



Board of Directors Minutes
Tuesday, May 21, 2019

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

BOARD OF DIRECTORS

Cindy Thomas – Chair
Judy Kirschner – Secretary
Domenica Giovannini - Treasurer-
Richard Alpert
Jason Lopez-
Tim Williamsen – City of Petaluma Designate
(Randy Stewart)

1. **ROLL CALL** – 6:02P.M.- all present

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.
-None

3. BOARD OF DIRECTORS COMMENTS & ANNOUNCEMENT

4. AGENDA APPROVAL

Richard A. 1st/Tim W. Second/ all approve.

5. APPROVAL OF MINUTES

Added Richard A. name added to outreach comm.
Minutes for April 16, 2019 PCA Board of Directors Meeting.
Judy K1st/ Richard A.2nd-All approved approved.

6. TREASURER'S REPORT

Noting new, still no income being generated.

7. EXECUTIVE DIRECTOR'S REPORT: Rough Lagunitas numbers, \$3k not including beer/wine sales donation from Lagunitas; still working on website but it's getting there. Banner is up on Kentucky St. New shows: 80's, Metal, Reggae, Folk-Paul is now Saturday. A few other program(mer), time changes. Summit Bank donated \$1k.

Don met w/Kiwanis Club 5/7; 1st members meeting had a good turnout. Next mtg is 6/26. Social media is good. Alcehmedia, Art for disabled adults, bought membership.
New job descriptions are out.

8. CONSENT CALENDAR- None

9. REPORTS OF COMMITTEES

- Executive Committee (Thomas, Kirschner, Giovannini)-Tabled board satisfaction surveys.
- Finance Committee (Giovannini, Lopez)-None
- Nominating Committee (Alpert, Lopez) - Agenda followed/list of board member and their terms/create election template for board members.
- Policies & Procedures (Williamsen, Thomas, Giovannini)-Recommendation for branding policy
- Outreach & Fund Development (Thomas, Kirschner, Alpert) - 6/1/19 Lagunitas date for applying for 2020 fundraiser.

10. OLD BUSINESS

- A) Discussion and Possible Action on creating **Underwriting** subcommittee under **Outreach** com. Don to head that up. (1st Cindy T./2nd Judy K. All approve)
- B) Richard Alpert added to outreach com.
- C) Strategic Plan handout

11. NEW BUSINESS

- A) Discussion and Possible Action on new Board Appointment: Randy Stewart(1st Cindy T/2nd Jason Lopez /All approve)
- B) Discussion and Possible Action on MemberJurisdiction: As stated in by-laws. We will however, honor existing memberships until yearly membership is up, they will not be renewed as members. Letter will go out next week, w/explanation. (1st Randy S./2nd Richard A. All approve)
- C) Discussion and Possible Action on Revised Membership: Handbook/Dues Structure From 47 pages down to 2 pages for members: 1) radio, 2) t.v.still needs clarification. Remove dollar amounts from handbook; Remove jurisdiction of "Penn Grove" and "Neighboring areas" as per membership form. (1st Dominica G./2nd Tim W- 5 approve/ Randy abstain/Rlchard oppose.
- D) Discussion and Possible Action on Branding Policy: Governing use of KPCA logo; Use must be approved by E.D. includes Font and Color/Pantones. (1st Tim W./2nd Dominica G./All approve).
- E) Discussion (and Possible Action_ on Fundraising Strategy-Strategy-Potentially bring in a person to help w/fundraising on a percentage basis only, (10%) Brief discussion.

12. ADJOURN TO CLOSED SESSION: 8:02 PM

(1st Tim W/2nd CindyT/all Approve)

- A) Discussion and possible action on: None

13. REPORT OUT OF CLOSED SESSION:

2k Spent w/out writing anything order to keep cost down.

ADJOURN 8:04pm Tim W. 1st/Cindy.T 2nd /All approve

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