



Petaluma
Community
Access
A 501.c3 Public Benefit Corporation

Outreach and Development Committee Minutes
Tuesday, February 8, 2011

PCA Outreach and Development Committee Meeting
Location: Petaluma PCA Office
217 Keller Street
Suite 201

ROLL CALL - 6:00

COMMITTEE & PCA MEMBERS

Present:

Eric Adams	Chair
Marcelle Guy	
Ray Johnson	
Jason Davies	
Thomas Harrigan	
John Bertucci	PCA Executive Director

Absent:

Felipe Ramirez

VISION STATEMENT:

To:

- **Ensure Petaluma citizens understand that PCA is the best place to see and create local content for local consumption;**
- **Ensure Petaluma businesses understand PCA is a great place to communicate with local customers and neighbors.**

COMMITTEE MEMBER ASSETS:

Jason:	Access to City Council Create Content Public Relations Skills On Air Talent	Marcelle:	Management & Retail Sales Experience Creative Thinking Behind the Scene Work
Ray:	Outreach Plenty of time Perseverance Sales Experience Conceptualize	John:	SSU Class Executive Director
Thomas:	Nonprofit Fund Raising Teacher Film Editing Staff Member	Eric:	Conceptual Skills Writer Create Programs Enthusiasm

ASSETS AVAILABLE:

Staff, equipment, Air Time, Content, Members, Volunteers, Community

STRATEGY FOR CONSUMERS:

- 1) Increase Viewership
- 2) Creating Awareness
- 3) Increase Access
- 4) More And Better Content

STRATEGY FOR BUSINESS:

- 1) Sell Business Sponsorship
- 2) Create Business Incentives
- 3) Increase Partnerships

EXECUTION 60-day Goal:

- **Fund Raising through established Business Sponsorship program;** John Bertucci & Ray Johnson:
- **Event Presence (including Butter & Egg Parade) Sub Committee:** John Bertucci, Jason Davies, Cindy Thomas & Ray Johnson:
- **PCA Virtual Film Festival:** Eric Adams, Thomas Harrigan, Jason Davies
- **Printed Material, including Brochure/Coupon & Specialty Advertising:** Eric Adams, John Bertucci, Marcelle Guy