

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, May 1, 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, May 1, 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 APRIL 3, 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's Board Strategic Plan Meeting: Set date, time and location
 - 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 27th day of April, 2018.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR April 3, 2018

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

REGULAR MEETING

1. INTRODUCTION OF NEW MEMBERS/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, 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, District 7, absent
Gail Schaper-Gordon, Treasurer, Mayor's Representative, present
Beth Leyden, Secretary, PUSD Representative, present
Alexander Boekelheide, PCC Representative, present
Lisa Derderian, 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 MARCH 6, 2018 BOARD MEETING

Motion by Oltman, Second by Derderian; 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 Item

- PCAC Board Secretary Appointment
Board Chair McComb appointed Beth Leyden as interim Board Secretary until new Board elections are held.

No public comment.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Miscellaneous announcements per Board Members.

- Board Chair McComb will be working on filling vacant Board Member seats (District 6, Video Franchise holders: Spectrum and AT&T U-verse)

9. ADJOURNMENT

- a. Motion to adjourn by Oltman, Second by Parada. Meeting adjourned at 8:32 p.m.

FUTURE MEETING DATES

- May 1, 2018
- June 5, 2018

Pasadena Community Access Corporation
Statement of Financial Position

As of April 27, 2018

| | Total | |
|--|--------------------|-------------------------|
| | As of Apr 27, 2018 | As of Jun 30, 2017 (PP) |
| ASSETS | | |
| Current Assets | | |
| Bank Accounts | | |
| 1010 Petty Cash | 200 | 200 |
| 1120 Bank of America Checking (1018) | 346,927 | 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 | 3,089 | 1,099 |
| 1160 Paypal | 100 | 0 |
| PFCU Savings (7181) | 100,190 | |
| Total Bank Accounts | \$ 669,892 | \$ 357,246 |
| Accounts Receivable | | |
| 1200 Accounts Receivable | 3,885 | 3,402 |
| Total Accounts Receivable | \$ 3,885 | \$ 3,402 |
| Other Current Assets | | |
| 1190 Undeposited Funds | 60 | 516 |
| 1300 Prepaid Expenses | -450 | 20,832 |
| 1330 Prepaid Insurance | 1,202 | 7,957 |
| Total Other Current Assets | \$ 812 | \$ 29,304 |
| Total Current Assets | \$ 674,588 | \$ 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 | \$ 784,924 | \$ 565,989 |
| LIABILITIES AND EQUITY | | |
| Liabilities | | |
| Current Liabilities | | |
| Accounts Payable | | |
| 2000 Accounts Payable | 198 | 0 |
| Total Accounts Payable | \$ 198 | \$ 0 |
| Other Current Liabilities | | |
| 2100 Payroll Liabilities | 2,680 | 19,431 |
| 2200 Accrued Vacation | 18,790 | 18,790 |
| 2400 Accrued Liabilities | 17,800 | 83,500 |
| 2800 Deferred Income | 226,664 | 141,272 |
| Total Other Current Liabilities | \$ 265,934 | \$ 262,993 |
| Total Current Liabilities | \$ 266,132 | \$ 262,993 |
| Total Liabilities | \$ 266,132 | \$ 262,993 |
| Equity | | |
| 3000 Opening Bal Equity | -36,271 | -36,271 |
| 3100 Retained Earnings | 339,267 | 339,267 |
| Net Income | 215,796 | |
| Total Equity | \$ 518,792 | \$ 302,996 |
| TOTAL LIABILITIES AND EQUITY | \$ 784,924 | \$ 565,989 |

