

**AGENDA REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION  
Tuesday, April 3, 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, April 3, 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**

**PUBLIC MEETING**

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF MARCH 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 BOARD SECRETARY APPOINTMENT
    - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

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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 30th day of March, 2018.

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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 MARCH 6, 2018

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

### Regular Meeting

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

Chair Grant Scott McComb called meeting to order at 7:42 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 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 and District 7, absent

Gail Schaper-Gordon, Treasurer, Mayor's Representative, present

Beth Leyden, PUSD Representative, absent

Alex Boekelheide, PCC Representative, absent

Lisa Derderian, 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

No public comment.

#### 2. APPROVAL OF MINUTES FOR FEBRUARY 6, 2018 BOARD MEETING

Motion by Schaper-Gordon, Second by Hickambottom; Motion approved with amendment that Hickambottom was present at this meeting. 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

- PCAC FY2019 Budget presented by COO Miller. Overall budget is flat and amount requested from City of Pasadena is unchanged. Will offset increasing healthcare benefits and occupancy costs without cutting services or staff.

Motion by Hickambottom, Second by Schaper-Gordon with amendment to the Budget Draft on account number 7160, reducing the amount from \$560 to \$120. No public comment.

- Board Chair McComb asked to hold off on the voting for PCAC Board Secretary until the April Board Meeting.

No Public Comment.

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

Misc. announcements per board members

#### 9. ADJOURNMENT

Adjourned by Oltman, Second by Schaper-Gordon. Meeting adjourned 9:01 p.m.

#### FUTURE MEETING DATES

- April 3, 2018
- May 1, 2018

<b>Pasadena Community Access Corporation</b>		
<b>Statement of Financial Position</b>		
<b>As of March 30, 2018</b>		
	<b>Total</b>	
	<b>As of Mar 30, 2018</b>	<b>As of Jun 30, 2017 (PP)</b>
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Bank Accounts</b>		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	401,994	186,803
1130 Bank of America Capital - Restricted (9451)	219,386	68,996
1140 Bank of America Savings (0990)	0	100,149
1150 Pex Debit Card	2,027	1,099
1160 Paypal	140	0
PFCU Savings (7181)	100,179	
<b>Total Bank Accounts</b>	<b>\$ 723,925</b>	<b>\$ 357,246</b>
<b>Accounts Receivable</b>		
1200 Accounts Receivable	2,125	3,402
<b>Total Accounts Receivable</b>	<b>\$ 2,125</b>	<b>\$ 3,402</b>
<b>Other Current Assets</b>		
1190 Undeposited Funds	220	516
1300 Prepaid Expenses	-450	20,832
1330 Prepaid Insurance	1,803	7,957
<b>Total Other Current Assets</b>	<b>\$ 1,573</b>	<b>\$ 29,304</b>
<b>Total Current Assets</b>	<b>\$ 727,622</b>	<b>\$ 389,953</b>
<b>Fixed Assets</b>		
1600 Production Equipment	305,564	284,864
1620 Construction in Progress	0	86,401
1650 Accumulated Depreciation	-196,228	-196,228
<b>Total Fixed Assets</b>	<b>\$ 109,336</b>	<b>\$ 175,036</b>
<b>Other Assets</b>		
1800 Security Deposit	1,000	1,000
<b>Total Other Assets</b>	<b>\$ 1,000</b>	<b>\$ 1,000</b>
<b>TOTAL ASSETS</b>	<b>\$ 837,958</b>	<b>\$ 565,989</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Other Current Liabilities</b>		
2100 Payroll Liabilities	3,820	19,431
2200 Accrued Vacation	18,790	18,790
2400 Accrued Liabilities	17,800	83,500
2800 Deferred Income	226,664	141,272
<b>Total Other Current Liabilities</b>	<b>\$ 267,074</b>	<b>\$ 262,993</b>
<b>Total Current Liabilities</b>	<b>\$ 267,074</b>	<b>\$ 262,993</b>
<b>Total Liabilities</b>	<b>\$ 267,074</b>	<b>\$ 262,993</b>
<b>Equity</b>		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	339,267	339,267
Net Income	267,888	
<b>Total Equity</b>	<b>\$ 570,884</b>	<b>\$ 302,996</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 837,958</b>	<b>\$ 565,989</b>

