



Petaluma
Community
Access

A 501.c3 Public Benefit Corporation

Board of Directors Minutes
Tuesday, August 21, 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
Richard Alpert
Dana Porteous
Jason Lopez
Tim Williamsen – City of Petaluma Designate – **absent, medical**
John Bertucci –Executive Director

Also present: Philip Lehman-Brown, Members Committee co-Chair

1. ROLL CALL – 6:08 P.M.

2. PUBLIC COMMENT
None

3. BOARD OF DIRECTORS COMMENTS & ANNOUNCEMENT
Directors Comments, Announcements

- Bertucci thanked Williamsen for arranging venue for monthly mtgs, effective through 2018

4. AGENDA APPROVAL

Requests for modifications, deletions

- Alpert moved to approve August Agenda, Porteous seconded, Approved: 6/0

5. APPROVAL OF MINUTES

Minutes for July 17, 2018 PCA Board of Directors Meeting

- Murphy moved to approve July Minutes, with 2 typos corrected, Lopez seconded, Approved: 6/0

6. TREASURER'S REPORT

Report for July 2018 Financial Statements (Giovannini)

- Bertucci reviewed budget process & how projected expenses informs the P&L Performance financial report, has yet to be entered as approval is set for this mtg

- Thomas requested a 'snapshot' of annual radio expenses to inform fundraising & underwriting materials/talking points

Petaluma Community Access
205 Keller St., Suite 102, Petaluma, CA 94952
P.O. Box 2806, Petaluma CA 94953-2806
707) 773-3190 Fax: 707) 773-4252 www.pca.tv

- Bertucci also explained how our Capital Expense purchases are funded out of the reserve balance in PCA Operating Acct., and tallied as depreciable assets on Balance financial

7. EXECUTIVE DIRECTOR'S REPORT

Topics: New intern, Teeyona Rhea - Annual Report & Activities Plan - Community Outreach (Listening for Change; Progressive festival 8/26; Photoshop classes; School Board Forum 10/10) - Radio Project status: Members (stakeholders mtgs, handbook update) Programming (election coverage, new shows) Marketing (websites & facebook pgs, SSU survey) Technical (transmitter repair, UPS back-up batteries, equip purchase) Funding: (Phoenix concert 10/13, Lagunitas date & grant, underwriting plan) - NFCB conf. in Santa Rosa 10/20-22 - Sonic letter - Comcast upgrade in City Hall - 2 employees out in Sept.

- Per Marketing, Giovanniini recommended that all Board members invite all their facebook friend list to like PCA page

- Per antenna/transmitter repair, Thomas recommended that we establish procedures for weekend access to SRJC in case of technical emergency

8. CONSENT CALENDAR

9. REPORTS OF COMMITTEES

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

- Exec Committee to meet 9/4, 6pm at office

B) Finance Committee (Giovannini, Lopez)

C) Nominating Committee (Alpert, Porteous, Lopez)

- report on 8/9 >14 mtg

- Carried to Agenda item 11.A)

D) Policies & Procedures (Williamsen, Thomas)

E) Outreach & Development (Thomas, Giovanniini, Alpert, Murphy, Porteous)

- report on 8/14 mtg

- Carried to Agenda item 11.C) next mtg 9/11

10. OLD BUSINESS

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

- No action. Job description process & posting of open position was discussed; Executive Committee will meet to develop plan; Bertucci's gradual withdrawal, decreasing weekly hours/salary in Oct., could be amended & postponed if deemed necessary (for Sept. Agenda)

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

- No action. Porteous to continue researching systems & costs; Bertucci described recent radio studio shooting at WORT (Madison WI), indicating serious critical security issues involved

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

- Giovanniini moved to approve FY2018/19 Budget, Alpert seconded, Approved: 6/0

11. NEW BUSINESS

A) Discussion and possible action on nominee for open seat in 2018 Election (Alpert)

Murphy moved to approve the nomination of Cindy Thomas for the open elected seat, Porteous seconded, Approved: 5/0, Thomas recused

B) Discussion and possible action on Election calendar and Members Mtg (Bertucci)

- No action. Discussion of Members Mtg confirmed date for event, Thursday Oct. 11, 5 to 8pm, at office; Bertucci to meet w/Members Committee co-chairs to plan

C) Discussion and possible action on Marketing and event planning for 2019 (Thomas)

- No action. Consensus reached to drop the TEP Oscar night gala fundraiser at the mystic, efforts to develop a replacement 'annual signature event' to be pursued, radio related concerts also to be developed (already on the calendar: 10/13 at Phoenix & 5/20 at Lagunitas

- Per signature fundraiser, Gioviannini likes the Hotel as potential venue for 'black-tie' event

- Porteous suggested tie-in events, with other orgs, and Thomas suggested big hall events

12. ADJOURN TO CLOSED SESSION

- Murphy moved to adjourn to Closed Session, Thomas seconded, Approved: 6/0

A) Discussion and possible action on member issue (Bertucci)

13. REPORT OUT OF CLOSED SESSION

- A Final Warning for major offense is effective for 6 months (180 days)

ADJOURN – 7:37 P.M.

- Murphy moved to adjourn, Gioviannini seconded, Approved: 6/0

* * * * *