



Petaluma  
Community  
Access  
A 501.c3 Public Benefit Corporation

**Board of Directors Minutes**  
**Tuesday, July 17, 2018**

Board of Directors Meeting  
Location: Petaluma Community Center  
320 N. McDowell Blvd.  
Petaluma, CA 94954

**BOARD OF DIRECTORS**

Cindy Thomas – Chair  
Dennis Murphy – Vice-Chair  
Vacant – Secretary (temporary, Bertucci)  
Domenica Giovannini, Treasurer  
Richard Alpert  
Véronique Pelletier – **absent, resigned**  
Dana Porteous  
Jason Lopez – **absent, sick**  
Tim Williamsen – City of Petaluma Designate  
John Bertucci –Executive Director

**1. ROLL CALL – 6:05 P.M.**

**2. PUBLIC COMMENT**  
**None**

**3. BOARD OF DIRECTORS COMMENTS & ANNOUNCEMENT**

Thomas presented Bertucci w/commemorative plaque recognizing his 10 years of loyal service to PCA, other Directors expressed gratitude  
Williamsen noted recent video equipment problems at another city, glad we have good equipment

**4. AGENDA APPROVAL**

Williamsen moved to approve Agenda, Alpert seconded, Approved: 6/0

**5. APPROVAL OF MINUTES**

Murphy moved to approve June 19 Minutes, Giovannini seconded, Approved: 6/0

**6. TREASURER'S REPORT**

Bertucci discussed June Financials, P & L Performance (1<sup>st</sup> time PCA has closed year in the red) in relation to work on FY18-19 Budget: need to boost fundraising income (goal of \$30K); also noted that this year launches quarterly reduction of ED role/salary; letter of engagement submitted for annual Financial Review & Taxes w/Torkelson's; described work w/Access Coordinator to develop donation plans, need Board help w/Underwriting

## 7. EXECUTIVE DIRECTOR'S REPORT

Topics: New Access Coordinator, Patty Nuovo promoted to replace Chris Fisher - New Access Assistants, Teeyona Rhea & Sheri Vanezia, joining Dahlia Rodriguez & Naomi Takeuchi - Currently 3 interns, Eric Schilling, Brett Hanley, Matt Koch + Jared Winer, as radio Access Asst - Vacation & staff performance, staff structure evolving - Community Outreach (Arts Center situation; Election coverage; Radio pop-ups, great press) - Radio Project status (Members: mandatory stakeholder mtgs in Aug, Volunteer plan, admin editorial power; Technical: electrical loads, back-up batteries, air conditioning & sound proofing; Programming: new programmers training, expanding schedule, automation; To-do: Handbook revisions, Underwriting plan)

- **Additional discussion of topics for August Stakeholder mtgs & handbook revisions**

## 8. CONSENT CALENDAR

## 9. REPORTS OF COMMITTEES

A) Executive Committee (Thomas, Murphy, vacant, Giovannini)

**Thomas reported on 6/26 mtg: Marketing & Implementation Plan**

E) Outreach & Development (Thomas, Giovannini, Alpert, Murphy, Pelletier, Porteous)

**Thomas reported on 7/10 mtg: TEP planning, events & pop-ups**

**Murphy added info on plans for another Phoenix concert**

**Porteous described plans for Music Festival**

**Alpert inquired about status of pop-up broadcast equipment**

## 10. OLD BUSINESS

A) Discussion and possible action on ED succession plan (Alpert)

**No action, Executive Comtee to develop job description**

B) Discussion and possible action on extended access policy (Porteous)

**Porteous discussed his research into other stations' procedures (KRCB, KWMR, KPOO) and recommended using card system, installation of surveillance camera**

**Giovannini suggested moving Access Coord. desk to front office**

**Bertucci added that card use privileges be contingent on an accreditation process**

**Extended Access plan to be developed by September**

## 11. NEW BUSINESS

A) Discussion and possible action on Board Director resignation (Thomas)

**Williamsen moved to accept resignation of Pelletier, Giovannini seconded, Approved 6/0**

**Thomas expressed the Board's gratitude to Pelletier for her contribution**

B) Discussion and possible action on appointment of 2018 Election Inspector (Thomas)

**Williamsen moved to approve appointment of Jude Mion as 2018 Election Inspector,**

**Thomas seconded, Approved 6/0**

**Nominating Commtee to meet before next Board mtg, to prepare Election calendar, recommended nomination for open elected seat & recruitment for appointed seats**

C) Discussion and possible action on proposed FY2018/19 Budget (Bertucci)

- **No action – final draft of FY2018/19 Budget to be sent to all Board for review & approval at August Board mtg, along with Annual Reports**

D) Discussion and possible action on Marketing & Implementation Plan (Giovannini)

- **Giovannini described the attached Plan**

**12. ADJOURN TO CLOSED SESSION – 7:18 P.M.**

- **Alpert moved to adjourn to Closed Session, Murphy seconded, Approved 6/0**

**13. REPORT OUT OF CLOSED SESSION**

- A) Discussion and possible action on member issue (Bertucci)  
**Bertucci reported on status of member issue, no action**

**ADJOURN – 7:24 P.M.**

- **Murphy moved to adjourn, Alpert seconded, Approved 6/0**

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