



**Board of Directors  
Thursday, December 20, 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](http://www.AccessSacramento.org)**

COMMUNITY PROGRAMMING ODOMETER  
57557 (+240 in 35 days)  
AVERAGE OF 6.9 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, DECEMBER 20, 2018 – 5:30 PM  
Coloma Community Center – Gold Run Room**

<b>Time</b>		<b>Item of Business</b>	<b>Presenter</b>	<b>Action</b>	<b>Info</b>
5:30	I	<b>CALL TO ORDER REGULAR BOARD MEETING</b>	Henkle		
	II	<b>DISCUSSION / ACTION ITEMS</b>			
		A. <b>ACTION: November 15, 2018 Agenda Approval (New Items?)</b>	Henkle	X	
		B. <b>ACTION: Minutes for November 15, 2018</b>	Henkle	X	
		C. <b>ACTION: 2017-18 Annual Report</b>	Martin	X	
	IV	<b>DISCUSSION ITEMS</b>			
		A. Board Retreat Review – Nov. 18, 2018	Henkle		X
		B. Update on Auto-Billing	Martin		X
		C. Discount Member Rates (Student/Senior/Veteran & Radio Legacy)	Henkle		X
		D. Power of Voice Nomination Process & Timeline	Henkle		X
	V	<b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
		A. THE Membership & Outreach Committee (Membership Chart) a. Holiday Member Appreciation Review b. 1 <sup>st</sup> Quarter 2019 Outreach	Smith		X
		B. Operations & Finance a. November. 2018 Ledger b. Income Tracking Bar Chart	Morin		X

	<p>C. Programming –</p> <ul style="list-style-type: none"> <li>a. HTTV- Feed Sac Homeless Talent Show, Pig Bowl, Quick 6 Under the Lights Sacramento Darwin Day, Chess Championships</li> <li>b. Television Update – Democracy Now Marathon, Tightrope Upgrade (analytics), Electronic Programming Guide, Ingest, Community Memory</li> <li>c. Boost Member Productions Quality and Quantity</li> </ul>	Fletcher		X
VI	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
	<ul style="list-style-type: none"> <li>A. KUBU Advertising</li> <li>B. KUBU App/Streaming performance</li> <li>C. Duns &amp; Bradstreet Updated</li> <li>D. Game of the Week Update</li> <li>E. Banking Change Over Completed</li> <li>F. Big Day of Giving Registration &amp; Profile</li> <li>G. ACM West Conference Travel</li> <li>H. Miscellaneous Updates</li> </ul>	Martin		X
VII	<b>Public Comment</b> (2 min. per person): Fill out request form	Henkle		X
VIII	<b>New Business</b> Possible Agenda Items for Jan. 24, 2019 RueShare Crew Finding Membership Data Review (Morin)	Henkle		X
IX	<b>ADJOURNMENT</b>  <b>Schedule</b> Radio & TV Studio Closure – Fri. Dec. 21 – Jan. 2, 2019 Radio Closed – Mon. Dec. 31 at 1pm & Tues. Jan. 1 Orientation – Tues. Jan. 8, 6 pm THE Membership & Outreach Committee – Wed. Jan. 9 5:30pm Radio Producers Meeting – Wed. Jan. 9, 7pm Programming Committee – Thurs. Jan. 10, 5pm Executive Committee – Thurs. Jan. 10, 6pm Closed – Mon. Jan. 21 for MLK Holiday Orientation – Wed. Jan 23, 6pm Regular Board Meeting – Thurs. Jan. 24, 2019, 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.**

