



**Board of Directors
Thursday, February 22, 2018
Regular Board Meeting
5:30 p.m.**

Coloma Community Center – Gold Run Room
4623 T Street, Sacramento, CA
(916) 456-8600 (phone)

www.AccessSacramento.org

**COMMUNITY PROGRAMMING ODOMETER
55364 (+235 in 28 days)
AVERAGE OF 8.4 NEW PROGRAMS PER DAY**

Details of the agenda and minutes are available to the public during office hours. Board meetings are open meetings and time is permitted for public comment at the end of each board meeting.

“Giving voice to the thoughts, dreams, opinions and community, cultural and arts events that make Sacramento County such a wonderful place to live”

ACCESS SACRAMENTO BOARD OF DIRECTORS
REGULAR BOARD MEETING
THURSDAY, FEBRUARY 22, 2018 5:30 PM
Coloma Community Center – Gold Run Room

Time	Item of Business	Presenter	Action	Info
5:30	I CALL TO ORDER REGULAR BOARD MEETING	Henkle	X	
	II DISCUSSION / ACTION ITEMS			
	A. ACTION: Agenda Approval (New Items?)		X	
	B. ACTION: Minutes for January 25, 2018		X	
	III DISCUSSION ITEMS			
	A. 2018-2021 Strategic Plan a. Task Alignments b. Timeline	Martin		X
	B. ACM West Conference a. Registration b. Board Volunteer signups	Martin		X
	C. Radio Meeting Report Out	Henkle		X
	D. Capital City Cinema Film Screenings	Mims		X
	IV STANDING COMMITTEE REPORTS (Discussion Items)			
	A. Membership & Outreach a. Membership Survey/1 st Quarter Outreach Plan b. KUBU Sponsorship Package c. Mobile App	Smith		X
	B. Operations & Finance a. Jan. 2018 Ledger b. Profit & Loss Report / Cash Flow c. Income Tracking Bar Chart d. Year to Year Class Enrollment Data	Crone		X

	<p>C. Programming</p> <ul style="list-style-type: none"> a. Radio/TV Additional Time b. Show Lab c. Radio Remote Class d. Access Remote Digital Transfer II e. Community Memory 	Fletcher		X
V	EXECUTIVE DIRECTOR REPORT (Handout)			
	<ul style="list-style-type: none"> A. Digital Media Lab Remodel B. PCS Classes C. Access Sacramento Website / Theme Retiring D. KUBU App/Streaming performance E. Conflict of Interest Policy F. Equipment Surplus list G. Big Day of Giving Update H. Miscellaneous Updates 	Martin		X
VI	Public Comment (2 min. per person): Fill out request form	Henkle		X
VII	<u>New Business</u> Agenda Items for March 22, 2018	Henkle		X
VIII	CLOSED SESSION Board of Directors meets with the Executive Director on a personnel matter.	Henkle		X
IX	ADJOURNMENT Schedule Orientation – Wed. Feb. 28, 6 pm Programming Committee – Thurs. Mar. 8, 5pm Executive Committee – Thurs. Mar. 8, 6pm Orientation – Tues. Mar. 13, 6pm Radio Meeting – Wed. Mar. 14, 7pm THE Marketing & Outreach Committee, Wed. Mar. 21, 4:30 pm Regular Board Meeting – Thurs. Mar. 22 2017, 5:30 pm	Henkle	X	

Note: Items in BOLD face are action items (ACTION). Details of agenda and Board minutes are available to public during office hours. Board meetings are open to public.

January Monthly Business Meeting Minutes

Thursday, January 25, 2018

5:30 p.m.

