

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, November 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)
Ken Chawkins (District 6)
Sally Howell, Vice-Chair (District 7)
Gail Schaper-Gordon, Treasurer (Mayor's Representative)
Lisa Derderian (City Manager's Representative)
Beth Leyden, Secretary (PUSD Representative)
Alexander Boekelheide (PCC Representative)

STAFF

George Falardeau, Executive Director CEO
Chris Miller, Chief Operations Officer
Bobbie Ferguson, Production Supervisor
Aaron Wheeler, Head of Community Development
Liza Rodriguez, Office Administrator/Asst. to the Executive Director CEO

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, November 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

PUBLIC MEETING

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF OCTOBER 2, 2018 BOARD MEETING AND SEPTEMBER 13, 2018 STRATEGIC PLAN 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
 - RECAP OF THE STRATEGIC PLAN RETREAT
- 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 2nd day of November, 2018.

Liza Rodriguez, Office Administrator

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

MINUTES FOR THE REGULARLY SCHEDULED MEETING OF THE PCAC BOARD OF DIRECTORS FOR OCTOBER 2, 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 7:01 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, absent
Ken Chawkins, District 6, present
Sally Howell, Vice-Chair, District 7, present
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, absent

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 September 4, 2018 BOARD MEETING

Motion to approve the September 4th minutes with the amendment that Alexander Boekelheide was indeed present and not absent as noted, by Oltman, Second by Boekelheide; 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

Recap of the Strategic Plan Retreat

- Tabled until the next meeting

7. NEW BUSINESS

No new business

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

Miscellaneous announcements per Board Members.

- The saddest announcement was made by Oltman who mentioned that the Pasadena Museum of California Art (PMCA) closes on October 7th.

9. ADJOURNMENT

- a. Motion to adjourn by Oltman, Second by Chawkins. Meeting adjourned at 8:16 p.m.

FUTURE MEETING DATES

- November 6, 2018

Pasadena Community Access Corporation		
Statement of Financial Position		
As of October 31, 2018		
	Total	
	As of Oct 31, 2018	As of Jun 30, 2018 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	313,501	145,188
1130 Bank of America Capital - Restricted (9451)	129,311	84,702
1150 Pex Debit Card	9,436	10,689
1160 Paypal	161	0
1170 PFCU Savings (7181)	100,215	100,202
Total Bank Accounts	\$ 552,823	\$ 340,982
Accounts Receivable		
1200 Accounts Receivable	1,951	820
Total Accounts Receivable	\$ 1,951	\$ 820
Other Current Assets		
1210 Other Receivables	0	18,263
1300 Prepaid Expenses	-244	6,728
1330 Prepaid Insurance	5,013	11,377
Total Other Current Assets	\$ 4,768	\$ 36,368
Total Current Assets	\$ 559,543	\$ 378,170
Fixed Assets		
1600 Production Equipment	340,369	340,369
1635 Leasehold Improvements	93,898	93,898
1650 Accumulated Depreciation	-251,511	-251,511
Total Fixed Assets	\$ 182,756	\$ 182,756
Other Assets		
1800 Security Deposit	1,000	1,000
Total Other Assets	\$ 1,000	\$ 1,000
TOTAL ASSETS	\$ 743,298	\$ 561,925
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
2000 Accounts Payable	3,760	0
Total Accounts Payable	\$ 3,760	\$ 0
Other Current Liabilities		
2100 Payroll Liabilities	366	21,010
2200 Accrued Vacation	20,538	20,538
2400 Accrued Liabilities	8,000	11,226
2800 Deferred Income	125,488	80,879
Total Other Current Liabilities	\$ 154,392	\$ 133,654
Total Current Liabilities	\$ 158,152	\$ 133,654
Total Liabilities	\$ 158,152	\$ 133,654
Equity		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	464,542	464,542
Net Income	156,875	
Total Equity	\$ 585,146	\$ 428,271
TOTAL LIABILITIES AND EQUITY	\$ 743,298	\$ 561,925

