

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, March 6, 2018
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)
Vacant (District 6)
Sally Howell, Vice-Chair (District 7)
Gail Schaper-Gordon, Treasurer (Mayor's Representative)
Lisa Derderian (City Manager's 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
Central Library
Public Information Officer

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 closed session and a regular meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) is scheduled for **Tuesday, March 6, 2018**, starting at **7:00 p.m.**, at **Pasadena Community Access Corporation** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

CLOSED SESSION

- BOARD OF DIRECTORS CONFERENCE REGARDING PUBLIC EMPLOYEE PERFORMANCE EVALUATION pursuant to Government Code Section 54957
Title: Executive Director/CEO

PUBLIC MEETING

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF FEBRUARY 6, 2018 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
 - PCAC FY2019 BUDGET PRESENTATION AND APPROVAL
 - Action Item
 - PCAC BOARD SECRETARY APPOINTMENT
 - 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 1st day of December, 2017.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR FEBRUARY 6, 2018

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

REGULAR MEETING

1. CALL TO ORDER/ROLL CALL

Chair Grant Scott McComb called the meeting to order at 7:04 p.m.

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

Ann Marie Hickambottom, District 1, absent
Grant Scott McComb, Board Chair and 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, late

Staff:

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

No public comment

2. **APPROVAL OF MINUTES FOR DECEMBER 5, 2017 BOARD MEETING**
Motion by Boekelheide, Second by Oltman; Motion approved. No public comment.
3. **PUBLIC COMMENT**
No public comment.
4. **TREASURER'S REPORT**
As presented by Treasurer Schaper-Gordon per Board agenda packet.
Information item only. No action. No public comment.

5. EXECUTIVE DIRECTOR'S REPORT

As presented by ED Falardeau and staff, per Board agenda packet. Information item only. No public comment.

6. OLD BUSINESS

None. No public comment.

7. NEW BUSINESS

Action Items

- Direct the Citizens Advisory Committee to provide a report of potential partnerships to enhance our marketing and fund raising efforts.

Motion by Boyer, Second by Boekelheide to direct the Citizens Advisory Committee to pursue fundraising opportunities and to develop marketing strategies and partnerships in accordance with our mission to increase revenues.

No public comment.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Miscellaneous announcements per Board Members.

- It is worth noting that Eloise Boekelheide, daughter of Board Member Alex Boekelheide, was born on December 19, 2017. Welcome baby Eloise!
- It is also worth noting that this is PCAC Secretary and City/City Manager Representative, William H. Boyer's last meeting as he has accepted a position with the Los Angeles Community College District as Director of Communications and External Relations. Thank you for your service and we wish him well!

9. ADJOURNMENT

- a. Motion to adjourn by Oltman, Second by Schaper-Gordon. Meeting adjourned at 8:31 p.m.

FUTURE MEETING DATES

- March 6, 2018
- April 3, 2018

Pasadena Community Access Corporation		
Statement of Financial Position		
As of February 28, 2018		
	Total	
	As of Feb 28, 2018	As of Jun 30, 2017 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	239,694	186,803
1130 Bank of America Capital - Restricted (9451)	169,558	68,996
1140 Bank of America Savings (0990)	0	100,149
1150 Pex Debit Card	3,732	1,099
1160 Paypal	278	0
PFCU Savings (7181)	100,179	
Total Bank Accounts	\$ 513,640	\$ 357,246
Accounts Receivable		
1200 Accounts Receivable	2,125	3,402
Total Accounts Receivable	\$ 2,125	\$ 3,402
Other Current Assets		
1190 Undeposited Funds	160	516
1300 Prepaid Expenses	-450	20,832
1330 Prepaid Insurance	1,803	7,957
Total Other Current Assets	\$ 1,513	\$ 29,304
Total Current Assets	\$ 517,278	\$ 389,953
Fixed Assets		
1600 Production Equipment	305,564	284,864
1620 Construction in Progress	0	86,401
1650 Accumulated Depreciation	-196,228	-196,228
Total Fixed Assets	\$ 109,336	\$ 175,036
Other Assets		
1800 Security Deposit	1,000	1,000
Total Other Assets	\$ 1,000	\$ 1,000
TOTAL ASSETS	\$ 627,614	\$ 565,989
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	117	0
Total Accounts Payable	\$ 117	\$ 0
Other Current Liabilities		
2100 Payroll Liabilities	17,557	19,431
2200 Accrued Vacation	18,790	18,790
2400 Accrued Liabilities	17,800	83,500
2800 Deferred Income	176,837	141,272
Total Other Current Liabilities	\$ 230,983	\$ 262,993
Total Current Liabilities	\$ 231,100	\$ 262,993
Total Liabilities	\$ 231,100	\$ 262,993
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	339,267	339,267
Net Income	93,517	
Total Equity	\$ 396,513	\$ 302,996
TOTAL LIABILITIES AND EQUITY	\$ 627,614	\$ 565,989