Coloma Community Center- Gold Run Room

Board Present: Don Henkle, Bob Smith, Van Gordon, Ed Fletcher, Kim Mims, Robert Morin, Alex Vasquez

Excused: Tim Crone, Simone Vianna, Charlena Henderson-leave of absence

Staff: Gary Martin, Executive Director, Laureen Fallahay, Liz Henderson

Guests: Peter Brixie, John Davis

I. Call to Order Regular Board Meeting 5:30 pm

II. Discussion/Action Items

A. ACTION: January Agenda Approval – Moved by Gordon, Seconded by Morin for Approval. Approved

B. ACTION: Minutes for December 21, 2017 – Moved by Gordon, Seconded by Morin for approval. Approved.

C. Charlena Henderson Leave of Absence: Board Chair noted this request from the November meeting in the Executive Committee report. **Received and Filed.**

D. Annual Conflict of Interest Training: Access Sacramento on an annual basis provides training to its board of directors about their role as agents for the State of California in representing the people to insure the Sacramento Community Cable Foundation dba Access Sacramento is operating appropriately as a non-profit. It is considered good practice and is helpful in grant applications for the board to participate in conflict of interest training annually. Attorney John Davis, Northern California Legal Services, presented the training as a discussion and also provided the first draft of a conflict of interest policy and disclosure statement which could be collected each year from the board members. Davis explained several values of doing this training, including the general need for supporting funding and looking good to the community. He indicated it is the board's responsibility to police itself against conflict of interest through what he called "Double Dealing." This concept he said is always tied to money and profit for the board member. He this in relation to board members who may be related to an employee in particular. He said to also be careful of any compensation that might pass from one non-profit to another. Davis made specific comments about fundraising activities and underwriting. His advice to the board was "If you see something that doesn't look right, speak up immediately." He noted specifically with the radio station, the concepts of payola and plugola related to radio airtime are well-documented concerns historically. The Board thanked Davis for his time and the draft policy document. The policy was moved to the Executive Committee for review.

III. Discussion Items

- A. **Strategic Plan** – Executive Director Martin reported a draft document has been started but is not ready for review based on the December board retreat. Flip chart transcription was provided to the board from the retreat was provided directly to the board by e-mail.
- B. **ACM West Conference** – Executive Director Martin reported reported a 3rd mailer was completed and had been sent to member so of the ACM West’s listserv. Registrations were running ahead of previous years and the room block at the Embassy Suites was above the minimum guarantee. Final planning was underway for the Access Sacramento tour and reception involving food trucks, the evening reception at the Crocker Art Museum, and for the WAVE Awards ceremony. Program speakers for the panels and workshops is essentially complete with some final edits for session descriptions and speaker confirmations. Having the national board meeting and president of ACM national in Sacramento on the 1st day when pre-conference sessions are underway has added powerful speakers to the list.
- C. **A Place Called Sacramento Night**
 - a. **Bring ‘em Back 2017 Film Night** – As a first time event, about 35 people showed up to see the 10 films. Popcorn and snacks were available. Executive Director Martin welcomed the group announced the launch of A Place Called Sacramento 2018 and mentioned both the script submission deadline and available classes. Board Chair Henkle thanked the group at the end.
 - b. **19th Annual Film Festival Launch & Classes** – The website launch and Call for Scripts is complete. Submission deadline is March 21. Four Specialty classes in script writing (12 enrollees), Film Production tips, Acting for the Camera and Film Make-Up are being offered. It was suggested
 - c. **20th Anniversary (2019) Ad Hoc Committee** –A discussion on bringing in outside help from a PR firm was suggested .
- D. **Ad Hoc Committee Appointments** –
 - a. **Power of Voice** – has been handled in the past by the Executive Committee. Bob Smith appointed to chair.
 - b. **Big Day of Giving** – Van Gordon and Robert Morin appointed.
 - c. **Show Lab** – Ed Fletcher to chair.
 - d. **20th Anniversary (2019) A Place Called Sacramento** – Ed to Chair.
- E. **Capital City Cinema Film Screenings** – This idea presented by member Mims involves a fundraiser with a movie screening a humanitarian based film connected with a speaker-panel discussion involving elected leaders and non-profits connected to the project. Some seed money may be

available from Visit Sacramento. It was wondered if something to be done before the Aug. 31 close of the current CA legislative session. The issue of adding another fundraiser around the POV and PCS projects already planned given existing capacity was discussed. Mims and Martin to explore this idea with a follow up on a possible ‘homeless’ theme to a first movie offering by connecting with St. John’s Program from Real Change.

