

**AGENDA REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION  
Tuesday, December 3, 2024  
6:15 p.m. at 150 S. Los Robles Ave., Suite 101**

**BOARD OF DIRECTORS**

Kim Washington, President (District 1)  
Jan Sanders, Treasurer (District 2)  
Anna Hawkey Jablonski (District 3)  
Alan Clelland, Vice President (District 4)  
Alexander Bliss (District 5)  
Avram Gold (District 6)  
James De Pietro (District 7)  
Gail Schaper-Gordon (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 Operating Officer  
Bobbie Ferguson, Chief Production Officer  
Jasiri Jenkins-Glenn, Director of Community Engagement  
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.

Items 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:**

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**NOTICE OF REGULAR MEETING  
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)  
BOARD OF DIRECTORS**

**NOTICE IS HEREBY GIVEN** that a regular meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) is scheduled for **Tuesday, Dec 3, 2024**, starting at **6:15 p.m.**, at **PCAC** 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 NOV 12, 2024 SPECIAL BOARD MEETING MINUTES
  - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT
- COMMITTEE REPORT
  - PCAC CITIZENS ADVISORY COMMITTEE
  - PCAC BOARD AD HOC COMMITTEE ON STRATEGIC PLANNING
- EXECUTIVE DIRECTOR CEO REPORT
- OLD BUSINESS
- NEW BUSINESS
  - PEG CAPITAL FUND REQUEST NOT TO EXCEED \$7,000: KPAS request for three robotic cameras, a network switch, and associated accessories.  
Recommendation:
    - Find that the proposed action is exempt from the California Environmental Quality Act (“CEQA”) pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
    - Authorize the Executive Director CEO to enter a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with B&H in an amount not to exceed \$7000.
      - Action Item
  - PEG CAPITAL FUND REQUEST NOT TO EXCEED \$20,000: KLRN request for a scoreboard controller and production equipment including a light kit, mic stands, tripods, media storage, and associated accessories.  
Recommendation:
    - Find that the proposed action is exempt from the California Environmental Quality Act (“CEQA”) pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
    - Authorize the Executive Director CEO to distribute PEG capital funds to Pasadena Unified School District in an amount not to exceed \$20,000.
      - Action Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

\_\_\_\_\_  
Kim Washington, President, 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 27<sup>th</sup> day of Nov, 2024.

\_\_\_\_\_  
Liza Rodriguez, Office Administrator

**PASADENA COMMUNITY ACCESS CORPORATION  
BOARD OF DIRECTORS  
REGULAR MEETING  
150 S LOS ROBLES AVE  
PASADENA, CA 91101**

Minutes of Pasadena Community Access Corporation

This regular meeting of the PCAC Board of Directors was held on Tuesday, November 12, 2024.

SPECIAL MEETING – President Kim Washington called the meeting to order at 6:15 p.m.

**PUBLIC MEETING**

**I. INTRODUCTION OF MEMBERS/CALL TO ORDER/ROLL CALL**

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

Kimberly Washington, President (District 1), present  
Jan Sanders, Treasurer (District 2), present  
Anna Hawkey Jablonski (District 3), absent  
Alan Clelland, Vice President (District 4), present  
Alexander Bliss (District 5), present  
Avram Gold (District 6), present  
James De Pietro (District 7), present  
Gail Schaper-Gordon (Mayor’s Representative), absent  
Beth Leyden, Secretary (PUSD Representative), present  
Alex Boekelheide (PCC Representative), present  
Lisa Derderian (City/City Manager’s Representative), present

**Staff:**

George Falardeau, Executive Director/CEO, present  
Chris Miller, Chief Operating Officer, present  
Bobbie Ferguson, Chief Production Officer, absent  
Jasiri Jenkins-Glenn, Director of Community Engagement, present  
Liza Rodriguez, Office Administrator/Asst. to the ED/CEO, present  
Dion O’Connell, City Attorney’s Office, present

**I. APPROVAL OF SEPTEMBER 3, 2024 REGULAR BOARD**

- **Motion to Approve Minutes for June 4, 2024:** *Alan Clelland moved to approve, Seconded by Jan Sanders. All in favor with Alex Boekelheide abstaining. No public comment.*

**II. PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA – Please limit comments to three minutes each.**

- No public comment.