Pasadena Community Access Corporation

Pro Forma P&L - October 2019

FY 2019 YTD Actual vs FY 2019 Revised Budget

		vs. 4 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	2019 Budget	\$	%
Income							
City of Pasadena	455,000	455,000	-	0.0%	910,000	(455,000)	-50.0%
Contributions & Grants	506	2,667	(2,161)	-81.0%	8,000	(7,494)	-93.7%
Production Services	4,089	6,833	(2,744)	-40.2%	38,500	(34,411)	-89.4%
Program Services	866	2,000	(1,134)	-56.7%	10,000	(9,134)	-91.3%
Other Revenue	448	100	348	348.2%	300	148	49.4%
Total Income	460,909	466,600	(5,691)	-1.2%	966,800	(505,891)	-52.3%
Expenses							
Payroll Expenses	174,157	176,444	2,287	1.3%	573,442	399,285	69.6%
Payroll Taxes	13,247	15,527	2,280	14.7%	50,463	37,216	73.7%
Employee Benefits	31,755	34,684	2,929	8.4%	114,429	82,674	72.2%
Occupancy Expenses	69,171	69,855	684	1.0%	184,682	115,511	62.5%
Accounting & Audit	4,095	7,415	3,320	44.8%	12,999	8,904	68.5%
Advertising & Marketing	772	1,200	428	35.6%	3,600	2,828	78.5%
Automobile Expense	315	483	168	34.8%	1,450	1,135	78.3%
Bank & Payroll Processing Fees	397	500	103	20.5%	1,500	1,103	73.5%
Board Materials & Expenses	49	40	(9)	-22.5%	120	71	59.2%
Cable Drop Fees	583	1,425	841	59.1%	4,274	3,691	86.4%
Contract Labor	280	1,167	887	76.0%	3,500	3,220	92.0%
Dues and Subscriptions	2,080	80	(2,000)	-2500.0%	2,270	190	8.4%
Legal & Professional Fees	-	-	-		28,000	28,000	100.0%
Licenses, Permits & Other Fees	-	1,367	1,367	100.0%	4,100	4,100	100.0%
Meals & Entertainment	541	500	(41)	-8.2%	1,500	959	63.9%
Office Expense	1,681	3,033	1,353	44.6%	9,100	7,419	81.5%
Production Expense	4,823	6,230	1,407	22.6%	15,000	10,177	67.8%
Professional Development	184	400	216	54.0%	2,000	1,816	90.8%
Travel & Lodging	314	1,500	1,186	79.1%	4,000	3,686	92.2%
Total Expenses	304,444	321,849	17,405	5.4%	1,016,429	711,985	70.0%
Net Operating Income	156,465	144,751	11,714	8.1%	(49,629)	206,094	-415%
PEG Capital Income Recognized	0	66,667	(66,667)	-100.0%	200,000	(200,000)	-100.0%
PEG Capital Equipment Expense	0	66,667	66,667	100.0%	200,000	(200,000)	-100.0%

Executive Director CEO Report – October 2018

Respectfully submitted by George Falardeau

- Attended the Annual Pasadena Police Foundation Breakfast at the First Church of Nazarene honoring Park Safety Officer Michelle White as the Foundation's Officer of the Year. This fundraiser generates money to fund several Pasadena Police Department youth programs and helps expand their canine program.
- Met with Pierre Mainguy to develop a PSA for his non-profit *Community First Global Organization*. This organization is a community of changemakers creating and implementing local solutions for global problems of poverty through integrative community development.
- Site visits for both the Pasadena City College media facility and KLRN studio at John Muir High School.
- Pasadena Media produced a program featuring Mayor Tornek, interviewed by Andre Coleman and Felicia Williams, regarding Measures I & J.
- Pasadena Media covered the 20th Annual Latino Heritage Parade and Festival. This year's theme highlights the Latinos and Latinas in the entertainment industry and their accomplishments both in front and behind the camera.
- Met with Christian Daly (Field Representative for Los Angeles County Supervisor Kathryn Barger) and Aaron Wheeler to discuss potential collaborations between Pasadena Media and the county of Los Angeles.
- Attended the Executive Roundtable Meeting with Pasadena Police Interim Chief John Perez held at the Western Justice Center.
- Met with Noreen Sullivan, Field Representative for Gene Masuda in District 4, to discuss upcoming events in their district.
- Attended the SoCal Gas Q4 Community Advisory Council Meeting.
- Dates for AB 1234 Ethics Training for Fair Political Practice (FPPC) Form 700 filers have been announced. As a reminder, this training must be completed every two years.

