

Executive Director's Report

John Bertucci – January 19, 2009

1. Best News: we closed out our second quarter with over \$40,000 in our operating account (\$60,000 if you count the \$20,000 liquid CD). This is the most financially stable that PCA has been since moving to Keller St. The Comcast check for this quarter has not yet arrived so when it does arrive, we should be able to shift some more cash into another CD.
2. Our Holiday Mixer was a big success, quite well attended and really different from all previous PCA parties. We received \$134 in donations generated by the raffle (\$1 a ticket) and the DVDs of her recent film that Jan White made available for sale that evening. The Torliatt family, Carolyn and Pamela, each won a bottle of wine, and Eric Adams took home the non-profit gift membership, which he offered to Mentor Me Petaluma. I've been in touch with of Mentor Me and they are very excited about the services we can offer them.
3. Another plus from the Mixer: Chris Sampson of the Argus-Courier came to the event and approached Joe Peer and I, promising to arrange a feature story on PCA in the near future. My hope is to get something in the monthly Petaluma magazine - with some great color pictures.
4. Francisco Morales continues to make progress at the special care facility in San Leandro (he's still on life support). I will be meeting with Francisco Jr. tomorrow to deliver his father's final checks for vacation pay and Christmas bonus, and to complete the arrangements for the past four months Kaiser coverage. Francisco's position as Programming Director is officially terminated effective January 31, 2010 – he was an important part of PCA and we will not stop missing him.
5. Ads seeking a replacement Programming Director were posted in early January and so far we have received over 50 resumes, which we will soon be reviewing. The top six candidates will then be selected for interviews and we should have the position filled in early February.
6. I met recently with Daphne Shapiro of the Plaza North Shopping Center who wanted to develop a campaign to educate Petalumans about the vital benefits that shopping locally brings to the City tax base, a campaign that I explained she could pursue on our Bulletin Board and by producing Public Service Announcements. She has just become a business member of PCA - and is a potential contact for developing the underwriting program that we have been discussing.
7. The annual National conference of the Alliance for Community Media will be held this year in Pittsburgh, Pennsylvania, July 7 though 10. These conferences are a great way for member producers, access station staff and Board Directors to drink at the source of the Access mission, sharing experiences and learning with others from around the country. While I was hoping that Hawaii Access TV would host this year's conference, I'd like start thinking about organizing a contingent to make the trip this year to Pittsburgh...