

## Executive Director's Report

John Bertucci – June 15, 2010

1. Best News: our coverage of the 2010 High School Graduations was a big success, thanks mainly to Zach and Max's technical and organizational skills. Under their leadership, PCA volunteers Cheryl Mathison, Zen Destiny & Jan White, interns Matt Cooper & Jake Miller, and staff member Kate did the cameras and set-up for 3 of the four graduations in Petaluma (St. Vincent's HS hires a videographer for their event and will bring us a copy for broadcast). Special thanks to Eric who sparked a great marketing effort for selling DVDs at the events: we have so far sold 37 copies at \$20 each!
2. Also boosting our financial status: we finally sold the GMC truck for just under bluebook value. This sale means we no longer have the insurance and maintenance costs that were attached to this asset.
3. A further reduction in our Insurance costs was obtained by integrating the results of the complete inventory we recently did for the 2008/09 Audit, reducing the value of our insured assets from approx. \$850k to \$250k. I've also started procedures for switching our Security from ADT to Bay Alarm – and I need to know if the Board thinks it necessary to include upstairs office in the new coverage...
4. Efforts to cut costs by changing our photocopy machine, however, were disappointing – turns out we have a 5 year non-cancelable lease for our present copier, signed by the previous ED 2 months before she resigned. I tried to work with IKON to swap it for a cheaper machine but each revision to the lease launched another non-cancelable 5 years, and effectively doubled the money we still "owe" them, so our best bet is to simply keep what we have. I have reduced costs by canceling the service contract.
5. Our change of bank, from BofA to Summit State, has been completed. The check signing card was activated June 4<sup>th</sup> and the bulk of our funds transferred shortly after.
6. As of today, we have not received a single email response to the postcard sent June 1st requesting member input and assistance in the proposed revision of our Policies & Procedures. The Members Advisory Committee will be reporting on their efforts to review the P&P document later tonight.
7. Lorena and I met with Eric last week and worked on the brochure and contract for the Business Sponsorships program. We're still developing the terms of the underwriting agreement to assure a workable system where the support is clearly neutral, i.e., not attached to any specific program, and so PCA can deliver what is promised without negatively impacting normal operations. We still need to do some market research to determine our pricing and I will be meeting soon with Daphne Shapiro, a PCA member in charge of marketing for the Plaza North shopping center, to solicit her suggestions and interest in this program. Daphne is also going to bring PCA into a Downtown Association plan called "Repackaging Petaluma." A presentation at Chamber's Wake-Up" breakfasts is also in order.
8. The new, improved PCA website is finally online. There are still many areas and intentions "under construction," but at least now you can see what we've been up to and where we're headed. And there's a major breakthrough: we have an online program schedule! Max has done a great job designing the site, making its functions easier to manipulate, and Thomas has been working hard on mastering and improving our programming procedures, and together they've developed a system that can generate weekly schedules for the website. Thank you all for your patience in the gradual pursuit of our online presence; your additional ideas and suggestions are always welcome.
9. We are preparing another Phoenix/PCA Summer Class Program. The plan this year is to create two-person collaborative teams and challenge them to write, shoot, edit and then

publish their "Digital Graffiti" project on the internet. I'm hoping to assign a mentor to each team, and would welcome anyone on this Board as a mentor, if your schedule permits you to participate - 10AM to 2PM, Mon–Thurs, July 26 to Aug 5. There's a \$35 registration fee which will go entirely to PCA, paying for a full year's membership for each student, and their video tape and DVD supplies. And there will be another gala premiere at the Phoenix August 12<sup>th</sup>. The press release will go out next week.

10. A last note: PCA will be closed on Monday July 5<sup>th</sup>, as the 4<sup>th</sup> of July falls on a Sunday; and I will be out on vacation from June 30 through July 9.