**III. TREASURER REPORT**

1 PCAC Board of Directors Minutes for Regular Meeting, November 12, 2024

- Treasurer’s report presented by Treasurer Jan Sanders, per agenda packet. *Information item only. No public comment.*

**IV. COMMITTEE REPORT**

- **PCAC CITIZENS ADVISORY COMMITTEE**
  - *Report presented by Phil Hopkins. A subcommittee of the CAC met and began work on a draft proposal for a Community Media Center.*
  - *Phil asked for anything to go back to the CAC. Andrea Jennings, former chair of the Accessibility Commission was recommended as a potential member.*
  - *Avram Gold mentioned that the CAC and Board meet at least once per year. Phil mentioned that the CAC is required to meet once per year but can hold special meetings as necessary.*
  - *No public comment*
- **PCAC BOARD AD HOC COMMITTEE ON STRATEGIC PLANNING**
  - *This committee, which is not a Brown Act committee, has been working on the strategic plan and invited Chris and George to participate, which they did. Chris and George are invited to the next meeting as well.*

**V. EXECUTIVE DIRECTOR CEO REPORT**

- Executive Director’s report presented by ED/CEO George Falardeau and staff per agenda packet. *Information item only. No public comment.*

**VI. OLD BUSINESS**

- None

**VII. NEW BUSINESS**

- **ANNUAL AUDIT PRESENTATION: PCAC FINANCIAL STATEMENTS AND LANCE, SOLL & LUNGHARD, LLP’S REPORT**
  - *Information Item – No actionable items to report.*
- **PCAC TAX RETURN: SUBMISSION OF THE ANNUAL IRS FORM 990**
  - *Information Item – Staff reported another clean audit and the IRS forms will be submitted as required the following day.*
- **PEG CAPITAL FUND REQUEST NOT TO EXCEED \$6,200: PCAC request for custom branded vehicle wrap on two vans. Recommendation:**
  - *Find that the proposed action is exempt from the California Environmental Quality Act (“CEQA”) pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and*
  - *Authorize the Executive Director CEO to enter a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with LA Car Wrap for custom branded vehicle wrap on two vans in an amount not to exceed \$6,200.*
  - **Action Item:** *Motion to approve by Kim Washington, seconded by Alex Boekelheide. No public comment. All in favor.*

**VIII. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF**

- Various announcements by Board Members and Staff including: Alex Boekelheide gave a shout out to Javan Rad, our outgoing Assistant City Attorney, for his outstanding training on the Brown Act and excellent service to Pasadena Community Access Corporation. Mr. Rad will be greatly missed by all.

**IX. ADJOURNMENT**

- *President Kim Washington adjourned the meeting at 7:30 p.m.*

**FUTURE MEETING DATES**

- **December 3, 2024**
- **January 7, 2024**

**Pasadena Community Access Corporation**  
**Statement of Financial Position**

As of November 30, 2024

	Total	
	As of Nov 30, 2024	As of Jun 30, 2024 (PP)
<b>ASSETS</b>		
<b>Current Assets</b>		
<b>Bank Accounts</b>		
1010 Petty Cash	200	200
1125 Bank of America Checking (8566)	373,270	298,920
1130 Bank of America Capital - Restricted (9451)	222,409	182,052
1170 PFCU Savings (7181)		124,054
1180 CA Asset Management Program (CAMP)	124,573	
<b>Total Bank Accounts</b>	<b>\$ 720,451</b>	<b>\$ 605,226</b>
<b>Accounts Receivable</b>		
1200 Accounts Receivable	910	710
<b>Total Accounts Receivable</b>	<b>\$ 910</b>	<b>\$ 710</b>
<b>Other Current Assets</b>		
1190 Undeposited Funds	270	0
1210 Other Receivables	60	339
1330 Prepaid Insurance	0	11,388
<b>Total Other Current Assets</b>	<b>\$ 330</b>	<b>\$ 11,727</b>
<b>Total Current Assets</b>	<b>\$ 721,691</b>	<b>\$ 617,663</b>
<b>Fixed Assets</b>		
1600 Production Equipment	647,262	647,262
1610 Vehicles	61,671	61,671
1635 Leasehold Improvements	101,092	101,092
1640 Right-to-Use Lease Assets	546,520	546,520
1650 Accumulated Depreciation	-436,142	-436,142
1660 Accumulated Depreciation - LHI	-94,177	-94,177
1670 Accumulated Amortization	-226,021	-147,708
<b>Total Fixed Assets</b>	<b>\$ 600,204</b>	<b>\$ 678,517</b>
<b>Other Assets</b>		
1800 Security Deposit	16,440	16,440
<b>Total Other Assets</b>	<b>\$ 16,440</b>	<b>\$ 16,440</b>
<b>TOTAL ASSETS</b>	<b>\$ 1,338,335</b>	<b>\$ 1,312,621</b>
<b>LIABILITIES AND EQUITY</b>		
<b>Liabilities</b>		
<b>Current Liabilities</b>		
<b>Accounts Payable</b>		
2000 Accounts Payable	0	20,004
<b>Total Accounts Payable</b>	<b>\$ 0</b>	<b>\$ 20,004</b>
<b>Credit Cards</b>		
2050 Chase Visa Credit Card	1,413	1,739
2060 Divvy Credit Card	1,636	2,379
<b>Total Credit Cards</b>	<b>\$ 3,049</b>	<b>\$ 4,118</b>
<b>Other Current Liabilities</b>		
2100 Payroll Liabilities	-3,104	37,237
2200 Accrued Vacation	20,538	42,536
2500 Current Lease Liability	193,034	175,952
<b>Total Other Current Liabilities</b>	<b>\$ 210,469</b>	<b>\$ 255,725</b>
<b>Total Current Liabilities</b>	<b>\$ 213,518</b>	<b>\$ 279,847</b>
<b>Long-Term Liabilities</b>		
Lease Payables	132,143	229,175
<b>Total Long-Term Liabilities</b>	<b>\$ 132,143</b>	<b>\$ 229,175</b>
<b>Total Liabilities</b>	<b>\$ 345,661</b>	<b>\$ 509,023</b>
<b>Equity</b>		
3000 Opening Bal Equity	-36,271	-36,271
3100 Retained Earnings	657,817	657,817
3200 Temporarily Restricted Assets	182,052	182,052
Net Income	189,077	
<b>Total Equity</b>	<b>\$ 992,675</b>	<b>\$ 803,598</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 1,338,335</b>	<b>\$ 1,312,621</b>

