PCA Board Minutes 4/8/26

Present: Thom, Bob, Brendan, Tim, Aundie, Aidan

Motion to remove Randy from Check Authorization (Tom moved, Tim seconded,

Budget Report (Thom)

Budget shortfall of $14K expected end of April – lack of synchronization between PCA needs and PEG distribution. New forms of revenue anticipated – underwriting, grants.

Aidan – 5-6K/month deficit has been normal each month, reserves essentially depleted.

Brendan asked about timing of PEG delivery from City. Will look into expediting city payments.

Aidan – new Revenue models to reflect anticipated financial stability

Motion to accept finance report (Thom proposed, Tim seconded, passed unanimously)

Tim – praised Ryokan and Aidan in revising financial dashboard.

Agenda, Minutes approved (moved Tim, seconded Bob)

Director's Report (Thom)

Thom mentioned most of his activities related to meetings – Development, Website, Studio, Workforce Development, which will have separate reports.

Aundie asked about scope of Studio Committee. Currently radio, podcast, backroom concerts, streaming channels.

ED Report (Aidan)

Staffing – lots of hired Steven and Rickie as Access Assistants. Rickie quit, looking to rehire position. Will reach out to other candidates.

Healthy Petaluma initiative – asked for helo to produce Senior Memoir project (stoerytelling initiative @ healthy Petaluma. Interview seniors @ HP studio. Could work in podcast studio, with Access Assistants doing filming.

Healthy Petaluma approved – waiting on podcast studio buildout.

Aundie suggested filming the Blue Zones/Healthy Petaluma installation at Butter and Egg Days

New member Dustin has video editing experience. Works doing post-production/mastering at Disney, but on sabbatical right now.

Video content for programmers to be shared on social media.

Nominating committee has not met. Will send out board matrix to identify interests and strengths to those who haven't submitted so far.

4-5 vacancies currently, should look to backfill strength gaps of current board.

Bob – what is process for soliciting board members?

Meet with candidate, then on to nominating committee meeting, attend board meeting, and then

Studio Committee Report (Michael)

– see Studio committee minutes

Website Committee (Aidan)

discussed three candidates, selecting Creekmedia as chosen candidate. Working with them on a final proposal. Should get contract within a couple of weeks.

Development Committee/fundraising (Aidan)

– grants tied to specific projects. Redwood Credit Union application for 10K to help provide backup power for EOC use.

Workforce Development Committee (Thom)

Visit by Grapevine youth (students from underserved backgrounds) was very successful. Now planning for pilot program this summer. Looking for funding for Workforce Development Director.

Bob – Santa Rosa Veteran's Airport is no longer supporting Bob's group's efforts in recording veterans. Approached Jeannie Schultz and she is open to considering some funding. Bob is using Vimeo account to post veteran videos. 280 individual videos already filmed.

Old Business (Thom)

Strategic Plan – working from bottom up.

Impact Report – on hold for now in favor of shorter Case for Support.

Closed Session (Board)

Meeting Adjourned @ 7 PM

Next Meeting 5/13 at 5 PM