

Executive Director's Report

John Bertucci – July 21, 2009

1. Top News: All 4 of the Petaluma high school graduation ceremonies that PCA covered have been edited and are on the air. We've had many requests for DVD copies. The team spirit this project generated remains strong, but I'm afraid we can't say we've mastered the field switcher as a reliable tool. We learned enough, though, to know how to use it more effectively when the next occasion arises.
2. The Phoenix summer class is in glorious progress, and promises to be a productive adventure not only for the students, but for PCA and the Phoenix as well. Registration was filled last week, at twelve, but there's a waiting list. And the class we're involved in got some great press in the Argus last Thursday. Perhaps our contribution could have been emphasized more, but I was very pleased with PCA being cast in the supporting role. I like the message it conveys to viewers and other non-profits: PCA is here to help.
3. The PCA website project is making impressive headway, and deserves a visit. Rachel is the hero in this case, and welcomes your comments as she continues to develop site.
4. I've responded to an offer from the National Gallery of Art to obtain a dozen DVDs from their free-loan Extension Program. This cultural content will air on channel 27.
5. Zach & Francisco have been busy overhauling the wiring and organization of the City Hall booth. We are working to move our programming procedures to file sharing rather than DVD downloading and also resolved a volume level problem that ATT alerted us to.
6. PCA has received its first installment of PEG fees from AT&T. The check for \$1,684.53 represents 1% of the gross receipts for the 3rd and 4th quarters of 2008.
7. The annual audit for 07/08 has just arrived. I've brought a copy for the Board tonight and can make more copies on request. We'll also be posting it online soon and I've already begun preparing our records for the audit for our last fiscal year 08/09.
8. I've submitted to the City a number of recent Capital Expense receipts (for expenses like the AT&T U-verse hook-up and the 5 new Sony cameras) and have recommended that the sum, roughly \$12K, be applied to offset the sum still due the City for the \$73K they advanced from our fund in 2008 for the purchase of the Trailer & Truck.
9. PCA legal efforts to recover a portion of the AKINS settlement sum continue to move forward, but slowly. A few weeks ago, I assembled and delivered a long list of relevant documents that our Insurance carrier had requested. Given my understanding of the evidence, I think our claim has a good chance of being awarded; but I also think this is our last chance for any kind of monetary recovery.
10. I would like to ask someone from the Board to work with me to determine the terms for the sale of the Trailer & Truck. I have ideas but it's a complicated issue and deserves careful attention.
11. Diane Reilly-Torres and Peggy Day recently approached me to share their concern about staff wages, given that the payroll figures were blanked out on the budget I prepared. I did it this way because that's the way I've always done it, personnel issues being the something usually dealt with discretion. I recognize now that this was wrong and will include payroll figures in all future copies of the budget, including the online copy.