| Pasadena Community Access Corporation | | | | | | | |
|---------------------------------------|----------------|-------------------|------------------|---------------|----------------------|------------------|----------------|
| Pro Forma P&L - April 2018 | | | | | | | |
| FY 2018 YTD Actual vs FY 2018 Budget | | | | | | | |
| | | | | | | | |
| | | vs. 10 mo. Budget | | | vs. Full Year Budget | | |
| | YTD Actual | YTD Budget | \$ | % | 2018 Budget | \$ | % |
| Income | | | | | | | |
| City of Pasadena | 940,000 | 940,000 | - | 0.0% | 940,000 | - | 0.0% |
| Contributions & Grants | 4,973 | 4,167 | 807 | 19.4% | 5,000 | (27) | -0.5% |
| Production Services | 14,731 | 16,917 | (2,185) | -12.9% | 38,300 | (23,569) | -61.5% |
| Program Services | 6,027 | 7,000 | (973) | -13.9% | 10,000 | (3,973) | -39.7% |
| Other Revenue | 360 | 417 | (56) | -13.6% | 500 | (140) | -28.0% |
| Total Income | 966,091 | 968,500 | (2,409) | -0.2% | 993,800 | (27,709) | -2.8% |
| Expenses | | | | | | | |
| Payroll Expenses | 437,689 | 447,011 | 9,322 | 2.1% | 553,442 | 115,753 | 20.9% |
| Payroll Taxes | 37,685 | 42,019 | 4,335 | 10.3% | 52,024 | 14,339 | 27.6% |
| Employee Benefits | 76,817 | 82,171 | 5,354 | 6.5% | 108,616 | 31,799 | 29.3% |
| Occupancy Expenses | 153,548 | 146,689 | (6,859) | -4.7% | 181,007 | 27,459 | 15.2% |
| Accounting & Audit | 13,497 | 10,225 | (3,272) | -32.0% | 12,500 | (997) | -8.0% |
| Advertising & Marketing | 2,090 | 2,917 | 827 | 28.4% | 3,500 | 1,410 | 40.3% |
| Automobile Expense | 681 | 1,250 | 569 | 45.5% | 1,500 | 819 | 54.6% |
| Bank & Payroll Processing Fees | 1,004 | 1,250 | 246 | 19.6% | 1,500 | 496 | 33.0% |
| Board Materials & Expenses | 297 | 500 | 203 | 40.6% | 600 | 303 | 50.5% |
| Cable Drop Fees | 1,274 | 3,562 | 2,288 | 64.2% | 4,274 | 3,000 | 70.2% |
| Contract Labor | 1,090 | 3,333 | 2,243 | 67.3% | 4,000 | 2,910 | 72.8% |
| 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 | 3,417 | 3,267 | 95.6% | 4,100 | 3,950 | 96.3% |
| Meals & Entertainment | 1,127 | 1,250 | 123 | 9.8% | 1,500 | 373 | 24.9% |
| Office Expense | 2,564 | 9,167 | 6,602 | 72.0% | 11,000 | 8,436 | 76.7% |
| Production Expense | 6,547 | 12,633 | 6,086 | 48.2% | 14,500 | 7,953 | 54.8% |
| Professional Development | 1,150 | 1,600 | 450 | 28.1% | 2,500 | 1,350 | 54.0% |
| Travel & Lodging | 1,786 | 3,350 | 1,564 | 46.7% | 4,000 | 2,214 | 55.4% |
| Total Expenses | 749,266 | 782,613 | 33,347 | 4.3% | 990,833 | 241,567 | 24.4% |
| Net Operating Income | 216,826 | 185,887 | 30,939 | 16.6% | 2,967 | 213,859 | 7207.9% |
| PEG Capital Income Recognized | 64,998 | 166,667 | (101,669) | -61.0% | 200,000 | (135,002) | -67.5% |
| PEG Capital Equipment Expense | 66,028 | 166,667 | 100,639 | 60.4% | 200,000 | (133,972) | -67.0% |

EXECUTIVE DIRECTOR CEO REPORT

- Respectfully submitted by George Falardeau

Pasadena Community Access Corporation Board of Directors Meeting

Tuesday, May 1, 2018 - 7:00 PM

ANNOUNCEMENTS:

Pasadena Media has added two additional programs, "Community Connections" (working title) and "Innovate Pasadena."

Pasadena Media covered Councilmember Steve Madison's Town Hall meeting held at the Tournament House which will air on KPAS date TBA.

Completed the taping of IMPACT Pasadena with guest, Vice Mayor and Councilmember John J. Kennedy hosted by Hoyt Hilsman.

KEY HIGHLIGHTS:

Community Development

- Met with Andre Coleman to discuss a potential article on Pasadena Media; details forthcoming.
- Met with Nat Nehdar to discuss the airing of the Unity Concert on The Arroyo Channel in remembrance of the Armenian Genocide; air date TBA.
- Attended the Pasadena Chamber of Commerce Annual Golf Fundraising Event at the Brookside Golf Club.
- Attended the Rose City Extravaganza Fundraising Event at the Women's City Club of Pasadena, a fundraiser dedicated to low income mental healthcare.
- Held various meetings regarding our \$100,000 grant application for the California State Library under their California Civil Liberties Public Education Project Grant Program; details forthcoming.

