

Executive Director's Report

John Bertucci – December 15, 2009

1. Top News: Thursday's holiday party is two days away. Preparations are on course, Lorena has been steering the event with great assistance from Joe Peer, Jude Mion, Cindy, the staff and many others. We'll be hosting upstairs in our building, and guiding people through the station. Much too much is in the works for me to describe here, best you come.
2. Big BIG News: PCA has, through the extraordinary efforts of Joe Peer, sold the Mobile Production Trailer. The process took a couple of months for the buyer, Beyond Pix Studios, to finally make the purchase, and final negotiations required a special meeting of the Board to complete, but on Dec 7th registration was transferred and the vehicle removed from Petaluma. The selling price was \$14,000 (they took care of the registration costs). This money will be returned to the Capital Expense fund held by the City. Only the shell of the trailer was sold, all the equipment purchased to outfit it was removed and will be sold individually, along with the GMC Truck. Bravo Joe, bravo Board.
3. The Trailer had basically been serving as a storage unit since June 2008; the equipment removed from it has all been transferred to a new storage unit on Kentucky St.

NOTE: my mother owns a portion of the building that houses Copperfield's, so it was easy for me to arrange for PCA to store material in an empty room in the basement (PCA will be billed a nominal monthly charge to formalize this relationship).

- This new storage space will permit us to gradually empty the Lakeville storage unit of everything but the old studio equipment (lights, electrical grid, cameras, tripods, controls, etc). Isolating this material in the Lakeville storage unit should help us focus on the cost of continuing to store it (presently \$230 a month) and certainly push us to: a) eventually use, b) sell, or c) donate most of it.
4. We've been buying new equipment recently to augment the media resources that PCA makes available to the members. For instance, we'll soon have enough headphones to accommodate simultaneous camera checkouts, editing station use, and staff work. Our office computers required upgrading, we obtained Photoshop and a color printer, and Max and Zach have been working on our transmission systems from the office or home to the servers in City Hall, to the Bulletin Board, and for the radio signal from PCA.
 5. And we have been seeing some good projects at the station: Jan White just finished a really nice video on the songwriters competition she recently produced at the Mystic Theater that will soon be airing (and ready for next year's WAVE awards); Ashley Coe just completed an amazing media adventure taping over thirty games played by local football teams, following one right to the finals; and I too have a new video on PCA - a GoLocal presentation that I taped at the Noetic Institute a few months ago. Time to start watching us more!
 6. The PCA Audit for FY08/09 is underway; it will require doing a complete inventory, a process that will surely benefit from the various storage and staging areas we currently have for sorting and identifying what we can use and what to sell, as described above.
 7. I attended two important local meetings this month: the Petaluma Youth Network's Ready for 21 Planning Retreat, and the City's first Economic Strategic Plan Advisory Committee meeting. I'll be glad to discuss the details anytime; PCA will be providing its media access resources to both.
 8. Finally, I have submitted my nomination of the PCA Board, in the person of its Chair Cindy Thomas, for one of the five Jefferson Awards for Public Service that the Board of Supervisors annually selects for local recognition. I've brought copies of my nomination

submission for your reading pleasure.