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

Operations Report - October 2018

Respectfully submitted by Chris Miller, Chief Operations Officer

- Granicus Issues: Ongoing
Several issues with the recording and streaming of City Council meetings have occurred since the break in August. The Dept. of Information Technology, who oversees the Granicus video and meeting management suite, has a meeting scheduled this week to discuss a system upgrade.
- Charter Outage 10/17: Solved
At 10:53am, the three channels delivered to Charter via City Hall went dark for subscribers (KPAS, Arroyo and PCC TV). I arrived at City Hall approximately 10 minutes later, verified our equipment was operational and notified a Charter technician. He verified that the signal was good to their box just outside City Hall. When driving the cable path, he discovered a crew digging in the street and could see that they severed the cable. At 1:12pm, the technician inserted a temporary patch which restored the channels until the permanent repair took place between 5:20 and 5:35pm.
- Annual Report: Submitted to City Council
I prepared and delivered our annual report, as required by Pasadena Municipal Code. The report is available on our website.
- LA County Property Taxes: Exemption Granted & Received Refund for Last 2 Years
My persistent efforts over the past three years since receiving the first of four annual property tax bills paid off when we received two checks for 2016 and 2017, with interest. We also did not pay 2018 and will not receive future bills.
- Threat to Franchise Fees & PEG: FCC Proposed Rulemaking, MB Docket No. 05-311
This FCC FNPRM would allow cable companies to deduct the fair market value for a wide range of public benefits from their franchise fee obligations, namely PEG channel capacity and transmission. In California, DIVCA made the CPUC the sole franchising authority in the state and preserved many of the provisions commonly found in local franchise ordinances. It was the intent of the state legislature to streamline deployment of cable services while keeping local government revenues intact, ensuring that local public rights-of-way remained under control of cities and counties, and that a sufficient amount of capacity was preserved for PEG access channels. Unfortunately, while the FCC would normally exempt from their Orders states with a centralized franchising authority that have preserved such policies, this FNPRM provides no such exemption.
 - Public comments are due Wed., 11/14 at 9pm PST and can be delivered electronically at <https://www.fcc.gov/ecfs/filings>.
 - Senators and Representatives, along with other elected officials, can be urged to oppose this FNPRM. I called Senators Feinstein and Harris on 10/25 to urge them to sign on to Sen. Markey's (MA) letter opposing the rulemaking. Neither signed on before the letter was delivered (see attached).
 - I also sent information to Assistant City Manager Gutierrez in order to inform the Legislative Policy Committee. She is looking into submitting comments prior to the next LPC meeting on 11/27.

United States Senate

WASHINGTON, DC 20510

October 29, 2018

The Honorable Ajit V. Pai
Chairman
455 12th Street, Southwest
Washington, DC, 20544

Dear Chairman Pai:

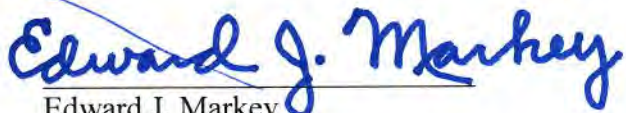
We write regarding the Federal Communications Commission's (FCC) recent vote to proceed with the item, "Implementation of Section 621(a)(1) of the Cable Communications Policy Act of 1984 as Amended by the Cable Television Consumer Protection and Competition Act of 1992" (MB Docket No. 05-311). This proposal would potentially alter, at cable operators' discretion, the terms of the governing agreements between Local Franchising Authorities (LFA) and cable operators. In its current form, the proposal puts at risk critical funding for public, educational, or governmental (PEG) stations as well as broadband connections to schools and other public buildings. Our constituents watch PEG channels to monitor local government proceedings, hear the latest news from nearby college campuses, and consume other locally produced programming including emergency alerts and directives. Your proposal may jeopardize these important functions. We encourage you and your colleagues on the Commission to ensure that any final decision will not threaten the sustainability of PEG stations.