Personnel

- Successfully completed Admin and Staff performance appraisals.

Financials

- Met with City Manager Steve Mermell and submitted PCAC's Business Plan for 2019.

Board

- Met with Pasadena Media Board Ad Hoc Committee to discuss upcoming Strategic Plan; date TBD.

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

Operations Report - April 2018

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

Fiber Installation / Charter Cable Issues: Ongoing

We have begun purchasing the last round of equipment. I have also commenced communicating with Charter about upgrading delivery of our channel signals. The main goal of the proposed upgrades are to produce consistent video and audio quality on the current channels. We are also requesting high definition channels.

Main Playout System File Playback Issue: In Progress

The issue in which a service in one of the two playout servers crashed causing playback to stop on KPAS and PCC-TV has occurred twice since the instance on 3/30. While rebooting the system corrects the issue, we are working with the vendor who hasn't yet determined a permanent fix.

Editing Bay Issues: In Progress

Recent updates to the Adobe Creative Suite have been producing various hardware and software compatibility issues that have impacted both staff and public editing projects. We are currently implementing several fixes to improve said issues, but this is unlikely to solve them permanently given the age of the systems. We will continue to research possible solutions.

City Council Chamber Monitor Issues: In Progress

Two issues regarding monitors used for City Council Meetings arose this month. First, the monitor used to display open captions in the chamber for hearing impaired attendees was being used by public commenters to strategically place signage about their causes on camera behind speakers at the public podium. We are developing a method of displaying captions without program video. The second issue involves intermittent delivery of program video to the Chamber conference room where City staff waits. We are discussing options for this with DoIT (Department of Information Technology).

NAB Trade Show 4/9-10: Attended

I recently attended the National Association of Broadcasters show in Las Vegas. This show features over 1700 vendors with a million square feet of exhibit space. I was able to talk to dozens of vendors, demo products first hand and attend several educational sessions. Among solutions I looked at were pedestals and heads, ip video delivery, cinema cameras and rigs, lenses, recording devices, closed captioning solutions, routers, switchers, SAN/NAS/cloud storage, mobile production systems and equipment cases.

FY 2019 Operating Budget Meeting with City Manager: Completed

George and I met with the City Manager and Finance Department personnel regarding the board-approved FY 2019 budget proposal on April 4. Finance personnel reached out to us the following week stating that "The City Manager has approved an additional \$20K in appropriations to PCAC for FY 2019. The direction is that the monies be used for merit/wage increases." George and I have instituted a COLA for all employees with the exception of the ED/CEO beginning July 1, pending budget approval by the City Council.

Community Development Report

April 2018

| Members | New Members | Returning Members | Total Paid Members | Total Active Volunteers |
|------------|--------------|---------------------|------------------------|-------------------------|
| Volunteers | 30 | 0 | 65 | 333 |
| Trainees | New Trainees | Returning Producers | Total Active Producers | Productions in Progress |
| Producers | 30 | 0 | 63 | 52 |

| New Series | Local Episodes | Local Bicycled Episodes | New Regional LA County Episodes |
|------------|----------------|-------------------------|---------------------------------|
| 2 | 76 | 15 | 4 |

Media Training Courses:

| | | | | | | | | | |
|--------------------|----|---------------|----|------------------|---|-----------------------------|----|-----------------------|----|
| Orientation | 30 | Studio Camera | 7 | TD & Media Mgmt. | 7 | Teleprompter | 8 | Editing A | 7 |
| Producing Training | 5 | Floor Manager | 7 | Lighting | 6 | Character Generation | 2 | Editing B | 7 |
| Director | 6 | 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:

- Booth at City of Pasadena "Bring Your Kid to Work Day"
- Street Team Marketing - Old Pasadena
- Americastle Virtual Tour - School in China
- Creation of Community Connection monthly community highlight production production
- Produced Innovate Pasadena Presents Show - Monthly Partner Production with IP

Grant Submission and Stipend:

- Submitted 4/27 - 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: 146 - www.meetup.com/PasadenaMediaCoLAB

Pasadena Media Website Analytics - Month of April 2018

| Total Visitors | Peak Visitors | Device Usage |
|----------------|-----------------|------------------------------------|
| 744 | April 10th - 67 | Computer 90% / Mobile & Tablet 10% |