Pasadena Community Access Corporation							
Pro Forma P&L - March 2018							
FY 2018 YTD Actual vs FY 2018 Budget							
		vs. 9 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	2018 Budget	\$	%
<b>Income</b>							
City of Pasadena	940,000	705,000	235,000	33.3%	940,000	-	0.0%
Contributions & Grants	4,973	3,750	1,223	32.6%	5,000	(27)	-0.5%
Production Services	11,266	15,225	(3,959)	-26.0%	38,300	(27,034)	-70.6%
Program Services	5,902	6,500	(598)	-9.2%	10,000	(4,098)	-41.0%
Other Revenue	349	375	(26)	-7.0%	500	(151)	-30.2%
<b>Total Income</b>	<b>962,490</b>	<b>730,850</b>	<b>231,640</b>	<b>31.7%</b>	<b>993,800</b>	<b>(31,310)</b>	<b>-3.2%</b>
<b>Expenses</b>							
Payroll Expenses	395,470	404,438	8,968	2.2%	553,442	157,972	28.5%
Payroll Taxes	34,351	38,018	3,667	9.6%	52,024	17,673	34.0%
Employee Benefits	69,415	74,018	4,603	6.2%	108,616	39,201	36.1%
Occupancy Expenses	152,309	143,554	(8,754)	-6.1%	181,007	28,698	15.9%
Accounting & Audit	13,047	9,735	(3,312)	-34.0%	12,500	(547)	-4.4%
Advertising & Marketing	2,070	2,625	555	21.2%	3,500	1,430	40.9%
Automobile Expense	681	1,125	444	39.4%	1,500	819	54.6%
Bank & Payroll Processing Fees	843	1,125	282	25.1%	1,500	657	43.8%
Board Materials & Expenses	262	450	188	41.8%	600	338	56.4%
Cable Drop Fees	1,177	3,206	2,029	63.3%	4,274	3,097	72.5%
Contract Labor	990	3,000	2,010	67.0%	4,000	3,010	75.3%
Dues and Subscriptions	2,270	2,270	-	0.0%	2,270	-	0.0%
Legal & Professional Fees	8,000	8,000	-	0.0%	28,000	20,000	71.4%
Licenses, Permits & Other Fees	150	3,075	2,925	95.1%	4,100	3,950	96.3%
Meals & Entertainment	1,127	1,125	(2)	-0.2%	1,500	373	24.9%
Office Expense	2,493	8,250	5,757	69.8%	11,000	8,507	77.3%
Production Expense	6,463	11,775	5,312	45.1%	14,500	8,037	55.4%
Professional Development	1,150	1,500	350	23.3%	2,500	1,350	54.0%
Travel & Lodging	1,305	3,000	1,695	56.5%	4,000	2,695	67.4%
<b>Total Expenses</b>	<b>693,573</b>	<b>720,289</b>	<b>26,716</b>	<b>3.7%</b>	<b>990,833</b>	<b>297,260</b>	<b>30.0%</b>
<b>Net Operating Income</b>	<b>268,918</b>	<b>10,561</b>	<b>258,356</b>	<b>2446.2%</b>	<b>2,967</b>	<b>265,951</b>	<b>8963.6%</b>
<b>PEG Capital Income Recognized</b>	<b>64,998</b>	<b>150,000</b>	<b>(85,002)</b>	<b>-56.7%</b>	<b>200,000</b>	<b>(135,002)</b>	<b>-67.5%</b>
<b>PEG Capital Equipment Expense</b>	<b>66,028</b>	<b>150,000</b>	<b>83,972</b>	<b>56.0%</b>	<b>200,000</b>	<b>(133,972)</b>	<b>-67.0%</b>

## **EXECUTIVE DIRECTOR CEO REPORT**

- Respectfully submitted by George Falardeau

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

**Tuesday, April 3, 2018 - 7:00 PM**

## **ANNOUNCEMENTS:**

Attended PCAC's Citizens Advisory Committee Special Meeting that took place on March 28 with Phil Hopkins as the Committee Chair

Attended "HERStory" event by the Commission on the Status of Women honoring Roberta Martínez and Dolores Hickambottom

Pasadena Media is the proud recipients of two WAVE Awards for *Centennial Square Boxing Show 2017* and *Astronomy Week 2016*.