**Pasadena Community Access Corporation**

**Pro Forma P&L - November 2025**

**FY 2025 YTD Actual vs FY 2025 Adopted Budget**

	YTD Actual	vs. 5 mo. Budget			vs. Full Year Budget		
		YTD Budget	\$	%	FY25 Budget	\$	%
<b>Income</b>							
City of Pasadena	577,500	577,500	-	0.0%	1,155,000	(577,500)	-50.0%
Contributions & Grants	1,556	3,333	(1,777)	-53.3%	8,000	(6,444)	-80.5%
Production Services	3,233	4,833	(1,601)	-33.1%	33,600	(30,368)	-90.4%
Program Services	5,123	3,500	1,623	46.4%	8,400	(3,278)	-39.0%
Other Revenue	527	417	110	26.5%	1,000	(473)	-47.3%
<b>Total Income</b>	<b>587,938</b>	<b>589,583</b>	<b>(1,645)</b>	<b>-0.3%</b>	<b>1,206,000</b>	<b>(618,062)</b>	<b>-51.2%</b>
<b>Expenses</b>							
Payroll Expenses	287,512	293,348	5,836	2.0%	705,178	417,666	59.2%
Payroll Taxes	20,240	24,641	4,402	17.9%	59,235	38,995	65.8%
Employee Benefits	46,748	55,533	8,785	15.8%	117,879	71,131	60.3%
Occupancy Expenses	109,916	111,505	1,589	1.4%	225,546	115,630	51.3%
Accounting & Audit	11,645	17,667	6,022	34.1%	20,817	9,172	44.1%
Advertising & Marketing	1,442	1,250	(192)	-15.4%	3,000	1,558	51.9%
Automobile Expense	497	833	336	40.3%	2,000	1,503	75.1%
Bank & Payroll Processing Fees	616	708	92	13.0%	1,700	1,084	63.8%
Board Materials & Expenses	20	50	30	60.0%	120	100	83.3%
Cable Drop Fees	996	1,166	170	14.6%	9,451	8,455	89.5%
Contract Labor	1,544	833	(710)	-85.3%	2,000	456	22.8%
Dues and Subscriptions	-	80	80	100.0%	3,500	3,500	100.0%
Legal & Professional Fees	-	-	-	-	20,000	20,000	100.0%
Licenses, Permits & Other Fees	200	200	-	0.0%	224	24	10.7%
Meals & Entertainment	912	792	(120)	-15.2%	1,900	988	52.0%
Office Expense	1,411	3,125	1,714	54.8%	7,500	6,089	81.2%
Production Expense	6,455	9,690	3,234	33.4%	21,000	14,545	69.3%
Professional Development	-	875	875	100.0%	2,100	2,100	100.0%
Travel & Lodging	163	1,000	837	83.7%	2,850	2,687	94.3%
<b>Total Expenses</b>	<b>490,318</b>	<b>523,296</b>	<b>32,979</b>	<b>6.3%</b>	<b>1,206,000</b>	<b>715,682</b>	<b>59.3%</b>
<b>Net Operating Income</b>	<b>97,621</b>	<b>66,287</b>	<b>31,334</b>	<b>47.3%</b>	<b>-</b>	<b>97,621</b>	
<b>PEG Capital Income Recognized</b>	<b>40,356</b>	<b>42,500</b>	<b>2,144</b>	<b>5.0%</b>	<b>170,000</b>	<b>(129,644)</b>	<b>-76.3%</b>
<b>PEG Capital Equipment Expense</b>	<b>-</b>	<b>75,855</b>	<b>75,855</b>	<b>100.0%</b>	<b>182,052</b>	<b>(182,052)</b>	<b>-100.0%</b>

