



**Board of Directors
Thursday, Nov. 19, 2020
Regular Board Meeting
5:30 p.m.**

This Meeting is being conducted as a Virtual Meeting On-Line
To View the Meeting Live – e-mail: info@AccessSacramento.org

Access Sacramento
4623 T Street, Suite A, Sacramento, CA
(916) 456-8600

www.AccessSacramento.org

COMMUNITY PROGRAMMING ODOMETER
61778 (+138 in 28 days)
AVERAGE OF 4.9 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, NOVEMBER 19, 2020 - 5:30 PM
Remote Meeting via Zoom.com**

Time	Item of Business	Presenter	Action	Info
5:30pm	I	CALL TO ORDER REGULAR BOARD MEETING		
	II	DISCUSSION / ACTION ITEMS		
		A. November 19, 2020 Agenda Approval (New Items?)	Smith	X
		B. Minutes for Special Board Meeting Oct. 21 and Regular Monthly Meeting October 22, 2020	Smith	X
		C. Executive Director Search Committee Report a. Hiring Consultant Request for Proposal b. Process and Timelines	Smith	X
	III	DISCUSSION & ACTION ITEMS		
		A. Draft 2019-20 Annual Report Version 2	Martin	X
		B. 2020-21 Approved Budget Adjustment	Martin	X
		C. COVID-19 Reopening Plan	Martin	X
		D. Educational Ad Hoc Committee	Henderson	X
		E. Community Media Movement	Mims	X
		F. 21st annual "A Place Called Sacramento" Film Festival	Martin	X

Special Board of Directors Meeting Minutes
Thursday, October 21, 2020
6:00 p.m.
Via Zoom Meeting

Board Present: Bob Smith, Nahid Kabbani, Kim Mims, Samantha K. Henderson, Monica Stark, Alexander Vasquez, Van Gordon

Board Excused: Robert Morin

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

II. Closed Session – After a brief welcome, Board Chair Bob Smith opened public comment on the closed session and closed public comment without any requests for participation. The board of directors moved into closed session at 6:03 p.m. regarding a personnel matter, the announce retirement of the Access Sacramento Executive Director. After return at 6:58 p.m., Chair Smith confirmed there was no public report out.

III. Adjournment – Meeting Adjourned at 6:58 p.m..

October Monthly Business Meeting Minutes

Thursday, October 22, 2020

5:30 p.m.

Via Zoom Meeting

Board Present: Bob Smith, Kim Mims, Samantha K. Henderson, Van Gordon, Nahid Kabbani, Robert Morin, Samantha K. Henderson, Kimberly Y. Spears, Monica Stark, Alexander Vasquez.

Staff: Gary Martin, Executive Director, Operations Director Laureen Fallahay, IT Coordinator/Director Liz Harrison, Digital Lab Manager Bhim Kumar Reyes, Producer Instructor Carlos Hernandez.

Guest: Don Henkle

I. Call to Order Regular Board Meeting 5:33 pm. Quorum present.

II. Discussion/ Action Items

Board Chair Smith opened the meeting by welcoming the board, staff and guests. He said the board welcomes and values public comment and that it will be considered. He said the board is exploring the direction where Access Sacramento must move in its replacement of the retiring Executive Director. He said the structure of personnel and staff must line up with synergy and a positive work environment. He said now is a valuable opportunity to get it right as we transition to a more self-sustainable Access Sacramento.

- A. October 22 Agenda Approval – Motion for approval by Gordon seconded by Morin. Approved.**

- B. Minutes the Regular Board Meeting September 24, 2020 and for the Special Board Meeting October 1, 2020 – Moved by Gordon, seconded by Morin for approval. Approved.**

- C. 2020-21 Budget (October Revise) –** Executive Director Martin presented a proposal for board consideration with updates including the latest revenue and expense projections and with further analysis of the impact of the CARES Act Payroll Protection Program loan and the Water Damage Insurance payment. Smith said he appreciated the additional analysis by the Executive Director regarding overall profit and loss for 2019-20 and the expectation of a full recovery in 2020-21 when the CARES Act Payroll Protection Program loan is fully forgiven. Martin notified the board that the budget could have shortfalls related to the COVID-19 shutdown, especially if the A Place Called Sacramento Film Festival is moved out of this fiscal year (and the resulting loss of \$3,500 in expected earned revenue) and a possible increase in unemployment payments beyond the reserve should staff not return as expected in Quarter 4 of 2020 and Quarter 1 or 2 in 2021. Chief Financial Officer Henderson also expressed concern that income from Membership and contracted productions could also not reach expectations if membership services are still reduced. Henderson said even with marketing and direct contact during

membership renewals, a shortfall is a real concern. Spears added her thanks to the staff in managing a difficult time. **A motion to approve the budget as presented was made by Henderson, Seconded by Gordon. Approved.**

