



Petaluma
Community
Access

A 501.c3 Public Benefit Corporation

Board of Directors Minutes

Tuesday, July 15, 2014

Board of Directors Meeting
Location: Petaluma Community Access
205 Keller Street
Suite 102 – Studio
Petaluma, CA 94952

BOARD OF DIRECTORS

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

1. ROLL CALL - 7:00 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. 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 & ANNOUNCEMENT

- ED Bertucci announced former PCA board member Marcelle Guy has authored a book which has been published under the Blue Fluke Media imprint.

4. AGENDA APPROVAL

Requests for modifications, deletions

- Williamsen moved and Rivas seconded approval. **Approved 6-0**

5. APPROVAL OF MINUTES

Minutes for June 17, 2014 PCA Board of Directors Meeting

- Williamsen moved, Pearson seconded approval. **Approved 5-0, 1 abstention**

6. TREASURER'S REPORT

Report for June 2014 Financial Statements (Fishman)

- Treasurer Neal Fishman reported on Budget for Fiscal Year 2014-15 that PCA comes into the new fiscal year which began July 1 with about \$60,000 in capital fund and about same amount in reserve fund due to conservative budgeting and some staff vacancies.

7. EXECUTIVE DIRECTOR'S REPORT

- ED Bertucci introduced New Outreach Coordinator Tony Ruiz who informed board about his outreach efforts including work on the website, social media, video psa to attract new membership.
- Station Manager Zach Smith has vacated the PCA job for new employment, but will continue to give 5 or 6 hours a week to PCA for "at least 3 months."

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7. EXECUTIVE DIRECTOR'S REPORT cont.

- One more financial review to begin in August per agreement with city. Next year a full audit and renegotiated contract. Contract up Nov. 2015.
- City of Cotati government has requested information about PCA's meeting coverage service.
- Major equipment failure at Petaluma City Hall has been repaired, should be installed and running by Monday, July 21. Equipment at City Hall is 7 years old or older, review and consider equipment replacement and maintenance.
- Studio used for auditions, interviews for mayor's show.
- Radio room relocated to offer more space for other functions. Down on the radio, expect to come back up this summer.
- Next Art of Cinema lecture 8/13, "How Cinema Can Capture the Invisible."

8. CONSENT CALENDAR

No item.

9. REPORTS OF COMMITTEES

- A) Executive Committee (Thomas, Rivas, Fishman) **No Report**
- B) Finance Committee (Pearson, Fishman, Rivas)
 - Report on meeting of 7/11 to be included in item 11 A.
- C) Nominating Committee (Moran, Trent, Rivas)
- D) Policies & Procedures (Pearson, Thomas, Williamsen, Fishman) **No Report**
- E) Outreach & Development (Moran, Trent)
 - Trent reported on meeting 7/8 including discussion member outreach through blurbs on television and creation of new Champion membership at \$35.
 - Reported on discussion of details for annual membership meeting.

10. OLD BUSINESS

None.

11. NEW BUSINESS

- A) Discussion and possible action on 2014/15 Annual Budget (Bertucci)
 - ED Bertucci reported budget addresses staffing requirements. Discussion centered on need to budget for and increase revenue in areas of production services, sponsorships and possibly grants. Need for replenishment of capital expenditures and added maintenance coverage.
 - Fishman moved approval, Williamsen second. **Approved 6-0**
- B) Discussion only of operational transition to new staff structure (Bertucci)
 - Discussion centered on need to transition existing staff structure to settle on best way to fill staff vacancies. **No Action**
- C) Discussion only of PCA Board recruitment program (Thomas)
 - Discussion of how to increase board membership to address needs and brainstorm recruitment tactics. **No Action**

12. ADJOURN TO CLOSED SESSION

None.

13. REPORT OUT OF CLOSED SESSION

ADJOURN – 8 p.m.

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