Pasadena Community Access Corporation							
Pro Forma P&L - February 2018							
FY 2018 YTD Actual vs FY 2018 Budget							
		vs. 8 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	2018 Budget	\$	%
Income							
City of Pasadena	705,000	705,000	-	0.0%	940,000	(235,000)	-25.0%
Contributions & Grants	4,973	3,333	1,640	49.2%	5,000	(27)	-0.5%
Production Services	10,444	13,533	(3,090)	-22.8%	38,300	(27,856)	-72.7%
Program Services	5,418	6,000	(582)	-9.7%	10,000	(4,582)	-45.8%
Other Revenue	349	333	16	4.7%	500	(151)	-30.2%
Total Income	726,184	728,200	(2,016)	-0.3%	993,800	(267,616)	-26.9%
Expenses							
Payroll Expenses	353,088	361,866	8,778	2.4%	553,442	200,354	36.2%
Payroll Taxes	30,407	34,016	3,609	10.6%	52,024	21,617	41.6%
Employee Benefits	62,613	65,864	3,251	4.9%	108,616	46,003	42.4%
Occupancy Expenses	135,943	128,595	(7,348)	-5.7%	181,007	45,064	24.9%
Accounting & Audit	12,597	8,370	(4,227)	-50.5%	12,500	(97)	-0.8%
Advertising & Marketing	1,410	2,333	924	39.6%	3,500	2,090	59.7%
Automobile Expense	620	1,000	380	38.0%	1,500	880	58.7%
Bank & Payroll Processing Fees	698	1,000	302	30.2%	1,500	802	53.5%
Board Materials & Expenses	219	400	181	45.3%	600	381	63.5%
Cable Drop Fees	1,080	2,849	1,770	62.1%	4,274	3,194	74.7%
Contract Labor	990	2,667	1,677	62.9%	4,000	3,010	75.3%
Dues and Subscriptions	270	2,270	2,000	88.1%	2,270	2,000	88.1%
Legal & Professional Fees	8,000	8,000	-	0.0%	28,000	20,000	71.4%
Licenses, Permits & Other Fees	150	2,733	2,583	94.5%	4,100	3,950	96.3%
Meals & Entertainment	713	1,000	287	28.7%	1,500	787	52.5%
Office Expense	2,326	7,333	5,008	68.3%	11,000	8,674	78.9%
Production Expense	5,995	10,917	4,921	45.1%	14,500	8,505	58.7%
Professional Development	1,150	1,400	250	17.9%	2,500	1,350	54.0%
Travel & Lodging	67	2,300	2,233	97.1%	4,000	3,933	98.3%
Total Expenses	618,336	644,914	26,578	4.1%	990,833	372,497	37.6%
Net Operating Income	107,849	83,286	24,563	29.5%	2,967	104,882	3534.9%
PEG Capital Income Recognized	64,998	133,333	(68,335)	-51.3%	200,000	(135,002)	-67.5%
PEG Capital Equipment Expense	66,028	133,333	67,306	50.5%	200,000	(133,972)	-67.0%

EXECUTIVE DIRECTOR CEO REPORT

- Respectfully submitted by George Falardeau

Pasadena Community Access Corporation Board of Directors Meeting

Tuesday, March 6, 2018 - 7:00 PM

ANNOUNCEMENTS:

PCAC/CAC Orientation Meeting with Phil Hopkins, Javan Rad and Chris Miller

Met with Interim PIO, Lisa Derderian and Bobbie Ferguson to discuss KPAS programming and events going forward

Met with Robin Salzer & Dr. Ross Selvidge to discuss Pasadena Community College issues

Met with Robin Salzer & Al Moses to discuss city voting for date changes.

KEY HIGHLIGHTS:

Community Development

- Televised the Annual Black History Parade 2018
- Attended the San Gabriel Valley Rotary Clubs Spring 2018 R2R Quarterly Networking Event
- Attended the Rose City Center Board Meeting
- Studio Tour & lunch w/ Judy Estrin (business consultant)
- Attended the Chamber of Commerce Legislative Committee Meeting reviewing new state initiatives
- Attended the "Passing the Torch From Selma to Today" Event hosted by Sheryl Turner, PCAC CAC member, with guest Andrew Young

- Attended the “Yes We Can” 2017 dedication ceremony event held at the Pasadena Central Library and covered by Pasadena Media.
- Met with Rabbi Joshua Levine Grater to discuss homeless issues in the City of Pasadena and potential housing

Financial

- Prepared Pasadena Media’s Business Plan 2019

Personnel

- Met with Grant McComb, PCAC Board Chair, to review ED/CEO Performance Appraisal

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

Operations Report - February 2018

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

Fiber Installation: Ongoing

Our switches are now installed on both ends permanently. We are working with the City's Dept. of Information Technology to formalize usage of the City's fiber. We are testing several methods to add PCC TV transmission and the ability to send live video from City Hall to Pasadena Media. When the method is selected, we will purchase the last round of equipment. When completed, legacy equipment will be kept for use as backup for the primary system.