Under the Communications Act, towns and cities across the country are permitted to require as part of cable franchise agreements that cable operators meet demonstrated community needs by setting aside channels for PEG stations. Yet the FCC's current proposal would allow cable operators to assign a value to these channels, and then subtract that amount, and the value the operator places on any other in-kind contributions, such as free service to schools, from the franchise fees the cable operator owes. If this order is eventually adopted in its current form, cities and towns across the country may soon have to decide between supporting local PEG channels and supporting other critical institutions serving the public good. This is a lose-lose choice for LFAs and the residents they serve. We fear this proposal will result in a dire drop in resources for PEG channels throughout the nation.

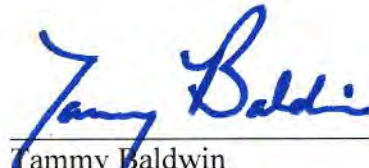
In an era of media globalization and consolidation, PEG access stations continue to give viewers critical information about their communities and offer an important platform for local voices. They catalyze civic engagement and they provide invaluable educational services. As the Commission proceeds on this issue, we urge you to consider the potential impact on PEG stations.

Thank you for your attention to this issue.

Sincerely,



Edward J. Markey
United States Senator



Tammy Baldwin
United States Senator



Margaret Wood Hassan
United States Senator



Benjamin L. Cardin
United States Senator



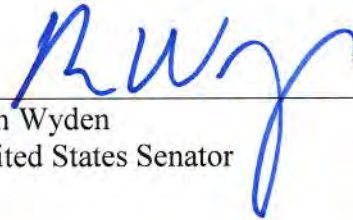
Jeffrey A. Merkley
United States Senator



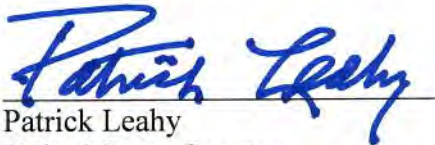
Bernard Sanders
United States Senators



Gary C. Peters
United States Senator



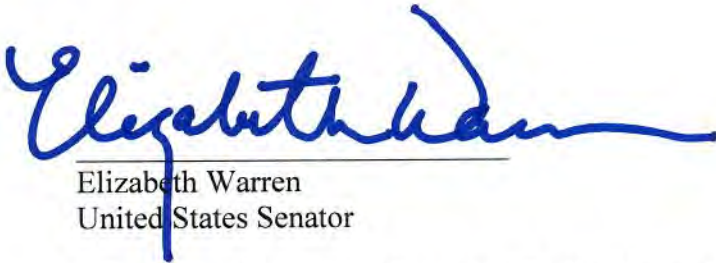
Ron Wyden
United States Senator



Patrick Leahy
United States Senator



Richard Blumenthal
United States Senator



Elizabeth Warren
United States Senator

CC: The Honorable Michael O'Rielly, Commissioner
The Honorable Brendan Carr, Commissioner
The Honorable Jessica Rosenworcel, Commissioner

CABLE COMPLAINT - October 22, 2018

East Pasadena Charter PEG Channel Unavailability

Chris Miller <chris@pasadenamedia.org>

Fri, Oct 26, 2018 at 5:16 PM

To: jxx@jxxxxxxxxx.com, Pam Thyret <pthyret@cityofpasadena.net>

Mr. Xxxxxxxx and Ms. Thyret,

I wanted to let you both know that we got the following from Charter a couple hours ago:

"Spectrum records indicate on October 24, 2018, a representative spoke with Mr. Xxxxxxxx in regards to his concerns. The representative informed Mr. Xxxxxxxx that the issue was escalated to our operations center and they were able to resolve the issue. On October 26, 2018, a follow up call was made to Mr. Xxxxxxxx and he was able to confirm that he is now receiving the 4 PEG channels."

I'll follow up with Charter next week to see what the extent of the issue was. Please let me know if you have any further issues or questions.