- D. Surplus List Review and Approval** – Under the Access Sacramento process, a surplus list of equipment that is no longer needed because it is has been replaced or is outdated must be approved by the staff engineer, operations director and executive director before being presented to the Board of Directors. This provided list includes a possible disposition of the equipment for donation to other non-profits or schools, with much being disposed of as e-waste. Before disposal, the final step is to notify the Sacramento Metropolitan Cable Television commission of the list for receipt by the SMTCT Executive Director. **Motion by Gordon, Seconded by Morin to have the Board Chair sign the surplus form electronically approving the list for disposal and to authorize notification of the SMCTC Executive Director. Approved.**

III. Discussion Items

- A. Executive Director Search Committee Formation** – During the Closed Session of the Special Board Meeting of October 21, 2020, Smith reported the board discussed the Executive Director search challenges, and impacts on the organizational chart and new goals and objectives for Access Sacramento. He said the search committee would not be making decisions but would be evaluating and presenting information to the full board and that the committee wants and welcomes board input. Further, Smith said the board in closed session agreed it wanted to focus on business development, sponsorship development and revenue generation. He said overall Access Sacramento operations shouldn't have to change with an increased focus on marketing, but that personnel might need to be supplemented to support areas that have not been a focus in the past 30 years. He said the board felt that revenue from cable subscribers would diminish over time.

Smith announced the search committee for the new Executive Director would be the officers of the board: Chair Smith, Vice-Chair Mims, Chief Financial Officer Henderson and Secretary Gordon.

Smith said, within 30 days, the committee would present a minimum of three proposals to the general board from possible agencies to help with the Executive Director Search. The proposals would provide cost and expense estimates on providing search help.

Smith said he would prepare a Request for Proposal and that the search committee and board would see it first for approval.

Smith reported that in closed session the board discussed what it wanted in the new Executive Director. Smith felt an ideal candidate would need to have local experience in media or public relations, and a successful track record of building clientele from their established local business network in Sacramento County. Smith said the new executive director must still be able to prepare budget proposals for presentation to the Cable Commission and navigate the PEG governance structure, but must also be able to drive Access Sacramento toward self-sustainability. Smith hoped the new Executive Director would be on a first name basis with local business leaders.

Mims said she hoped any consultant would have a finger on the pulse of available playmakers in the PEG world. Smith said in preparing the RFP he would be in contact with TV and Radio contacts and CEOs of local PR firms who could advise on doing a Executive search in Sacramento County. Morin said the business he works for uses a local search company and that he would refer that company to the committee.

Mims asked about the committee approach to the expressed desire for a local candidate since the number of people locally who also have PEG experience will be relatively low. Smith said PEG experience is valuable and that the committee must be open to considering a broad range of experience. He said PEG knowledge can be learned. He hoped the successful candidate would be hired quickly enough to spend time with the current Executive Director to learn about the relationship with the cable commission and all that it entails. He said a successful candidate would also have the enthusiasm, creativity and the motivation to build the Access Sacramento brand in the community.

Public Comments:

Lauren Fallahay said the Executive Director's salary range might in \$65-\$75,000 which would leave more for other staff. Smith responded he wants a team where everyone will help each other out and that the consultant would help in setting a pay rate.

Elizabeth Harrison said PEG and DIVCA knowledge is important because those things are our core mission. She offered support for the Buske Group and said that other consultants may have hidden fees, including monthly fees after a hiring. Smith said a candidate with commercial broadcast experience, even lacking the PEG background, would likely have a network of business contacts and that providing budgets and annual reports to the cable commission could be learned. He noted that additional staff who could cold call on businesses could supplement the work of the executive director and that all ideas would be considered.

Smith said a draft Request for Proposal for a hiring consultant would be prepared within a few days.

