



Petaluma  
Community  
Access  
A 501.c3 Public Benefit Corporation

**Board of Directors Minutes**  
**Tuesday, December 18, 2012**

PCA Board of Directors Meeting  
Location: Petaluma Community Center  
320 No.McDowell Blvd.  
Conference Room 2

**ROLL CALL - 7:05 PM**

**BOARD OF DIRECTORS**

**Present:**

|                |                             |
|----------------|-----------------------------|
| Cindy Thomas   | Chair                       |
| Eric Adams     | Vice Chair                  |
| Matt Pearson   | Treasurer (arrived at 7:25) |
| Jason Davies   | Secretary                   |
| George Utrilla |                             |
| Tim Williamsen | City of Petaluma Designate  |
| John Bertucci  | Executive Director          |

**Absent:**

Neal Fishman  
Rachael Moran

**PUBLIC COMMENTS**

None

**BOARD OF DIRECTORS COMMENTS & ANNOUNCEMENTS**

Bertucci: Mentioned gift received from "Adds Up"

**AGENDA APPROVAL**

- Motion to approve Agenda for Board of Directors Meeting of November 20, 2012  
Motion: Williamsen Second: Adams  
Agenda for Board of Directors Meeting of November 20, 2012 approved unanimously

**APPROVAL OF MINUTES**

- Motion to approve Minutes for Regular Board of Directors Meeting of November 20, 2012  
Motion: Williamsen Second: Adams  
Meetings for Board of Directors Meeting of November 20, 2012 approved unanimously

**TREASURER'S REPORT**

- Pearson presented the Financial Report For December 18,2012  
The report was e-mailed to the Board and will be posted online at [www.pca.tv](http://www.pca.tv)

## **EXECUTIVE DIRECTOR'S REPORT**

- Bertucci – Topics: New Hire; Staff schedule; Annual Report; LPFM filing; ACM conference; Meeting procedures.  
Introduction of Caitlin Wicks (new hire)

## **CONSENT CALENDAR**

- No Item

## **REPORTS OF COMMITTEES**

- **Executive Committee** (Thomas, Adams, Pearson)  
No report
- **Finance Committee** (Pearson, Davies, Fishman)  
No report
- **Nominating Committee** (Adams)  
No report
- **Policies & Procedures Committee** (Pearson, Thomas, Williamsen, Fishman)  
No report
- **Outreach & Development Committee** (Adams, Davies)  
No report
- **Members Advisory Committee** (Thomas)  
No report

## **OLD BUSINESS**

- 1) Discussion and possible action on Board committee assignments (Thomas) – Tabled
- 2) Discussion only of PCA Radio Project (Utrilla)
- 3) Discussion and possible action on Special Election to change PCA By-Laws (Fishman)

## **NEW BUSINESS**

- 1) Discussion only on 2013 Promotional Strategy (Bertucci)  
No action; outreach committee will meet and bring recommendations back to board.
- 2) Discussion and possible action on Board development (Thomas)  
Motion for executive committee to formalize a plan by Jan 7th for offsite team building retreat/meeting Jan 15th at a location to be decided  
Motion: Davies                      Second: Utrilla  
approved unanimously
- 3) Discussion and possible action on Studio build-out (Davies)  
No action; discussed formation of an ad hoc committee with Davies, Utrilla, Pearson and staff as assigned by Executive Director to plan studio build out.

## **ADJOURN TO CLOSED SESSION**

No item

## **REPORT OUT OF CLOSED SESSION**

None

## **ADJOURN - 8:30 P.M**

- Motion: Thomas                      Second: Davies  
Motion to adjourn meeting for December 18, 2012 passed unanimously

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