Chris Miller

----- NEXT MESSAGE -----

Xxx X Xxxxxxxx <jxx@jxxxxxxxxx.com>

Tue, Oct 30, 2018 at 10:27 AM

To: Chris@pasadenamedia.org

Dear Chris,

After spending 5 days to get service back to my home, I finally got a beautiful signal for 30 minutes while I was talking with Michelle from Spectrum on Friday. I went back to get the last part of my usual viewing, MAD Money on CNBC, and then went back to GOV channel 3 to see what was on the bulletin board. The channel again was blacked out, letter block, but no picture. I suspect that there is a switch somewhere at Spectrum which is either mislabeled for my address, or someone is intentionally turning my area off. Again on Friday 3:30 PM the stations were on with beautiful pictures, at 4:05 PM when I returned, gone to black. This affects all four Pasadena stations, GOV, PACCS, KLRN, PCCTV. I have had a phone message into Michelle at Spectrum since yesterday 1 915-775-7216, but have had no reply yet. Will you please help me again?

Thank you,

Xxx X. Xxxxxxxx

XXX S. Grand Oaks AV

Pasadena, CA 91107

----- NEXT MESSAGE -----

Sandoval, Gilbert V <Gilbert.Sandoval@charter.com>

Tue, Oct 30, 2018 at

11:04 AM

To: Chris Miller, <Peter.Hidalgo@charter.com>, <Clemente.Contreras2@charter.com>

Cc: <carlos.marshall@charter.com>

Our department doesn't troubleshoot individual customer issues. We found no problem the first time and had someone in the field verify picture was getting out to the plant. Sorry we would not be able to assist with this single customer issue.

Gilbert V Sandoval | ISP Manager –Central MA | 6246 San Fernando Road | Glendale CA 91201

----- NEXT MESSAGE -----

Hidalgo, Peter G <Peter.Hidalgo@charter.com>

Tue, Oct 30, 2018 at 2:36 PM

To: Gilbert, Chris, Clemente, Carlos

Thanks Chris. Mr. Reinhart has been escalated for service review at the home. They will be reaching out to him.

- Peter

Community Development Report - October 2018

Respectfully submitted by Aaron B. Wheeler, Head of Community Development

Members Tiers	New Volunteers For August	Total Volunteers Year to Date	Total Active Trainees & Producers Year to Date
Volunteers - Free Trainees - Paid Producers - Paid	31	245	66

Monthly Programming

New Series	Local Episodes	Bicycled Episodes	Community Productions in Progress
1	68	15	62

Media Training Courses

Orientation	31	Studio Camera	10	TD & Media Mgmt.	4	Teleprompter	5	Editing A	7
Producing Training	5	Floor Manager	10	Lighting	7	Character Generation	0	Editing B	7
Director	4	Audio	2	Field Production	5	Arroyo Profiles TV Training	3	Green Screen Training	6

Total Class Enrollments - Year to Date: 628

Community Outreach & Networking

- Met with Community First's Pierre Mainguy: Agreed to be media sponsors for the fundraising event at Valley Hunt Club and will create a PSA for their non-profit.
 - Mission: "to create local solutions to global problems"
 - communityfirst-global.org
- Attended Measure I Community Forum with COO Chris Miller
- In partnership with KPFK radio, Pasadena Media hosted and toured 10 journalism and media students from Denmark's Krogerup University Prep
- Attended Tony Bennett's Exploring The Arts Mentor Training and Networking Event
- Attended Pasadena Business & Economic Summit 2018
- Hosted the 2018 CONNECT WEEK event *Innovate Pasadena Presents: Venturing & Innovation* featuring two Pasadena Angels members and founding member of N.W.A. Arabian Prince
- Reviewing Social Media Management Platforms: Hootsuite and Agorapulse
- In discussion:
 - With AYSO sports organization in creating PSA and providing professional video production services