- B. Draft 2019-20 Annual Report** – Executive Director Martin provided a first draft of the July 1, 2019-June 30, 2020 annual report with a variety of the programming and special projects language in place. The financial data was still being prepared by the accountant. A second draft of the report would be provided in November, and a final draft with all of the accounting information, including the fiscal review, would need review and approval at the board's December 17 regular business meeting for submission to the cable commission by the end of the calendar year.
- C. COVID-19 Reopening Plan** -- Martin reported appointments for call-in to the main office are being arranged for members to make payments and coordinate program submission. An equipment checkout pilot is ongoing with a plan for allowing week-long check outs with member appointments available between noon and 5:30 pm on Monday's. A process for increased use of recording and live studios at KUBU is being developed in cooperation with the executive director, front office and radio staff.
- D. Educational Ad Hoc Committee**– Henderson and Spears have met to look at the list of workshops. They hoped for a more dynamic list if a different format. They hope for

more online, hybrid or virtual offerings with added marketing and promotion. Henderson said the virtual Streamyard classes in October were mildly successful and it was nice to see members interacting with Access Sacramento. She said a follow up call with Facebook promotion might be good in order to reel them back in.

- F. Community Media Movement** – An ad-hoc work group met to discuss ways of encouraging existing Do-It-Yourself (DIY) video producers in the community to bring their content to Access Sacramento. Mims brought the list of City of Sacramento funded CARES Act projects since many of the organizations there have a video component. The work group will be gathering contact information for those organizations with the hope of opening a discussion to bring them into memberships. Mims said staff should create a Community Media Movement DIY campaign to familiarize more organizations with Access Sacramento by using social media and our newsletter to push out a request to join us.

IV. Standing Committee Reports

- A. THE Membership and Outreach Committee** – Smith said the focus has been around the partnership with Operation and Finance to develop a Fundraising Telethon in the First Quarter of 2021. Putting on a show including the virtual world and promoting it could generate important revenue. Chief Financial Officer Henderson is chairing the marketing subcommittee from within the Operations and Finance group. Smith said all of the board members have to be the revenue generators. This will be an opportunity to hug our membership and keep them happy. This is an opportunity to provide mentorship, support and to encourage them in their production goals. Smith asked Martin to work with staff on setting a target date for the telethon.

Spears reported on the work of the Access Sacramento Ambassadors Program (ASAP) and said while Access Sacramento remains closed and offering few classes, it is difficult to generate a new list of Ambassadors who are willing to mentor new members and help them toward their goals. Smith suggested staff could generate a Hot List of 20 names who might be appropriate to encourage as ambassadors. Spears said getting an Ambassador leadership team would be the next step.

- B. Operations and Finance** – Henderson has reviewed the Profit and Loss report, and has been focusing on the unrestricted revenue. She said that membership, training and donations are all under budget and that it will take focus from the board and the staff to make sure these revenue sources are moving on the right trajectory.
- C. Programming Committee** – Under the Community Media Movement proposal, Mims said she would send out an email to the board asking for help in breaking down the list of recipients from the City’s CARES Act Grants as possible outreach targets.

- V. Executive Director Report** – Handout provided. Chair Smith commented on Executive Director Martin’s announcement of his retirement on March 2, 2020 by thanking Martin

for his dedication to Access Sacramento and that the Board and Access would say thank you more thoroughly before his departure.

VII. Public comment –

Operations Director Laureen Fallahay commented on a new workshop schedule reflects the Streamyard class. She thanked Smith for asking the board to be active in the fund raising efforts and having the board active in telethon preparation since we are short staffed. She thanked the board for its support in social media posts. She said it is wonderful and very supportive when staff sees the board being active in the events and activities of Access Sacramento.

Guest Don Henkle thanked Martin for his service at Access Sacramento. He said he is serving on another non-profit board right now and that all non-profits are going through a readjustment period because of COVID and that Access is not along. He suggested reaching out to other nonprofits to share the services Access Sacramento provides.

VIII. New Business – Henderson asked for the 21st annual “A Place Called Sacramento” Film Festival to be placed on the agenda for consideration of a rescheduling deeper into the year from the scheduled June, 2021 date. Smith said he would have the Executive Director Search Request for Proposal for consultants in five days.

