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Pleasanton Cultural Arts Foundation Adds New Board Member

Greg Reznick, president of the Pleasanton Cultural Arts Foundation (PCAF) Board of Directors, announced today the addition of a new board member, Billy Butler. A former Naval officer, Butler is a director for Mellon Financial's Private Wealth Management group in San Francisco. He lives in Pleasanton with his wife, Christine, who is expecting their first child.

Butler credits his motivation for joining the board to his parents, who, from an early age, instilled in him a profound respect and appreciation for the arts. He believes the Firehouse Arts Center will be a special part of the Pleasanton community for many years to come, augmenting the vibrancy of the downtown area and becoming a focal point to everyone interested in the arts and the education of the arts.

"Pleasanton is such a special place because there are so many individuals, families and groups that take an active ownership for the well-being of the community," stated Butler. "This makes the community welcoming and encourages each of us to do his or her own part to continue to improve it," he continued. "My hopes are that through involvement with the board, I can not only become more involved in the community in which my family lives, but also aid in creating an atmosphere in which the arts can and do thrive in Pleasanton."

Also joining the PCAF in a staff role is Debbie Look, who will serve as coordinator for the Firehouse Arts Center capital campaign. A resident of Pleasanton for six years, Look has been active in a volunteer capacity with local, regional and state PTAs and the Pleasanton Library Commission.

The PCAF was established to spearhead fundraising for the privately financed portion of the Firehouse Arts Center and to offer financial support for the arts in Pleasanton in future endeavors. Its collective vision is to establish and support for perpetuity a robust and healthy art center in the city's cultural heart for all to enjoy.

The new center will give the city a unique, much-needed venue that will always be available for use by its residents. It will serve as a critical component to unifying downtown by linking Wayside Park to Main Street. With its 250-seat theater, art galleries and classrooms, the Firehouse Arts Center will become a true destination and make a vital contribution to the city's economic and cultural vitality.