IV. Standing Committee Reports (Discussion Items)

- A. Membership & Outreach** – The current membership tracking document shows the number of ‘series providers’ is down slightly. Executive Director Martin to check.
- a. Membership Survey/ 1st Quarter Outreach Plan -- The expired membership poll is ready. The goal is to generate returns and to facilitate a group of ambassadors who can do outreach.
 - b. KUBU Sponsorship Package – The undeewriting program for \$96.50 is alive and well. The program and its expansion to cover the radio fee will be presented at the Feb. 15 radio producer meeting.
 - c. Mobile App – Need to promote the radio app even more. A script should be in the studios for on-air mentions. It was discussed doing a trade out with RT.
 - d. Other –
 - 1. Doing more radio remotes and getting the first radio-remote class scheduled is in the works. Doing a remote from the “Walk a Mile in Her Shoes” event and the County Fair was considered.
 - 2. Board membership recruitment raised – Those connected in the community would be valuable additions.
- B. Operations & Finance**
- a. Dec. 2017 Ledger – Exec. Dir. Martin covering for Crone. The ledge was presented to the finance committee previously.
 - b. Profit and Loss Report / Cash Flow – Crone and Martin have discussed those areas where revenue or expenses are different than seen in the previous years. Membership dollars overall are ahead of the annualized budget. GOTW & HTTV expenses are over the average per month as well, typical for when Football and Basketball are being covered.
 - c. Income Tracking Bar Chart – This document was provided as a visual representation of revenue generation.
 - d. Year to year Class Enrollment Data – A report is being generated from retained data in the MCM system compared to current info in RueShare by the office manager.
- C. Programming** –
- a. Radio/TV Additional Time – A discussion of the concept of everyone being equal vs. having a group who can pay to play more than others is underway. The considering of ‘more of the same’ vs. different content

from existing producers is also part of the discussion as a way to validate potential added time offerings.

- b. Show Lab – a discussion between Ed Fletcher and City Councilmember Eric Guerra about the concept of a Show Lab Incubator was presented with a discussion for potential funding. Internal process, staff capacity to manage this project, plus budget and timelines are being discussed.
- c. Access Remote Digital Transfer II – This upload project continues to function properly. Series providers are being added into the list of users. A discussion of moving more month-to-month regular members into the system continues.
- d. Community Member – this project is having new content added on a regular basis. An exposure campaign needs to be created.

