

Board of Minutes Draft
Tuesday, December 17, 2013

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

BOARD OF DIRECTORS

Cindy Thomas – Chair –
Neal Fishman– Vice-Chair - absent
Matt Pearson -- Treasurer -
Jason Davies – Secretary -
Rachel Moran - absent
George Utrilla - absent
Kathy Rivas -
Marsha Trent
Tim Williamsen – City of Petaluma Designate
John Bertucci - Executive Director

1. ROLL CALL - 7:05 P.M.

2. PUBLIC COMMENT

Public comment on issues not on the agenda. Time for comment on agenda items will be made available during discussion of those items. The Board of Directors reserves the right to limit Public Comments to fifteen minutes. Speakers will be acknowledged by the Chair and may be asked questions for clarification. No action can be taken by the Board on issues raised in any comments; however, the Board may refer questions to PCA Management for review.

3. BOARD OF DIRECTORS COMMENTS & ANNOUNCEMENTS

- Directors Comments, Announcements •
Williamsen - Petaluma Star web site (business oriented), considering renewing CGI contract (promotional videos). Go to Petaluma web site for more info.
- Pearson – Now is a good time to register for SRJC – classes start 1/13/14

4. AGENDA APPROVAL

- Requests for modifications, deletions •

Davies motions, Williamsen seconds – motion passes unanimously

5. APPROVAL OF MINUTES

- Minutes for November 19, 2013 PCA Board of Directors Meeting •
Trent motions, Williamsen seconds – motion passes unanimously

6. TREASURER’S REPORT

Report for November 2013 Financial Statements (Pearson)

Confusion this month - report was in error.
Bertucci – 3rd consecutive month with negative P&L.
Community access fees – negative is being corrected (closer to 1k not 5k).
Budget redone – taking into account studio expenses. Asking for financial review with finance committee of new budget.

7. EXECUTIVE DIRECTOR’S REPORT

Topics: Office closed 12/25 through; Dec. POV screening 12/1; Staff pot-luck 12/19; PCA stolen camera.

Inventory of equipment – selling what is no longer useful.
POV screening – “Nostalgia For The Light”.
Staff pot-luck – Thursday this week – “Secret Santa - White Elephant”.
Stolen camera – looking into possibly filing small claim.

8. CONSENT CALENDAR

No Item •

9. REPORTS OF COMMITTEES

- A) Executive Committee (Thomas, Fishman, Pearson, Davies)
- B) Finance Committee (Pearson, Fishman, Trent, Rivas)
- C) Nominating Committee (Utrilla, Moran, Thomas, Rivas)
- D) Policies & Procedures (Pearson, Thomas, Williamsen, Fishman)
- E) Outreach & Development (Davies, Moran, Utrilla, Trent)

10. OLD BUSINESS

A) Discussion and possible action on plans for 2013 Board retreat (Thomas)
Will happen in 2014 – Feb 18th, followed by fundraising expert on the
22nd (10-2). Shape fundraising campaign over needs (staff, gear, LPFM).
Annual event? Breaking even has promotional value.
Williamsen – states it would be ideal to have a third party mediate fundraising idea. Water
bill insertion – Bertucci
Pearson suggests Board meet prior to 22nd.
Thomas – Strategic plan needs revisiting. We should review it January.
Pearson – We need to a plan that incorporates PCAs goals.
Williamsen – Agrees we should start with strategic plan.
Davies – Suggests retreat should focus on strategic plan ahead of fundraising discussion.
Motion by Thomas to hire fundraising specialist – seconded by Kathy.
Motion approved unanimously.

11. NEW BUSINESS

A) Discussion and possible action on relocation of Board of Director’s Meetings to PCA HQ
(Davies)
Davies motions to move meetings to PCA HQ – Thomas seconds.
Motion passes unanimously.

12. ADJOURN TO CLOSED SESSION

A) Discussion and possible action on personnel issue.

13. REPORT OUT OF CLOSED SESSION

A) Discussion and possible action on personnel issue.
Pearson to attend meetings via teleconferencing.

Motion to adjourn – Davies, Thomas seconds. Motion passes unanimously.

ADJOURN – 8:49 PM
