

Executive Director's Report

John Bertucci – March 16, 2009

1. Best News: The new PCA staff is up and running and the hiring process hopefully over for this fiscal year. Natalie Freitas, our new Programming Director, has bravely tackled the major challenge of our programming grid. Max has shifted his impressive tech skills to maximizing our web presence, and Kate has anchored our City & School meeting coverage with the diligent attention it demands. Lorena continues to bring her expert touch to front desk duties, steadily enhancing the procedural clarity, efficiency and personality of our operation. And Zach keeps everyone happy and productive with his classes, new equipment purchases and numerous office projects, remaining at his post even though he recently earned another cast for his wrist!
2. I did individual staff reviews last month: redefining responsibilities, setting performance expectations and sharing ideas on how each of us might grow and function better. This summer, we'll revisit these reviews to evaluate and consolidate the progress. Natalie is still in her 3 month probationary period so her evaluation schedule is offset from others.
3. PCA has continued to participate in a dynamic way in the "Ready by 21" Youth Network project. I've been meeting with John Milburn of HC2 and volunteer Ian Lofgren to develop an action plan for the leadership component of the project. We've come up with a proposed Facebook page linked to a YouTube channel that can serve the youth of Petaluma as a hub of information and commentary dedicated to celebrating and developing to our young leaders. There's a meeting scheduled to formalize these plans next week, Wed 24th at 3:30PM, if any of you on the Board want to join in.
4. As a result of the PCA's productive support of the Ready by 21 project, Pat Landrum has invited us to be part of a major grant request for "The Petaluma Coalition to Prevent Alcohol, Tobacco, and Other Drug Problems." We would be the required "media sector" participant in the grant, and \$5000 has been earmarked for our help in communicating the Coalition message. (Pat is also looking for another \$5000 from the California Unity Center to underwrite our Rby21 Leadership project)
5. Our Policies & Procedures revision process has begun. I've attached a copy of the review guidelines we are working with, and because we have immediate needs in clarifying the operational procedures, I've given Lorena and Zach copies of the Member Handbook to review and start revising as well.
6. I met recently with Dan Villalva, Executive Director of the Santa Rosa Community Media Center. We discussed the reasons they became a regional center: to benefit from the 1% State Franchise fees allotted for Access TV in areas not incorporated into either Santa Rosa or Petaluma cable service. We are the only 2 Access TV stations in Sonoma County and he is open to the possibility of somehow partnering with them to share the risks and benefits of our imminent funding transitions. He and I would like to meet with the respective Board Chairs and designated City Reps of our stations as soon as we can, to discuss the ways we can immediately start working together.
7. We have a possible buyer for our lighting grid dimmer pack. An old PCA producer, Will Stapp, is principal of a charter school that is building a theater and needs this kind of equipment. Their technical consultant is going to meet with Zach and I to inspect ours tomorrow in storage unit. Making this sale would effectively eliminate our option of eventually reconstructing the studio but, having been in storage for almost 2 years, I think this a decision we ought to ready to make. Especially since we should have the Lakeville storage unit cleaned out of everything except the old studio equipment by end of this month, at which point we'll be spending \$230 a month simply to keep that option open.
8. The deadline for submitting a film produced and aired in 2009 to the Hometown Video Awards is rapidly approaching: Mar 27th. See me at the office for the details. I also think

we should consider organizing a PCA contingent to attend the national conference in Pittsburgh, July 7 to 10.

9. Finally, due to a mix-up in the preparation of tonight's Agenda, I need your input to proceed with a planned expansion of our office. We have the opportunity to rent a single room upstairs at Keller St. address - moving the ED and Programming desks there so the main office can better accommodate the growing member demand for editing access. I've prepared some facts for discussion only...