



Petaluma
Community
Access

A 501.c3 Public Benefit Corporation

Board of Directors Retreat 2011

Tuesday, December 20, 2011

(This retreat replaces our normal third Tuesday Board meeting for December)

Board of Directors Retreat 2011
Location: 127 Kimberly Way
Petaluma

ROLL CALL - 6:00 P.M.

BOARD OF DIRECTORS RETREAT 2011

Present:

Cindy Thomas – Chair
Eric Adams – Vice-Chair
Matt Pearson -- Treasurer
Marcelle Guy – Secretary
Jason Davies
Neal Fishman
John Bertucci -- Executive Director

Absent:

Ray Johnson
Tim Williamsen – City of Petaluma Designate

Greeting & Refreshments

APPETIZERS "True Colors"

Eric:	potato latkes w/sauces
Cindy:	mushroom walnut tarts
Neal:	hand-made sushi rolls w/sake
Marcelle:	wine & a special book
Matt:	pork sliders w/homemade BBQ sauce

Personal Interviews

Our best laid Plan was quickly revised:

The formal interviews to uncover unknown aspects of past & private lives were abandoned as conversations naturally & immediately went in that direction - taking seats, we then went round the room so each could speak and all could hear our personal stories, asking questions to pry out the juicy details...

Dinner

Jason's Goulash (with parsley) was superb, as was salad & garlic bread from Cindy no shortage of fine wine, and Neal's triple whammy dessert was easily devoured. Moving to the table, the round-robin retelling of life stories continued until all were heard from, and then we shifted into some hard-core visioning for the organization - this conversation centered on long-term issues and impacts, looking at how we might best position ourselves to meet anticipated technical and funding transitions facing the Public Access model in 3 to 5 years.

Petaluma Community Access
205 Keller St., Suite 102, Petaluma, CA 94952
P.O. Box 2806, Petaluma CA 94953-2806
707) 773-3190 Fax: 707) 773-4252 www.pca.tv

(These issues and concerns were the subject of some emails between Cindy, Ray and I earlier this month, with Tim brought up to speed on them as well, so we all now have a general understanding of the constraints and opportunities that we need to master to steer PCA into the future - this discussion should be continued in our meetings and email traffic throughout the coming year).

Pivotal points touched on this 2011 PCA Board Retreat

- 24/7 online streaming of our broadcast signal(s)
- Migration to an independent funding stream
- PCA profile compared to Santa Rosa and San Rafael access
- Expanding access service to other cities in Sonoma County
- A low-power FM license for community use
- Production services for hire (already in development)
- Functional integration into existing Petaluma organizations (SRJC, Pixel Corps, etc.)

Public Access Pictionary

This turned out to be quite a bit of fun and I suspect I was not alone in this regret: We stopped playing just when it started getting really good! Perhaps this game should be the centerpiece of a staff appreciation party, aka the 2012 Staff Retreat (early February?)

Closing Statements

Eric: "You can have my PCA when you pry it from my cold dead fingers"
Cindy: "Is that a camera in your pocket, or are you just happy to see me"
Neal: "Free Speech, the old fashioned way"
Jason: "Our tools, your rules"
Marcelle: "Learn how to be an activist on PCA"
Matt: "Your views, broadcast daily"
(Ray & Tim's statements can be added here)

After Words

Different conversations ensued as dishes were cleared and hangers-on hung on for the last drop - non-PCA political views were exchanged (no kidding!) and an interesting "project" was proposed by Matt: A televised debate organized for students at SRJC auditorium between candidates for Lynn Woolsey's seat.

My take home on this: Civic & pertinent outreach to youth is a primary community goal to target in 2012

So yes, PCA rocks! And we agree, it plays a really vital role in our community which I'm very proud to be involved with because PCA Board & Staff are united in our dedication to shaping, proofing and preserving this unique window of local media opportunity for many years to come.

John Bertucci
PCA Executive Director

ADJOURN - 10:00 P.M

* * * * *