

Executive Director's Report
John Bertucci – May 18, 2010

1. Best News: we have two volunteer interns who have become reliable assets in support of PCA staff. Cheryl Mathison has been coming in regularly to keep our DVD library up to date and in perfect order; and Victoria Gavre has also been coming in 2 or 3 times a week to help with office chores and equipment duties. She and Max covered the recent American Graffiti event and she'll soon be learning how to cover City and School meetings. Our heartfelt thanks to them and a warm invitation to anyone else who might be inspired to join in the useful fun of keeping PCA going strong...
2. On the other hand, I'm afraid my hope to send a Petaluma contingent to the national ACM conference in Pittsburg this summer will not be possible. The imminent budgetary shift is going to seriously impact our financial parameters and until those impacts are understood, I think we need to stay close to home and be especially prudent and frugal in our non-essential activities.
3. I met with Martin Jones last week to start developing the Activities Plan and Budget. He had some excellent insight into how best to proceed towards consensus. A crucial aspect of this process also got a jump start last week as I finally connected with Scott Adams, the Comcast representative that Pamela Torliatt recommended I contact, and he in turn contacted Lee-Ann Peling, the Comcast person to whom the City sent their letter requesting a continuation in the \$2 optional charge; within 24 hours a meeting between Comcast and the City was set for next Monday. PCA will be represented by Tim. I remain available and happy to meet with individual members of this Board, and of PCA, to discuss the issues and anticipated financial realities that will define the scope of our plans for next year. We should have a final version of the Plan and Budget ready for approval at the June Board meeting.
4. A few line items in the budget work I'm doing are crying out for some immediate action – and I am extending an invitation to anyone on the Board or a PCA member who wants to join me in tackling them. For instance, it's time to cancel our lease on the copier and Marcelle and Eric have already begun researching the purchase of a new copier. Selling the truck (Joe is migrating to LA), changing our security service, emptying the storage unit, and reviewing an entirely new Insurance policy (current policy renewal due June 7) are also on the drawing board, and offers to help are most welcome.
5. The Facebook page that we helped the Petaluma Youth Network develop has gone on line and seems to have taken off as a valuable community resource. It's called Petaluma Teens for Teens and is defined as "A Kiosk for Young Adult Activities, Opinions, Leadership and Creative Expression in Petaluma... built to connect teens around Petaluma so that they feel supported by their fellow age group and prepared for the wonders life has in store for them." This project is related to our ongoing support of local non-profits, and has earned us a place within of grant proposal prepared by Healthy Community Consortium that could bring us \$10,000.
6. My radio interview with Norman Solomon a few weeks ago went well, we talked for a half hour about the need for Access TV, community communications and media democracy. It was broadcast in Point Reyes, reaching most of west Marin County, and sparked a nice email from an unexpected listener in that region: Peggy Day. She's living in Point Reyes now, producing television with the San Rafael center, and I invited her to keep submitting her work to PCA.
7. We are preparing to record the upcoming high school graduations and volunteers are needed. We'll cover the Alternative High Schools on Wed. June 2nd at 7:00PM; the Casa Grande event is on Friday, June 4th at 4:30Pm and we'll be at Petaluma High on Saturday the 15th at 10:00AM. St. Vincent's has always hired someone to cover their graduations

and we'll be able to broadcast their video.

8. Efforts to prepare a Post Card mailing to solicit input for Policies & Procedure review have not been completed. An email box has been established, and a bulletin board announcement is being broadcast requesting that suggestions be sent there. Today we added a Facebook message requesting the same. Actually, the P&P review has been superseded by other business priorities, most recently by efforts to prepare the Budget and Activities Plan.