## **KEY HIGHLIGHTS:**

### **Community Development**

- Met with District 2 Councilwoman Margaret McAustin
- Toured the Rose City Counseling Center and attended the Rose City Center Board Meeting
- Attended SoCalGas Q1 Community Advisory Council Meeting
- Met with Gary Howarth, President of VaxisHub
- Attended the Pasadena Executive Roundtable March Meeting at the Flintridge Center

## **Financial**

- Met with Sheryl Turner and Jan Sanders along with Aaron Wheeler to discuss a new grant application for Pasadena Media

## **Personnel**

- ED CEO & COO successfully filed and completed Form 700

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



# Operations Report - March 2018

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

## **Fiber Installation: Ongoing**

We will select our permanent setup and purchase the last round of equipment after the NAB show next month.

## **Charter Cable Issues: Ongoing**

After Charter solved the most recent issue affecting the channels, I sent follow up emails to City staff to inform them of the situation. Shortly thereafter, I met with Mayor Tornek in his office to discuss this and other recent quality issues affecting the PEG channels on Charter. After discussing the fixes put in place and Charter's renewed technical attention, he inquired about high definition programming. He stated

## **Main Playout System File Playback Issue: In Progress**

On the morning of 3/30, a service in one of the two playout servers crashed causing playback to stop on KPAS and PCC-TV. We were able to switch to bulletins while troubleshooting. Upon reboot, the system appears normal again, but we have submitted a ticket to the vendor to be sure we correct the issue permanently. We caught this issue shortly after the first staff member arrived at 9:30am, but it should be noted that a Charter technician informed us of the issue at 9:50am. This is the first time that I'm aware of that our channels are on a regular system check at Charter.

## **Alliance for Community Media Western Region Conference: Attended**

Bobbie Ferguson and I traveled to Sacramento to represent Pasadena Media at the ACM West conference. While there, we networked with staff from other media centers and participated in discussions about rethinking what access centers do, building partnerships, workload management, closed captioning, legal/compliance issues, innovative training and more. We also toured Access Sacramento's facility and talked to several vendors about new tools and technology. At the WAVE Awards ceremony, we not only picked up two awards for *Centennial Square Boxing Show 2017* and *Astronomy Week 2016*, but we also accepted two awards on behalf of our members Keno and Korbin Deary.

I recommend that you watch the two plenary sessions for forward-thinking ideas about what media centers like ours can and should be. Visit [accesssacramento.org](http://accesssacramento.org), click the "Watch" link for either channel and search for "2018 ACM West Plenary".

## Community Development Report

### March 2018

Members	New Members	Returning Members	Total Paid Members	Total Active Volunteers
Volunteers	28	0	64	303
Trainees	New Trainees	Returning Producers	Total Active Producers	Productions in Progress
Producers	28	0	61	50

New Series	Local Episodes	Local Bicycled Episodes	New Regional LA County Episodes
4	76	15	3

#### Media Training Courses:

Orientation	28	Studio Camera	11	TD & Media Mgmt.	9	Teleprompter	3	Editing A	7
Producing Training	5	Floor Manager	11	Lighting	6	Character Generation	7	Editing B	7
Director	13	Audio	10	Field Production	3	Arroyo Profiles TV Training	10	Green Screen Training	13

#### Special Training Session:

"CAM Camp 2018" - Started promotion of Pasadena Media Summer Media Youth program

#### Community Outreach & Networking:

- Produceed Leadership Pasadena holding Vet Media Workshop PSA
- Attended Digital Media Industry Council Meeting and Industry Report Launch
- Presented at Pasadena Media's Community Advisory Committee Meeting
- Attended Innovate Pasadena Board and Leadership Council Cocktail Reception

#### Grant Submission and Stipend:

- Tony Bennett's Exploring The Arts Mid-Term Mentor meeting
- 2nd Round - Q&A Tour with Pasadena Rotary Grant Committee member. Amount requested: \$4,000
- In discussion for submitting a Community-based Grant application for a California State Library \$100,000 California Civil Liberties: under the category of Preservation, Public Media, Education.

