on the air after a Charter technician rebooted a piece of hardware. AT&T and the online streams were unaffected.

Multiviewer Installation: Completed

We reconfigured our channel playback to include our new multiviewer on August 17. We can now see the Charter channels, our channel sources for AT&T/streams, studio program and other sources at a glance on a single screen throughout the space.

Pasadena Media Production Report - August 2017

Studio Productions:

8/1: "Animals Speak to Me"- Karen Muranko (Pre-pro)	8/1: "Is It Reasonable"- Walter Brown
8/2: "Shirlee Smith Classics"- Shirlee Smith	8/2: "Late Nite Bride"- Peggy Kelley (Pre-pro)
8/3: "The Rhythm of Life"- Sophia Russell (Pre-pro)	8/3: "Billy Mitchell Live"- Billy Mitchell
8/3: "Casa Martinez"- Roberta Martinez	8/4: "SMILE & Spread a Little Joy"- Debra Johnson
8/4: "Open Mic with Aletha"- Aletha Johnson	8/7: "Animals Speak to Me"- Karen Muranko (Pre-pro)
8/8: "The Conner Bubble"- Joe Conner	8/9: "The Rhythm of Life"- Sophia Russell
8/9: "Impact Pasadena"- Pasadena Media	8/10: "Yeshua Ministries"- Denise Maiden (Pre-pro)
8/10: "Late Nite Bride"- Peggy Kelley	8/11: "Animals & Friends"- Pasadena Humane Society
8/11: "Sounds Within"- L.V. Smith	8/12: "Yeshua Ministries"- Denise Maiden
8/12: "World of Wisdom"- Malika Hendry	8/15: "A Journey with Me"- Nardine Sawiris-Jimenez (Pre-pro)
8/15: "The Sure Truth"- Alice Muhammad	8/16: "Pasadena LIVE!"- Steven Bledsoe
8/16: "Yahusha Call"- Myra Waiters	8/17: "Eddie's Gospel Hour"- Eddie Fulton
8/17: "Choices"- Marion Cathcart	8/17: "Thursday Night Live"- M.C. Franklin
8/18: "Anybody Can Play Guitar"- James Jones Jr. (Pre-pro)	8/18: "Power of One"- Brian Biery
8/18: "Behind the Curtains"- Eric Bailey	8/19: "The Nowman Show"- Dan Niswander
8/21: "A Journey with Me"- Nardine Sawiris-Jimenez (Pre-pro)	8/22: "A Journey with Me"- Nardine Sawiris-Jimenez
8/22: "Creative People Podcast"- Keno Deary	8/22: "Cuttin' Up in the Kitchen"- Barbara Shay (Pre-pro)
8/23: "The Corner Office"- Gail Schaper-Gordon (Pre-pro)	8/23: "Skeelove's House of Hip Hop"- Lonnie Lee (Pre-pro)
8/23: "Cuttin' Up in the Kitchen"- Barbara Shay	8/24: "The People's View"- Macheo Shabaka
8/24: "Home Time"- Jarred Hodgdon	8/25: "Home Time"- Jarred Hodgdon
8/26: "The Melody Trice Show"- Melody Trice	8/28: "Animals Speak to Me"- Karen Muranko (Pre-pro)
8/29: "Animals Speak to Me"- Karen Muranko	8/30: "Tongues of Fire"- Rob Reyes
8/31: "Skeelove's House of Hip Hop"- Lonnie Lee	8/31: "Arroyo Profiles"- Pasadena Media

Total Number of Studio Productions/Pre-production Meetings: 46

KPAS/City/Outside Productions:

8/1: Senior Center Concerts in the Park (Audio Only)	8/1: National Night Out
8/2: Board of Zoning Appeals Meeting (Audio Only)	8/8: Senior Center Concerts in the Park (Audio Only)
8/8: Design Commission Meeting (Audio Only)	8/12: Fire Station #39 Open House
8/12: What's Up Pasadena- BoldPas	8/15: Senior Center Concerts in the Park (Audio Only)
8/15: Altadena Town Council Meeting	8/19: What's Up Pasadena-Self Defense
8/21: NASA Coverage of Solar Eclipse	8/21: Pasadena City Council Meeting
8/22: Senior Center Concerts in the Park (Audio Only)	8/22: Design Commission Meeting (Audio Only)
8/23: What's Up Pasadena- Man on the Street	8/23: District 3 Community Meeting
8/25: What's Up Pasadena- Parrots	8/25: Centennial Boxing Show
8/28: Pasadena City Council Meeting	8/29: Senior Center Concerts in the Park (Audio Only)

Total Number of KPAS/City/Outside Productions: 20

Community Development & Member Services Report for the month of August 2017

New Members	Returning Member(s)	Total Paid Members	Total Active Volunteers
17	0	51	196
New Producers Training	Returning Producer(s)	Total Active Producers	Productions in Development
6	0	51	51

New Series	Local Episodes	Local Bicycled Episodes	New Regional LA County Episodes
3	75	15	4

Media Training Courses:

Orientation	13	Studio Camera	2	TD & Media Mgmt.	8	Teleprompter	8	Editing A	6
Producing Training	3	Floor Manager	2	Lighting	1	Character Generation	2	Editing B	1
Director	10	Audio	3	Field Production	8	Arroyo Profiles TV Training	8	Green Screen	2

Pasadena Media Website Analytics

Total Visitors	Device Usage	Peak Visitors:
1398	Computer 91% / Mobile & Tablet 9%	Aug 21th - 243

Social Media Marketing:



1610
Followers



1072
Likes



974
Followers



67,696
Channel Views

Facebook ratings, comments and reviews:

Tatiana Davidov - 5 star - August 17 ·

“Absolutely state of art place for all media needs. I had a great experience there while being part of the show.”

Pauline Violet - 5 star - April 5

“Great Media Center For Freedom Of Speech”

Veejay Vernon - 5 star - March 31

“This place is amazing, did a live tv taping there and will be bringing my sport talk tv show there in the near future! ...”

Pasadenafcu - “Thanks for your service to our community!”

Community Outreach & Networking:

Pasadena Rotary Presentation

PUSD College & Career Academy Summer Internship Program Networking Event

Continued student training for Learning Works

Pasadena Media CoLAB: Total Members: 106

Pasadena Media's Official Media Collaboration Meetup Group

Meetup page: www.meetup.com/PasadenaMediaCoLAB

Official Hashtag: #PasadenaMediaCoLAB