# Administrative Staff Report

## November 2024

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### **Executive Director CEO Report**

Executive Director CEO George Falardeau

### **Operations Report**

Chief Operating Officer Chris Miller

### **Production Services Report**

Chief Production Officer Bobbie Ferguson

### **Community Engagement Report**

Director of Community Engagement Jasiri Jenkins-Glenn



# Executive Director CEO Report – November 2024

Respectfully submitted by George Falardeau, Executive Director CEO

## STRATEGIC PLANNING UPDATE:

### *Increase Funding*

- Currently contracted with Exploring the Arts (Tony Bennett organization). This program offers us a stipend of \$3000 for the first year (one student), with potential of up to \$6000 in subsequent years (two students).
- Altadena Town Council contract with LA County to record and stream their monthly meetings. Annual income \$22,000 per year.
- Will continue to pursue other grants for additional revenue.
- Will continue to pursue the City for increased income to cover salary increases and right-sizing of staff positions.

### *Training, Job and Content Creation*

- Staffing changes: Hiring two part-time production specialists and one full-time position remains open. Both within our budget.
- Danny Hesse has been accepted into Leadership Pasadena's class of 2025. We received a discount for Danny's enrollment due to our long time involvement and support of the organization.
- Community training is in progress at multiple levels including writing, directing, camera work, and editing, focusing on self-created programming and potential job skills development.
- We have one volunteer from the SER Jobs for Progress program.
- Working with Pasadena City College (PCC) on a potential partnership on workforce training, including digital badging. A potential credit/no-credit program is also being explored; details forthcoming.
- *Access For All: Integrating Accessibility* hosted by Andrea Jennings addressing issues related to accessibility, interaction with people with disabilities, and how to access services.
- All programs are currently under review for bilingual programming and closed captioning; details forthcoming.

### *Citizens Advisory Committee (CAC)*

- The joint meeting for the Board and CAC members will be determined in the first quarter of 2025.
- Board Orientation will be enhanced. Staff will meet with each board member, at their convenience, to provide details, training and Pasadena Media's business process.

### *Improve Community Awareness & Utilization*

- "Van on the Street" marketing efforts will commence in December. Interviews will be conducted with the public using our new van, recording comments from the community regarding the holiday season. Staff will continue to attend various city events and community/social events to market our personnel and services.
- Potential satellite locations at Jackie Robinson Community Center and another NW Pasadena office space in the City are under review; details forthcoming.

### *Pasadena Media Community Center*

- A long-term endeavor to potentially consolidate related services from the city and merge them with Pasadena Media. Future addition of services could include scriptwriting, theater, art and design, filmmaking, and emphasizing media literacy training.

ED CEO and COO Chris Miller held a board orientation meeting with Alexander Bliss, a new board member representing District 5. During the meeting, we reviewed the board's structure and the districts represented, discussed the community advisory committee, and went over the programming for KPAS and the Arroyo Channel, as well as current initiatives.

Pasadena Media successfully covered two Veterans Day ceremonies: one at City Hall and another at Huntington Health. The City Hall event is currently airing on KPAS.

Met with PCAC board member and District 6 representative Avram Gold to continue our discussion about his new role on the board and explore ways he can support Pasadena Media.

Attended the Pasadena Police Activities League (PAL) 1st Annual Turkey Giveaway.

Volunteered at Union Station's Dinner in the Park, serving Thanksgiving lunch for the homeless in partnership with the Pasadena Rotary.