IX. Adjournment – Meeting adjourned at 7:54 pm.

V. Executive Director Report

- A. National Public Policy from ACM** –President Mike Wassenaar reports to ACM:
1) The FCC's August 2019 Order of Cable Franchising opened the door for the cable industry to ratchet down and perhaps eventually eliminate franchise fees paid to local governments for support of community media operations and PEG. By allowing the industry to deduct "in-kind" support for fees, the FCC Order may force communities to choose between fees and PEG programming and channels. ACM believes the FCC is misinterpreting the Cable Act when it increases the definition of "franchise fee" to mean any kind of support - and with a coalition of municipalities and other allies we have been fighting the FCC's Order first in the rulemaking process and now in court. The support of ACM donors has allowed us to represent PEG interests specifically in the legal case which is now being argued in the 6th Circuit Court. 2) Following the FCC's 621 Order, ACM worked with co-authors of the Protecting Community Television Act to come up with a Congressional remedy for the Commission's bad acts on franchise fees. The Act defines fees as monetary only - thus eliminating the loophole the Commission created with so-called "in-kind" fees. ACM has worked to gather 39 co-sponsors of the bill in the House of Representatives and 18 co-sponsors in the Senate so far. We expect there will be more co-sponsors listed this fall, setting the stage for action with a new Congress in 2021.
- B. AT&T U-Verse Feed Improvement & SAP Addition** – Technicians from AT&T are working with our programming department to put in a direct feed of our Ch. 17 and 18 signals into the AT&T distribution for the common channel 14 we share with all PEG in the Sacramento region. This direct feed will allow a cleaner signal (albeit still standard definition) but will provide the additional capacity for having our radio cablecast put on a newly provided SAP channel – similar to what we have with Comcast.
- C. Capital Outlay Purchasing** – Although the money for one-time PEG Fund equipment in the current fiscal year hasn't arrived yet, we're moving forward with a variety of projects and are scheduling the installation of the more complex ones for around the holidays to align with staff availability and to prevent conflicts with member use. The radio purchasing is nearly complete. The RV remodel project is underway, and scheduling is being finalized for the LiveU expansion and replay/video-playback system in production control.
- D. Membership Extensions Concluding** – The free three-month extension for memberships will conclude on Oct. 31. Operations Director Laureen Fallahay reports 52 memberships are due on Oct. 31. She is working to help 17 now with activating on-line payments through the website or in person. Since our memberships are managed on a rotating annual schedule, 11 more will expire by mid November. Phone call reminders to expiring members will begin in November.

- E. StreamYard Streaming On-Line Class** – Two sections of the intro to Streaming class have been completed by board member/Instructor Samantha Henderson. We appreciate her dedication and stepping up in this way.
- F. Coloma Lease Renewal** – Our building lease with the City of Sacramento has been renegotiated for another five year term. Rent will remain the same for the next three years though Oct. 31, 2023, with options on a 5% increase in years four and five. An option on extending the lease should be submitted before August, 2025. The renewal lease will go to the City of Sacramento for signatures from the Creative Services and Leisure Division, the City Clerk, the City Manager and a vote by the City Council in November or December. A full copy of the lease is attached to the Oct Board Packet beginning at page 62.
- G. Hometown TV Election Forums and Bouchercon Anthony Awards** – With the help of board member Monica Stark from Valley Community Newspapers and the Sacramento League of Women voters, two election forums were broadcast on Access Sacramento in early October feature pro and con guests on the Statewide Proposition 22 (App Based Drivers) and the City of Sacramento’s Measure A (Strong Mayor). Special thanks to Liz Harrison, Laureen Fallahay and Bhim Kumar-Reyes for assembling the many moving parts. Staff also coordinated with the Bouchercon virtual national conference for mystery writers to present the Anthony Awards. This aggressive broadcast was coordinated with local author, PCS filmmaker and Access Sacramento producer Danna Wilberg, and video professional Tim Walton with video inserts to present the awards involving nearly 40 live zoom connections for the nominees and three in-studio guests, all with proper COVID compliant safety. This first use of the studio since last March acts as a pilot for what may be protocols to enable members to return to studio use at some point in the future.
- H. Miscellaneous –**
- a. **KUBU app streaming performance** – See attached.
 - b. **Executive Director Retirement** – I notified the board Oct. 15 of my intention to retire. My last day of work will be March 2, 2021.
 - c. **ACM National Board** – I have notified the West Region board that I will be stepping down as its representative to the national Board of the Alliance for Community Media after the board meeting in November. The West Region will name a replacement to the national board for the time period after that.



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 members of the Board of Directors serve as unpaid volunteers. 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