Charter Cable Issues: Ongoing

On 1/29, an intermittent pixelation problem appeared on all four Charter cable channels. The issue was particularly disruptive during evenings and we received a number of complaints during the affected two live City Council meetings. This digital issue happened somewhere downstream of our analog handoff to Charter. After one week of discussion with Charter technicians, they located the issue and replaced failing equipment on 2/7.

Council Chamber Presentation / Audio Issues 1/8: Solved

On 1/8, several issues with the Council Chamber meeting technology system affected several Councilmember computers, a staff computer, the display system and the audio system. Feedback, mics cutting off (limiting) before and after council and public statements, balance, bad EQ, and workability were severe enough that Councilmembers and the public commented numerous times throughout the meeting.

DoIT worked with the vendor (Pinnacle) to address the issue several times over the next few weeks and PCAC staff provided input. The issue was considered closed by both DoIT and on 1/31. After audio issues arose during a committee meeting the following week, the vendor was again engaged to modify settings on 2/14. We attended this session as well and the issues have now been addressed to our satisfaction.

Community Development Report February 2018

Members	New Members	Returning Members	Total Paid Members	Total Active Volunteers
Volunteers	20	0	59	275
Trainees	New Trainees	Returning Producers	Total Active Producers	Productions in Progress
Producers	20	0	56	46

New Series	Local Episodes	Local Bicycled Episodes	New Regional LA County Episodes
24	59	28	2

Media Training Courses:

Orientation	22	Studio Camera	6	TD & Media Mgmt.	8	Teleprompter	8	Editing A	3
Producing Training	5	Floor Manager	6	Lighting	5	Character Generation	2	Editing B	5
Director	7	Audio	2	Field Production	1	Arroyo Profiles TV Training	10		

Community Outreach & Networking:

- Recruitment partnership discussion with Mitú Network Accelerator Program, the leader in creating media and entertainment through a Latino P.O.V.
- Continued Partnership discussion with Leadership Pasadena holding Vet Media Workshop
- Attended Digital Media Industry Council Meeting and Industry Report Launch

Grant Submission and Stipend:

- Pasadena Tournament of Roses Foundation: Did not make the final round of consideration
- Pasadena Rotary: Amount requesting \$4,000 - Submitted

Pasadena Media CoLAB MeetUp: Total Members: 140

Meetup page: www.meetup.com/PasadenaMediaCoLAB

2018 February Advanced CoLAB Workshops:

Workshop: 3 Day Scriptwriting Bootcamp - 11 participants

Total Fees Collected: \$470

Pasadena Media Website Analytics - Month of February 2018

Total Visitors	Peak Visitors	Device Usage
1471	Feb.6th - 81	Computer 88% / Mobile & Tablet 12%

Past 12 months - 2/2017 to 2/2018

Total Visitors

Past 12 months



Feb 2017 Total Visitors	12 Months Total Visitors	12 Months Total Device Usage
1100	14572	Computer 89% / Mobile & Tablet 11%

Social Media Marketing:



1689
Followers



1,134
Likes



1128
Followers



104,298
Channel Views

Pasadena Media Production Report - February 2018

Studio Productions:

2/2: "SMILE & Spread a Little Joy"- Debra Johnson	2/3: "Behind the Curtains"- Eric Bailey
2/5: "The People's View"- Macheo Shabaka (Pre-pro)	2/6: "The People's View"- Macheo Shabaka
2/7: "Kingdom Unity TV"- Anthony McFarland (Pre-pro)	2/8: "What the HEA...LTH are you talking about?"- Eva Zolotova
2/9: "The Melody Trice Show"- Melody Trice (Pre-pro)	2/9: "Skeelove House of Hip Hop"- Lonnie Lee (Pre-pro)
2/9: "Yeshua Ministries"- Denise Maiden (Pre-pro)	2/10: "Yeshua Ministries"- Denise Maiden
2/13: "Is It Reasonable?"- Walter Brown	2/14: "Anybody Can Play Guitar"- James Jones Jr. (Pre-pro)
2/14: "Kingdom Unity TV"- Anthony McFarland (Pre-pro)	2/15: "Tongues of Fire"- Rob Reyes
2/15: "Choices"- Marion Cathcart	2/16: "The Corner Office"- Gail Schaper-Gordon
2/17: "Cuttin' Up in the Kitchen"- Barbara Shay	2/20: "The Melody Trice Show"- Melody Trice
2/21: "Kingdom Unity TV"- Anthony McFarland	2/21: "Tongues of Fire"- Rob Reyes
2/21: "Arroyo Profiles"- Pasadena Media	2/22: "The Sure Truth"- Alice Muhammad (Pre-pro)
2/22: "The Conner Bubble"- Joe Conner	2/22: "Thursday Night Live"- M.C. Franklin
2/23: "Kingdom Unity TV"- Anthony McFarland	2/23: "Sounds Within"- L.V. Smith
2/24: "Anybody Can Play Guitar"- James Jones Jr.	2/27: "Yahusha's Call"- Myra Waiters
2/27: "The Sure Truth"- Alice Muhammad	

