

# OFFICE OF THE CITY MANAGER

September 9, 2010

To the Honorable City Council of the City of Pasadena

Mayor and Councilmembers:

## WEEKLY NEWSLETTER

# 1. Pasadena Community Access Corporation (PCAC) Contract Renewal:

Since October of 2000, the City has contracted with PCAC for management of the City's government Channel 3 KPAS, video programming, and related services. The City still requires the services provided by PCAC. The current three year term of the latest agreement between the City and PCAC will expire on September 30, 2010.

Dianah Neff, Interim Chief Information Officer, reports that staff is currently finalizing an agreement with PCAC for the ongoing operation of KPAS, but due to holidays and summer vacations it has taken longer than originally planned. The proposed renewal would extend the current relationship for management and operation of Channel 3 KPAS and management of the City's video broadcast and audio system production services for two additional years from October 2010 through September 2012, with an additional one year extension at the option of the City Manager.

It is anticipated that contract negotiations with PCAC will be completed shortly. Staff plans to present the contract renewal to the City Council for approval by the end of September 2010.

## 2. Hastings Branch Library to launch Homeschool Collection:

Jan Sanders, Director of Libraries & Information Services Department, is pleased to announce that Hastings Branch Library is launching a new Homeschool Collection at Hastings Branch Library, 3325 E. Orange Grove Blvd., Pasadena on Thursday, September 16 at 3 p.m.

This specialized pilot collection has 140 multi-format materials for homeschool families to check out. These include general homeschool guides, curriculum resources, educational DVDs, literacy kits, as well as learning equipment materials – a microscope, a human body form, a globe, and much more! The attached memorandum provides additional details on this program.

## 3. Pasadena CVB Unveils Free Smartphone App For Visitors:

The Pasadena Convention & Visitors Bureau, in partnership with the City of Pasadena, has unveiled its new, **free** GoPasadena smartphone application for visitors. Visitors can download the free app at the iTunes App Store or Android Marketplace now.

GoPasadena is a passport to all the fun, culture and urban allure that is Pasadena. Like an electronic visitors guide in an iPhone, iPod Touch or Android, GoPasadena enables visitors to plan their visit to Pasadena with the greatest of ease. It also allows them to explore the city at their own pace.

After they download the free application, visitors have access to detailed information on the city's museums, shopping and entertainment areas, hotels, gardens, movie theatres, events, performing arts organizations, popular filming locations, colleges and universities, architectural tours, and much more. GoPasadena offers the following convenient features:

- Interactive, zoomable GPS maps that indicate a visitor's current location and selected points of interest (must have connectivity for maps)
- A description of each location
- Video/Audio (when available)
- Images
- Additional embedded information such as phone numbers, websites, routing to address and text information deliver all the information needed for each stop

GoPasadena has an easy to use interface that enables users to quickly download the free application, so they can begin enjoying the sights in just minutes. All they have to do is go to the iTunes App Store or Android Marketplace and type in GoPasadena now.

For more information, please contact the Pasadena Convention & Visitors Bureau (CVB) at (800) 307-7977 or log onto <u>VisitPasadena.com</u>. I would encourage you to load this app because it is useful and user friendly even for a non-technical person like me.

# 4. Acting Director of Human Resources Announced:

Please join me in welcoming Mary Ellen Schubel who will be serving temporarily as the Acting Director of Human Resources Department. Ms. Schubel will be here part-time during which time an internal audit of the department will be done as well as a search for a permanent replacement. Ms. Schubel brings with her a wealth of human resources knowledge and experience after serving for many years in public sector organizations. For the past several years she has been serving as interim human resources director for cities such as ours who are in the middle of transition. Most recently Ms. Schubel completed interim positions for the cities of

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Glendale, Lynwood and AQMD. Ms. Schubel's phone number is 626-744-4369 and her e-mail address is <a href="mailto:mschubel@cityofpasadena.net">mschubel@cityofpasadena.net</a>

Respectfully submitted,

JULIE A. GUTIERREZ Assistant City Manager

JAG/dc