V. Executive Director Report – A written report was provided.

VI. Public Comments – None.

VII. New Business –

Agenda Items for February, 2018 – none

VIII. Adjournment – 7:30 p.m.

Item V

Executive Director's Report to the Board of Directors

Jan. 25, 2018

- A. Access Sacramento Website – Liz Harrison has identified an upgrade path for our website's retired theme. FireSpring has agreed to do a minor modification and to combine menu options with an existing banner carousel that will allow us to maintain the primary navigation while additional content is modified and upgraded without loss of existing content. A review link of the new design will be provided before a launch and the promotion.
- B. Performance Reviews Complete – All permanent benefited staff have completed the performance review cycle.
- C. 2018 Labor Law Update -- Minor changes will be implemented in the process of handling on-call part-time sick leave. The job application will be reviewed to ensure compliance with new laws regarding inquiries about criminal history and salary history questions. Our employee handbook will need an update in the next cycle to reflect new support levels for Parental Leave and guaranteed reinstatement, and for Paid Family Leave. There are new notification requirements about employment protections for victims of domestic violence, Sexual Assault or stalking. The Dept. of Homeland Security will provide a new I-9 form for use next month. The IRS mileage rate has changed for this year from .53 to .545 per mile.
- D. Sacramento County Assessor Exemption – The annual Exemption document (as a renter not owner in the Coloma Community Center) filing with the County Assessor is due by the end of the month.
- E. Our State and Federal IRS Tax documents have been received following our fiscal review and will be signed and sent in before the due date in February.
- F. KUBU App – Since the release Nov. 7, 2017 84 Apple iPhone installations have been completed, and 41 in the last 30 days. On the Android side, as of Dec. 26, 2017 we have 62 installs on active devices with 33 new installs in the previous 30 days. Data about the on-line computer listening trends is attached separately.
- G. KUBU / Comcast Cable IP – Security is being reviewed for the Internet Access points in the KUBU Studios.
- H. Big Day of Giving Page Review – The Access Sacramento page at the BigDay of Giving website is being reviewed and current financial data will be installed based on the document by Balarsky and Associates. The due date for this work is Jan. 31.
- I. Miscellaneous Updates:
 - a. Minimum Wage hourly improvements to \$11.00/hr have been implemented for affected employees.
 - b. The executive director's computer trackpad issue has had a temporary fix. Because the ordered part is "constrained" by Apple, by delaying the work order for up to five weeks, the part will be free. Two weeks of computer challenges are finally past.
 - c. Two new CRC college interns have been onboarded and will be with the production department through mid May. A comped student membership and

complimentary enrollment in the Saturday morning studio class has been provided.

- d. Concerns about confidence monitoring of the Comcast return signal in both master control and production control are being resolved with the installation of an additional monitoring station that allows the master control router to feed Comcast Ch. 17 or Ch. 18 directly into production control for better live start and stop monitoring.
- e. Batteries have been replaced by Bay Alarm on the motion-detection cameras in the HD Truck cage.



Access Sacramento Board of Director's Open Management Principles

The Board of Directors values our relationships with our member volunteers and the general public. Therefore, we adhere to the following principles in our policy decisions, business dealings, and public reporting.

Purpose of Openness Principles - The Board of Directors of Access Sacramento, a 501(c)3 membership organization, strives to be open and transparent to our members and the general public. Access Sacramento believes in transparency and accountability to its constituents and the public by providing information on governance structure, governance policies and our financial condition as reflected in audited financial statements and regular reports documenting our major programs and initiatives.

Policy Decision Making Process – The fifteen member Board of Directors serves as unpaid volunteers elected by a vote of our membership. The Board meets monthly at the Access Sacramento offices. The meeting date, time, and agenda are announced to the public at least 72 hours in advance on the web site - www.AccessSacramento.org. The public is invited to attend board meetings and time is identified on the agenda inviting public comments. The proceedings of these meetings are maintained and available in the business office during business hours. The published agenda identifies action items for board discussion and decision as permitted in the by-laws of Access Sacramento as a non-profit corporation.

Budget Approval and Review Process - The Access Sacramento annual budget and programming plan is drafted, reviewed, and approved by the Board. The documents are then reviewed and approved by the Sacramento Metropolitan Cable Television Commission. The Cable Commission is a joint powers authority of local incorporated cities and the County of Sacramento. Annual fiscal reviews are conducted by a certified public account and regular financial and programming reports are submitted to the Cable Commission. Access Sacramento posts an annual report on its website.

The Board and the Executive Director - Access Sacramento Board of Directors delegates to the Executive Director the authority to manage the staff, maintain the website and supervise day-to-day activities in accordance with these principles. The Board also expects the Executive Director to inform our membership and the general public of Access Sacramento's major activities and programs.

Questions or comments may be directed to the Board Chair and/or Executive Director at: 4623 T. Street, Suite A, Sacramento, 95819-4700 (916) 456-8600 at extension 100 or postmaster@AccessSacramento.org