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

KPAS/City/Outside Productions:

2/1: League of Women Voters Meeting	2/3: What's Up Pasadena- Architecture in Pasadena
2/5: Pasadena City Council Meeting	2/6: What's Up Pasadena
2/10: What's Up Pasadena- Remainders	2/13: Design Commission Meeting (Audio Only)
2/14: What's Up Pasadena- Remainders	2/15: Pasadena Joint PUSD/City Council Meeting
2/15: CCTF Meeting (Audio Only)	2/16: What's Up Pasadena- Ms. Greater California
2/17: Black History Parade	2/20: Altadena Town Council Meeting
2/21: FPRS Meeting (Audio Only)	2/21: What's Up Pasadena- Ms. Greater California
2/22: What's Up Pasadena- Barks & Books	2/22: Barack Obama Portrait Unveiling and Dedication
2/23: What's Up Pasadena- Remainders	2/26: Pasadena City Council Meeting
2/27: Design Commission Meeting (Audio Only)	2/28: Planning Commission Meeting
2/28: District 6 Community Meeting	

Total Number of KPAS/City/Outside Productions: 21

FY19 Budget Draft							
revised March 1, 2018							
		FY19 Budget	FY18 Budget	Difference	%	FY18 Forecast	FY17 Actuals
	Income						
1	4200 City of Pasadena	940,000	940,000	-	0%	940,000	1,008,000
2	4300 Contributions & Grants	8,000	5,000	3,000	60%	6,000	7,563
3	4700 Production Services	38,500	38,300	200	1%	35,000	39,705
4	4800 Program Services	10,000	10,000	-	0%	10,000	8,675
5	4900 Other Revenue	300	500	(200)	-40%	400	877
	Total Income	996,800	993,800	3,000	0%	991,400	1,064,821
	Expenses						
6	5100 Salaries & Wages	553,442	553,442	-	0%	545,327	548,357
7	5200 Payroll Taxes	50,363	52,024	(1,660)	-3%	47,443	45,937
8	5300 Benefits	114,429	108,616	5,813	5%	102,137	83,788
8a	5310 Health Benefits	88,726	82,513	6,213	8%	80,066	72,145
8b	5320 Retirement	16,603	16,603	-	0%	13,281	4,426
8c	5390 Workman's Compensation	9,100	9,500	(400)	-4%	8,790	7,217
9	6000 Occupancy Expenses	184,682	181,007	3,675	2%	194,438	235,575
10	7120 Accounting & Audit	12,999	12,500	499	4%	13,497	12,399
11	7130 Advertising & Marketing	3,600	3,500	100	3%	3,350	3,658
12	7140 Automobile Expense	1,450	1,500	(50)	-3%	1,250	550
13	7150 Bank & Payroll Processing	1,500	1,500	-	0%	1,280	1,464
14	7160 Board Materials & Expense	560	600	(40)	-7%	480	1,757
15	7170 Cable Drop Fees	4,274	4,274	-	0%	2,473	2,340
16	7180 Contract Labor	3,500	4,000	(500)	-13%	2,980	1,545
17	7240 Dues and Subscriptions	2,270	2,270	-	0%	2,270	2,270
18	7440 Legal & Professional Fees	28,000	28,000	-	0%	28,000	37,000
19	7460 Licenses, Permits & Other	4,100	4,100	-	0%	4,100	297
20	7480 Meals & Entertainment	1,500	1,500	-	0%	1,269	1,635
21	7500 Office Expense	9,100	11,000	(1,900)	-17%	8,577	5,402
22	7600 Production Expense	15,000	14,500	500	3%	17,127	11,221
23	7700 Professional Development	2,000	2,500	(500)	-20%	1,750	1,800
24	7800 Travel & Lodging	4,000	4,000	-	0%	3,730	3,362
	Total Expenses	996,769	990,833	5,937	1%	981,479	1,000,357
	Net Gain or (Loss)	31	(2,967)	2,998	N/A	9,921	64,463