Attended various other events and meetings throughout the city, including:

- Rotary Global Grant Scholarship Committee
- Rotary Board
- Civitas event on "Transforming Spaces: Navigating Land Use Shifts and Adaptive Reuse in Pasadena"
- City of Pasadena Veterans Day Ceremony
- Pasadena Chamber of Commerce Board of Directors
- Civitas' event on "Behind the Scenes at ArtCenter: A Conversation with Karen Hofmann" held at the Blinn House

We've added a calendar of upcoming scheduled events to our weekly newsletter to inform our board of directors of timely events in the city.

## Operations Report – November 2024

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - City Council Chamber Upgrade: Commencing in Two Weeks**  
Work will commence after the City Council meeting on December 16. Included in the upgrade are a TriCaster switcher, cameras, dias monitors, and AMX meeting control upgrades. Staff will cover various City meetings held at Robinson Park Recreation Center between December 18 and January 23. While there is a PEG request on tonight's agenda to support those off-site meetings, the chamber upgrade will be paid for with funds in a City account.
- **UPDATE - FY24 Audit & Tax Return: 990 Filed**  
The tax return draft you saw last month was submitted.
- **UPDATE - Vehicle Wraps PEG Request: In Progress**  
The e-van will be measured this week for its wrap as approved last month. We expect that both vans will be wrapped by the end of the month.
- **Two Media Production Specialist FTEs: Two PT Positions Hired, Interviews Continue**  
While we were hiring two part-time Media Production Specialists to fill the full-time position that opened last month, we had another full-time position open up with the departure of Aylin Acosta-Vargas. The new hires have both freelanced for us with great success, and one of them is also a former intern. We began interviews today for two more part-time positions. The staffing changes are within budget and aim to make scheduling more flexible.
- **Studio Air Conditioning Failure: Ongoing**  
During routine maintenance on November 22, it was discovered that one of the two units that cool our main studio had a major leak and is completely inoperable. While the other is currently functional, the refrigerant is low indicating a leak in that system as well. As you may recall, our building has shared HVAC except for these two units installed in 2002 and the minisplit in our server room. Replacement of parts of the compressor and condenser components is estimated at \$1,566 for each unit and can be handled by our usual vendor. This will expend the remainder of the occupancy contingency, but given our current financials the outstanding \$1500 or so can be made up elsewhere in our operating budget.

## Production Report – November 2024

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	November 2024
Member Productions & Preproduction Meetings	8
Pasadena Media Productions - Studio	5
Pasadena Media Productions - Field (Includes <i>PMN</i> )	23
KPAS/City Productions	21
Pro Services	2
Special Projects	0

### Program Highlights:

- Pasadena Media is currently working with the City of Pasadena Planning Department to capture interviews for their Historic Pasadena Places project and edit a program to be showcased at an event scheduled for March 2025.
- Pasadena Media is editing a Pasadena Police Department training video to inform potential police recruits about the elements of the physical agility test required to complete before joining the police academy.
- Pasadena Media provided coverage of a District 4 community meeting at Victory Park.
- Pasadena Media covered two Veterans Day Ceremonies - one for the City of Pasadena and a pro services production at Huntington Health.
- Pasadena Media has produced several public service announcements for Pasadena Water and Power.
- Pasadena Media captured the Pasadena Water and Power & Caltech Sustainable Energy Partnership Signing Ceremony.
- The upcoming episode of *On The Move* podcast features a discussion with Pasadena Police Department's Lt. Anthony Russo about road safety in Pasadena.
- The KPAS team has brought on two new part time Production Specialists, Saile Ramirez, a current Pasadena Media freelancer and Aleigha Howa, a former Pasadena Media intern.

## Community Engagement Report – November 2024

Respectfully submitted by Jasiri Jenkins-Glenn, Director of Community Engagement

### Community Productions

- 3 Main Studio & 1 Podcast Studio
- Pre-production Sessions: 2 in Main Studio & 1 in Podcast Studio

### Courses (# of students certified)

- TD Essentials: 3 Students
- Producer Bootcamp: 7 Students
- Previsualization Workshop: 3 Students
- Camera Essentials: 6 Students
- Podcaster Bootcamp: 10 Students
- Teleprompter, Floor Management, and On-Camera Essentials: 3 Students
- Storytelling Essentials: 3 Students
- Social Media Essentials: 0 Students
- Audio Essentials: 6 Students