Production Report - October 2018

Respectfully submitted by Bobbie Ferguson, Head of Production

- 31 productions and pre-production meetings were scheduled in the studio. 26 productions were created by Pasadena Media including 15 for the City of Pasadena.
- New Arroyo channel community productions for October include *True Hollywood TV* and *Purposely on Purpose with Shalayna Janelle*.
- Pro Services productions for October include:
 - Two Design Commission meetings (audio/presentation services only)
 - Altadena Town Council meeting
 - *AmeriCastle* - a children's' educational program featuring puppets
 - *Skyway* - client used the space for his documentary, plans to use again
- Pasadena Media produced a number of programs on both KPAS and the Arroyo channel regarding the upcoming election.
 - *Information on Measure I & J* - produced in partnership with Lisa Derderian
 - *Pasadena Votes 2018: Measures I & J* - a discussion with Mayor Terry Tornek with Andre Coleman and Felicia Williams.
 - *League of Women Voters Pasadena: 2018 Propositions Pros & Cons*
 - *NewsRap Election Special*
- The staff was recently trained on the new Sony 4K XDCAM cameras. The older four Panasonic AC-AG160 staff cameras will be redistributed as additional cameras for access producers and City of Pasadena department productions.
- Notable Completed Productions Include:
 - Latino Heritage Parade
 - *Pasadena In Focus* - a new KPAS program featuring segments from the City of Pasadena's bi-monthly newsletter. The first episode features Sri Lanka Day, Power Up Pasadena, Astrofest and the Adaptive Art Program.
- Potential Upcoming Continuous Productions:
 - *Mind, Body, Spirit* - a new KPAS program focused on fitness, lifestyle and wellness within the city of Pasadena.
 - Weekly News Program - currently working with CSU Fullerton intern Aleigha Howa to develop a weekly news program about Pasadena

PASADENA COMMUNITY ACCESS CORPORATION (PCAC)

Pasadena Media Board Retreat

September 13, 2018

WeWork Pasadena, 177 E. Colorado Blvd., Floor 2, Pasadena, CA 91105

2:08 pm Call to order

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

Ann Marie Hickambottom (District 1), present

Grant Scott McComb, Chair (District 2), present

Robert Oltman (District 3), present

Perry Helm (District 4), present

Yuny Parada (District 5), present

Ken Chawkins (District 6), present

Sally Howell, Vice-Chair (District 7), present

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

Lisa Derderian (City Manager's Representative), present

Beth Leyden, Secretary (PUSD Representative), present

Alexander Boekelheide (PCC Representative), present

Staff:

Lisa Hosey, Office of the City Attorney

George Falardeau, Executive Director CEO

Chris Miller, Chief Operations Officer

Grant reads 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.

Grant leads a SWOT discussion (Strengths, Weaknesses, Opportunities and Threats).

Strengths:

1. Dedicated Staff who is also talented, CS oriented, innovative
2. Dedicated producer base
3. Great Educational programs within Pasadena Media that they are working to expand
4. Community Advisory Committee
5. Public Information
6. Great Customer Service
7. Partnerships
8. Production quality
9. Longevity

10. Outstanding, quality facilities
11. Mission
12. Bob thinks we are doing fine
13. Strong and complete board
14. Good organizational infrastructure (systems and procedure)
15. Good relationships with our producers
16. Good relationships with some City Council members (George thinks with every council member and appointee)
17. PEG funds
18. Religious programming

Weaknesses:

1. Limited budget – \$960K/year: about \$180K for lease, about \$700K for staff
2. Ken – maybe the overall PEG structure nationwide is weak. George – everybody's losing money in public broadcasting.
3. Gail - Revenue model is weak (George - which is the City). We do not have diversity in terms of our resources.
4. No fundraising structure
5. Yuny – Not to have a diverse staff. 33% population in Pasadena is Latino. George – 2/3 of our staff are minorities, about 20% Latino
6. Alexander – Limited penetration into our community (George: about 600 people a year come through our doors. Maybe about 60-100 become totally involved. About 35 become actual fulltime producers – Aaron, maybe 60. Aaron says we are very diverse in our producer base.) Alex: I guess I am really talking about audience.
7. No metrics/analytics. No viewer information.
8. Unknown council support – Beth, to Gail's point, in the current budget climate, it's hard to prioritize our budget.
9. Lack of knowledge regarding our mission?
10. Bob – Money per viewer? If we only have 500 viewers, it's very expensive.
11. What impact are we having on the community in providing information? Jobs?
12. Ken – this is a vehicle in the City that we can use to do our business, beyond the minimum threshold.
13. Don't have push and pull mechanisms to attract viewership
14. Limited capacity on creating content (Gail's point of curating content)
15. No good internal data indicating costs, because City channel and Arroyo channel are collocated.