**Pasadena Media CoLAB MeetUp:** Total Members: 143 - [www.meetup.com/PasadenaMediaCoLAB](http://www.meetup.com/PasadenaMediaCoLAB)

## Pasadena Media Website Analytics - Month of March 2018

Total Visitors	Peak Visitors	Device Usage
1322	March 13th - 75	Computer 90% / Mobile & Tablet 10%

## Past 12 months - 3/2017 to 3/2018

Total Visitors

Past 12 months



Mar 2017 Total Visitors	12 Months Total Visitors	12 Months Total Device Usage
1061	13,633	Computer 89% / Mobile & Tablet 11%

## Social Media Marketing:



1693  
Followers



1,142  
Likes



1139  
Followers



109,215  
Channel Views

## Pasadena Media Production Report - March 2018

### Studio Productions:

3/1: "Casa Martinez"- Roberta Martinez	3/2: "Power of One"- Brian Biery
3/6: "The Sure Truth"- Alice Muhammad	3/8: "Tongues of Fire"- Rob Reyes
3/9: "Animals & Friends"- Pasadena Humane Society	3/9: "The Nowman Show"- Dan Niswander
3/10: "Skeelove House of Hip Hop"- Lonnie Lee	3/14: "Is It Reasonable"- Walter Brown
3/15: "Choices"- Marion Cathcart	3/16: "What the HEA...LTH are you talking about?"- Eva Zolotova
3/17: "Behind the Curtains"- Eric Bailey	3/19: "Nuclear Popcorn"- Maurice Smith (Pre-pro)
3/20: "Yahusha's Call- Myra Waiters	3/20: "The People's View"- Macheo Shabaka
3/20: "Our Music Live"- Billy Mitchell	3/21: "The Sure Truth"- Alice Muhammad
3/21: "Public Access"- Nicole Feenstra (Pre-pro)	3/21: "Arroyo Profiles"- Pasadena Media
3/22: "Buzz'd Out"- Roe Moore (Pre-pro)	3/22: "SMILE and Spread a Little Joy"- Debra Johnson
3/23: "Late Nite Bride"- Peggy Kelley	3/23: "Sounds Within"- L.V. Smith
3/24: "The Melody Trice Show"- Melody Trice	3/26: "Tongues of Fire"- Rob Reyes
3/26: "Nuclear Popcorn"- Maurice Smith (Pre-pro)	3/27: "Simply Aldonia"- Aldonia Bailey
3/27: "Kingdom Unity TV"- Anthony McFarland (Pre-pro)	3/27: "The Sure Truth"- Alice Muhammad
3/28: "Kingdom Unity TV"- Anthony McFarland	3/28: "Skeelove House of Hip Hop"- Lonnie Lee (Pre-pro)
3/29: Free PSA with Vivian Chan	3/29: "Public Access"- Nicole Feenstra (Pre-pro)
3/30: "The People's View"- Macheo Shabaka	3/30: "The Industry Live Legends & Stars Show"- Tanya Mitchem
3/31: "Buzz'd Out"- Roe Moore	

Total Number of Studio Productions/Pre-production Meetings: 35

**KPAS/City/Outside Productions:**

3/1: ArtNight Interview	3/5: Pasadena City Council Meeting
3/6: Map Your Neighborhood- Margaret Vinci	3/7: ArtNight Interview
3/7: District 3 Community Meeting	3/7: What's Up Pasadena!- Curling
3/8: One City, One Story 2018	3/9: ArtNight
3/12: Pasadena City Council Meeting	3/13: From the Corner Office B-roll
3/13: Design Commission Meeting (Audio Only)	3/15: HERstory
3/15: CCTF Meeting (Audio Only)	3/19: Recreation Rundown/Egg Bowl Promo
3/20: Altadena Town Council Meeting	3/21: FPRS Meeting (Audio Only)
3/24: League of Women Voters Meeting	3/24: Arbor Day Event
3/25: What's Up Pasadena- C. Round Ballet	3/26: Pasadena City Council Meeting
3/27: Design Commission Meeting (Audio Only)	3/28: What's Up Pasadena- Arlington Gardens
3/28: Planning Commission Meeting (Audio Only)	3/29: Colgate/Link Inc. Event
3/29: Officer Sevesind Interview	3/31: Egg Bowl 2018

Total Number of KPAS/City/Outside Productions: 26