

Executive Director's Report

John Bertucci – August 17, 2010

1. Best News: the modification that we were seeking in the City DIVCA ordinance, Chapter 14.48, was approved unanimously by the City Council on August 2nd. I had contacted Mayor Torliatt and Council Woman Renee the week prior, and they mobilized City staff to put it on their agenda ASAP (we were anticipating it to come before the Council in September or October). Where the original ordinance had set PEG Fees at 1%, we are now entitled to 1.24%, which means that, instead of having our current cable franchise income of approximately \$18,000 a month cut by \$6,000, we are now facing a monthly cut of only \$3,000. The DIVCA transition takes effect on Friday this week, but the full impact may not be completely clear until the Comcast check for the first full quarter under DIVCA arrives late January. We can, however, be very grateful for the exceptional City support and sense of urgency in our regard.
2. The Phoenix/PCA summer video class began July 26th for 2 weeks and brought 8 bright new young members into our office. Their work is still being finalized and uploaded to our YouTube channel, and we're planning to host a Premiere party at 6:30pm on Wednesday, Aug.25, at Pinky's Pizza Parlor where we'll gather with the filmmakers & families to watch the 7:30pm Channel 26 broadcast of the completed films – so if you can't join us, you can tune in and see what they produced on PCA.
3. The 'Day at the Fair' videos are airing a lot these days. And you might recognize the same concept at play in the 'Rivertown Revival' show that John Merrill recently submitted for broadcast - which is logical because he inspired the stylistic approach used for the fair coverage: a straightforward assembly a great shots requiring minimal editing. This is something anyone can do and generates easy viewing pleasure, so if you want to try your hand, just check out a camera and tripod and we'll help you out.
4. Last Saturday's staff party was a tremendous treat, greatly appreciated by all of our employees and their guests. Eric and Tim were there to represent the Board, along with Cindy, of course, as she and JT hosted the poolside fun. Excellent barbeque and lotsa laughter: good spirits reigned supreme.
5. We are overhauling our training structure to include an online orientation in basic membership responsibilities and procedures, one on one camera accreditation, introductory Final Cut Pro classes (free), and advanced classes in editing, video production, interviewing technique, motion & graphic design, etc. (not free). The advanced classes will also be offered through the City's Recreation Services program, and may involve guest instructors; specific fees have yet to be determined
6. I will be making a presentation August 20th to a group of local business people who are part of a 'Marketing Petaluma' initiative organized by the Downtown Association. I'll show them some of the PSAs that we can help them generate and broadcast for their events (like the recent Giant Steps Charity Classic Equestrian event), and will pitch our Business Sponsorship program.
7. Max has been activating functions again... this time to generate some interesting website data for us. I'll circulate a print out so you can get an idea of the kind of information we can now access.
8. A few Board issues: our regular Board meeting room was available for December 21, so I have reserved it and extended our reservations through June 2011; and we are experimenting tonight with the 'going paperless' idea that's been discussed recently. So we made no copies of the agenda and minutes for the Board (with 3 holes punched for binder) but we did make 20 copies for members in attendance. We've been working lately on filling in all the website blanks and, if the paperless meeting idea flies, we will concentrate on keeping the website up to date as document of record.
9. There's still time to enter the WAVE awards – deadline is Saturday the 21st, if you drop it off in person at Santa Rosa media center.
10. Finally, the regional ACM conference in October is drawing closer and I really would like to develop plans for a large PCA presence (staff, Board, membership). I will probably put it on next month's agenda but welcome anyone on the Board who would like to help me start shaping such plans at this initial stage.