Past 12 months - 3/2017 to 3/2018

Total Visitors

Past 12 months



| Apr 2018 Total Visitors | 12 Months Total Visitors | 12 Months Total Device Usage |
|-------------------------|--------------------------|------------------------------------|
| 1099 | 12,562 | Computer 89% / Mobile & Tablet 11% |

Social Media Marketing:



1803
Followers



1,150
Likes



1154
Followers



114,799
Channel Views

Pasadena Media Production Report - April 2018

Studio Productions:

| | |
|---|--|
| 4/2: "SMILE & Spread a Little Joy"- Debra Johnson (Pre-pro) | 4/2: "Anybody Can Play Guitar"- James Jones Jr. (Pre-pro) |
| 4/2: "The People's View"- Macheo Shabaka | 4/4: "Deep Cuts-Live"- Damian Rodriguez (Pre-pro) |
| 4/5: "The Conner Bubble"- Joe Conner | 4/5: "Thursday Night Live"- M.C. Franklin |
| 4/6: "Free PSA- LitFest"- Pasadena Media | 4/6: "Power of One"- Brian Biery |
| 4/7: "Public Access"- Nicole Feenstra | 4/10: "Open Mic with Aletha Johnson"- Aletha Johnson (Pre-pro) |
| 4/10: "Animals & Friends"- Pasadena Humane Society | 4/10: "AmeriCastle"- Jacquelin Fink (Pre-pro) |
| 4/12: "Sounds Within"- L.V. Smith | 4/12: "Open Mic with Aletha Johnson"- Aletha Johnson (Pre-pro) |
| 4/13: "The Nowman Show"- Dan Niswander | 4/13: "AmeriCastle"- Jacquelin Fink |
| 4/17: "Yahusha's Call"- Myra Waiters | 4/14: "Yeshua Ministries"- Denise Maiden |
| 4/19: "SMILE & Spread a Little Joy"- Debra Johnson | 4/17: "The Sure Truth"- Alice Muhammad (Pre-pro) |
| 4/20: "The Industry Live Legends & Stars Show"- Tanya Mitchem | 4/19: "Choices"- Marion Cathcart |
| 4/21: "SkeeLove House of Hip Hop"- Lonnie Lee | 4/20: "Open Mic with Aletha Johnson"- Aletha Johnson |
| 4/23: "The New CityBeat"- Pasadena Media | 4/23: "Innovate Pasadena"- Innovate Pasadena |
| 4/25: "What the HEA...LTH are you talking about?" Eva Zolotova | 4/24: "The Sure Truth"- Alice Muhammad |
| 4/26: "Deep Cuts-Live"- Damian Rodriguez (Pre-pro) | 4/25: "Arroyo Profiles"- Pasadena Media |
| 4/26: "Thursday Night Live"- M.C. Franklin | 4/26: "Impact Pasadena"- Pasadena Media |
| 4/27: "Deep Cuts-Live"- Damian Rodriguez | 4/28: "Simply Aldonia"- Aldonia Bailey |
| 4/30: "Pasadena Kids Forum"- Paula Jai Parker (Pre-pro) | |

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

KPAS/City/Outside Productions:

| | |
|---|---|
| 4/4: Board of Zoning Appeals Meeting (Audio Only) | 4/5: League of Women Voters Meeting |
| 4/7: Transit-to-Trails- Route 88 Launch Event | 4/9: Pasadena City Council Meeting |
| 4/10: Design Commission Meeting (Audio Only) | 4/11: Planning Commission Meeting (Audio Only) |
| 4/16: Pasadena City Council Meeting | 4/17: Altadena Town Council Meeting |
| 4/19: What's Up Pasadena- Planetary Society | 4/19: What's Up Pasadena- Dreaming the Universe |
| 4/19: CCTF Meeting (Audio Only) | 4/21: Chapcare Gala |
| 4/23: Special Joint Meeting with Finance Committee and City Council | 4/23: Pasadena City Council Meeting |
| 4/24: Design Commission Meeting (Audio Only) | 4/25: Planning Commission Meeting (Audio Only) |
| 4/26: District 6 Town Hall | 4/30: Special Joint Meeting with Finance Committee and City Council |
| 4/30: Pasadena City Council Meeting | |

Total Number of KPAS/City/Outside Productions: 19