### Pasadena Media Productions

- *Non-Profit Spotlight*
  - Collaborate PASadena & Flintridge Center ([youtu.be/CnRfMSMv74U](https://youtu.be/CnRfMSMv74U))
- *Pasadena Monthly with Justin Chapman*
  - Bill Huang, Outgoing Housing Director ([youtu.be/molH-6UPqmU](https://youtu.be/molH-6UPqmU))
- *Arroyo Now*
  - Pasadena City College ([youtu.be/35kH1OhtHvE](https://youtu.be/35kH1OhtHvE))
- *Crown City Podcast*
  - All India Cafe ([youtu.be/SphFSQp1Yxw](https://youtu.be/SphFSQp1Yxw))
  - The Original Busch Gardens ([youtu.be/\\_UaqFHHWrKM](https://youtu.be/_UaqFHHWrKM))

### Community Partnerships

- Two potential interns - Ithaca College and Pasadena City College
- Exploring The Arts Intern meet and greet
- Attended Pasadena Museum of History Centennial Gala where we were spotlighted as Centennial Sponsor
- Led tour for Pasadena City College stakeholders for potential partnerships

### Social Media as of November 26th, 2024 (last 4 days of month not accounted for below)

- YouTube
  - 6.2K views
  - 333.1 hours of watch time
  - 26+ new subscribers
- Facebook
  - 2.2K reach
  - 106 content interactions
- Instagram
  - 2.9K reach
  - 319 content interactions
- LinkedIn
  - Content: 20 Reactions, 1 Comments, & 3 reposts
  - Visitors: 27 Page Views & 13 Unique Visitors
  - Followers: 19 New Followers

## **Channel Managers Meeting - November 25, 2024**

Respectfully submitted by Chris Miller, Chief Operating Officer

Alexander Boekelheide, PCC Representative / PCC TV, present  
Lisa Derderian, City Manager Representative / KPAS, present  
Beth Leyden, PUSD Representative / KLRN, present  
Chris Miller, PCAC COO / Arroyo, present

The Channel Managers met via Zoom this past week to discuss PEG-related needs, specifically equipment to be used with the recently acquired flypacks at PCAC and KLRN. PCC has no current requests, though sports coverage was discussed.

Miller introduced a request regarding PTZ (robotic) cameras that will be used primarily with the new flypack. As there have been signs of failure with the PTZs acquired in 2016, cameras will be ordered in time for usage at Robinson Park Recreation Center for City meetings that cannot be held in the council chamber from mid-December through January. When paired with an appropriate network switch, these three cameras with NDI and POE will use a single Cat 6 ethernet cable from the van into rec center for all camera video signals and controls as well as Dante audio signals and controls. Saving 600' or more of cable across six runs will certainly save time and effort for these and other shoots. This will also decrease the amount that the winch is used to remove the flypack from the van, reducing wear and tear.

### **PEG CAPITAL FUND REQUEST NOT TO EXCEED \$7,000: KPAS request for three robotic cameras, a network switch, and associated accessories.**

Motion to recommend request to PCAC board by Leyden, second by Boekelheide; approved unanimously.

Staff has conducted an informal selection process by soliciting quotes from at least three vendors for the items being purchased. Competitive bidding is not required pursuant to Pasadena Charter Section 1002(D), contracts under \$75,000, and Pasadena Municipal Code Section 4.08.045, contracts under \$25,000; and competitive selection is not required, pursuant to Pasadena Municipal Code Section 4.08.047, contracts under \$25,000.

It is recommended that the Board of Directors:

- A. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
- B. Authorize the Executive Director CEO to enter a contract, after informal selection pursuant to Pasadena Municipal Code Section 4.08.050, with B&H in an amount not to exceed \$7,000.

Leyden then introduced a request for various production needs including a Daktronics scoreboard controller and adapter, as well as some smaller items to support the recently acquired flypack. As this channel manager meeting occurred prior to having quotes in hand, Boekelheide suggested a not-to-exceed amount so that this could be approved in a timely fashion with the expectation of the next board meeting occurring in February. This way Leyden can gather pricing and get it to staff in December. She expects to request an XPression (graphics system) for the board room at a future meeting.

**PEG CAPITAL FUND REQUEST NOT TO EXCEED \$20,000: KLRN request for a scoreboard controller and production equipment including a light kit, mic stands, tripods, media storage, and associated accessories.**

Motion to recommend request to PCAC board by Boekelheide, second by Miller; approved unanimously.

It is recommended that the Board of Directors:

- A. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (General Rule);
- B. Authorize the Executive Director/CEO to distribute PEG capital funds to Pasadena Unified School District in an amount not to exceed \$20,000