Opportunities:

1. Opportunities to expand our Educational opportunities and partner with schools (Thank you Alex)
2. Opportunity to expand operations budget
3. Changing tech to incorporate into education programs and tech we use as a production company
4. Tax initiative in Pasadena - $\frac{3}{4}$ cent on Nov. Ballot
5. Is there potential to create a fundraising foundation?
6. Sponsorships/Underwriting

7. Social Media Metrics
8. Focusing on the hyper-local
9. City Council – We haven't gotten our message out to them in a way that makes sense
10. Audience & Community
11. Have a much more robust digital media strategy. (Gail, how to use digital media, multiple ways of reusing content – Facebook, YouTube, LinkedIn, etc. – content produced at Pasadena Media that is available on other digital platforms – we then empower other people to use these strategies. New model, where it's free and you use other people's resources... Grant – using the platform that others have developed – ie YouTube. George: We do that, you just don't know about it. Aaron: mostly with *NewsRap*, it is live, but a social media based show. Connecting with partners and influencers. Doing that mostly with one show. George - Do it with purpose. Alex - deputize the producers.
12. PEG funds –
13. Need good internal data indicating costs between the Arroyo channel/KPAS
14. Educating community members and producers on PCAC's current state

Threats:

1. Under-informed City Council might lead to reduced funding
2. Rising rent
3. Changing tech that is not utilized properly
4. Intense competition for viewers
5. City of Pasadena's budget woes
6. Under-informed City Council (George: you are all appointed, I can help facilitate meetings. Grant: if you can't meet for coffee, send an email.)
7. Changing viewing habits (Alex: When you're stretched already and your budget is small, you don't have a lot of nimble moves you can make.)
8. Perry: Tax increase is also a threat?
 George: Not really. 120K visitors every day to city. Would garner City roughly \$22M/year. Mayor continues to promote this. 1/3 goes to Brian McDonald.
 Reminder, City has a PERS problem of about \$3.2M a year. \$7M goes to PUSD. \$14M goes to City. Our budget is about \$1M/year. City manager indicated, with no guarantee, that it would take pressure off PCAC's budget. Chamber decided not to support the sales tax. Full story is that if we don't vote yes, it's likely the county will take this. Glendale and Burbank have already implemented the tax. City upset that Chamber did not present all the facts.
 Ken Chawkins: I see that it is an opportunity, but how is it a threat?
 Perry: If it doesn't pass, then the City is looking to take money from Pasadena Media.
 George: Yes. Mermell has alluded....

Alex: What shows do we promote? George – we have little to no control over producer content.

Alex: Our mission specifically says “We SHALL...”

Beth: Sometimes we have to do things we don’t want to do but must do.

Gail: We’ve been hearing for months that - Staff has been working on creating great programs and they’re at capacity. Our ability to curate more shows appealing to Council is limited because we are at capacity.

George: When we talk about losing channels, the City has no intention of not having a government channel. City channel is not deep in product. Their programming is old...Bobby and Lisa are working on updating content. 16 city departments. They meet regularly with PM to show how they can create content without needing to go outside.

George: About \$560K to run the Arroyo channel. The rest goes to the City channel. A couple weeks ago, George learned from Tim...you’re absolutely short. You’re just bifurcating the cost...if you took employees and had to get staff....George asked Tim to come in for free to work on the numbers with him and Chris.

Ken: It seems like data is really, really important. Data to drive our decisions. There’s gotta be ways for us to get data to prove our story. Part of the strategic plan should be to focus on Data. It will vanquish the threat.

Grant: It should be a fuller picture than just education....

Alex: Production services, how does that relate to our mission? George: Pro-services is any entity that approaches us to use our facility and pays us. Alex: Fee for hire. George: Pro services dollars are down. Alex: So the studio is too full to accommodate pro services. How does that relate to our mission? George: we probably have to raise an additional \$300k annually, that would offset the cost to the City where that risk would be diminished. Netflix would have wanted to come in and use our box for one week for about \$20K.

- Focus on ALL data/metrics
 - Need a comprehensive plan for gathering and analyzing the data
 - Social Media Imprints
 - Develop a plan
- Raise funds/revenues
 - What opportunities do we have to do that?
 - Increase Pro Services (Telesales)
 - Sponsorships/Underwriting
 - Grants
- Increase social media plans, and education.
 - Class/training
 - Formalize the process, be part of the platform and program that we do
 - Guerrilla marketing
 - Flash Mob
 - Influencers in your community/district