**November Monthly Business Meeting Minutes**

**Thursday, November 15, 2018**

**5:30 p.m.**

**Coloma Community Center- Gold Run Room**

**Board Present:** Don Henkle, Bob Smith, Robert Morin, Van Gordon, Ed Fletcher, Mark Freeman, Kim Mims, Simone Vianna

**Excused:** Laura Chick, Ted Tenedora, Alexander Vasquez

**Staff:** Gary Martin, Executive Director, Laureen Fallahay, Office Manager, Liz Harrison, IT Manager

**Guests:** Roger Beebout, CPA

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

**II. Discussion/Action Items**

**A. ACTION: November 15, 2018 Agenda Approval – Moved for approval by Gordon, Seconded by Freeman. Approved.**

**B. ACTION: Minutes for October 25, 2018 – Moved for approval by Gordon, Seconded by Viana. Approved.**

**C. ACTION: 2017-18 Fiscal Review –** A financial review by the office of Balarsky and Associates is performed annually as required by the Sacramento Metropolitan Cable Television Commission. This year, Roger Beebout, CPA representing Balarsky and Associates reviewed the general ledger and processes used by Access Sacramento and its monthly bookkeeping and payroll firm, Malkasian Accountancy. Beebout reported a clean review with no modifications to the books or accounting being needed. As a general comment, he noted Access Sacramento has a healthy financial position, with cash and cash equivalents vis a vi any restrictions. This report does change its presentation from previous years however. In showing the Activities and Functional Expenses, a new 2016 Accounting Standard requires reports to non-profits to follow a format that differs from the previous restatement of the annual profit-and-loss ledger report. The most significant change is that the financial review now models more closely the IRS Form 990 where non-profit foundation expenses are aligned as Programs, General and Administrative, and Fundraising. He noted a change this year from 2016-17 as 75% in programs, 22% in General and Administrative and 2% in fundraising, to the 2017-18 year as 75% programs, 23% in General and Administrative and 2% in fundraising and that is noted as a footnote of the report. Another footnote references a conclusion and change in the building lease at the Coloma Community Center. He also explained that these reports are subject to a three-year IRS tax filing review.

Questions from the board related to how the split of expense allocations for Programs, General and Administrative and Fundraising is determined. Beebout explained for non-specific ledger items, the allocation is created in discussion with the Executive Director. Vianna asked whether this report can help evaluate marketing related to the value of return vs. expenses. Beebout said that issue is more project based and the annual report is intended to be more generalized.

**Moved by Gordon, Seconded by Morin to receive and file the Financial Review for 2017-18 and for the appropriate information to be included in the annual report. Approved.**

- III. Public Hearing – Annual Membership Rate Review** – This is the 2<sup>nd</sup> public hearing on a proposal to consider increasing the annual fees charge for membership at Access Sacramento. Notice of the public hearing hearings have been listed in the member newsletter for the last seven weeks and have been posted at the AccessLocal.TV website, outside the Access Sacramento office at the Coloma Community Center for the previous three weeks, and officially posted at the AccessSacrametno.org website.

Proposal Smith articulated the Proposal: 1) Effective April 1, new adult members and renewals would change to \$60/annually billable as \$30 every six months. The proposal would put all renewals on expiration and renewal on April 1 and March 1 annually, with a prorated membership of \$5/month to bring a member into alignment with the default billing dates; 2) Student and Senior Member discounts would now include Veterans, with a \$10 discount from the Adult membership. This would change the \$20/year membership into a \$50/year membership billable at \$25 for every six months; 3) to accommodate those who might not be able to afford the increased fee, a checkbox should be added to the membership form with “Assistance Requested.” Staff will determine method for managing this process.

**Henkle opened the public Hearing at 6:09 p.m.** There were no speakers with comment cards nor in attendance to address the issue. One e-mail from Winfred Detwiler said she opposed doubling the rate and felt a \$45/year rate would be better and hoped Access Sacramento was participating in the opposition plan to several FCC proposals to change the way Access cable is funded. **Henkle closed the public hearing at 6:10 p.m.**

Discussion: Smith noted the proposal is just 40% higher than in 1987, and that we have much higher value now. He noted that \$60/year determined at the last meeting is very equitable.

Morin asked about how to manage the calculations for the prorations. He also noted that current annual process for managing renewals seems to be working, and that Series Contracts offer a four-month floating billing cycle. Morin asked staff to investigate a monthly auto-debit billing cycle.

Simone commented that when she joined the board, she hoped increased dollars might provide increased money for staff. Once fully implemented, the current 460 members paying the higher rate would generate \$13,800 annually. Vianna wondered whether fees charged on a per-use basis might be better (i.e. a rental fee for use of check-out cameras or the studio,) but worried it would put a larger burden on some members over others.

Henkle desired a proposal that's simple for member to understand and for staff to implement.

Freeman said he supports the fees increase and said the rate to first time users wouldn't seem high, since it would still be the best bargain ever. He noted our fees have been too low for too long and that exiting members would easily adjust.

Fletcher said the \$60/fee compared to 1987 is a 57% increase and wondered if a slower implementation might be easier for current members. He suggested \$45 for a year, and then \$60 the following year.

**Gordon moved, seconded by Vianna to implement a \$60/year annual rate on April 1, 2019, billable as \$30 every six months with a prorated \$5/month until renewal dates of either April 1 or Sept. 1. He added that current members can renew at the current rates up until March 31 to extend their memberships early if desired.**

Morin offered a substitute motion allowing for a continuation of the existing rolling membership dates. He also said monthly rolling payments managed under an auto-deduction to a credit card or bank account should be investigated. The proposal was not seconded.

**The original motion was Approved.**

#### **IV. Discussion Items**

- A. Board Retreat Meeting Date** – The board of directors will meet to review key points from the previous retreat on Sunday, Nov. 18 at 8am in the TV studio.

#### **V. Standing Committee Reports**

- A. THE Membership and Outreach Committee --** Smith reported on the holiday member appreciation event Dec. 6 from 6-8pm at the Coloma Community Center Auditorium. RSVPs required. It's an event for current members only to enjoy some holiday cheer. A special invitation to members only will be sent. Board members and ambassadors are asked to volunteer to help set up decorations, to pour wine, and to clean up after. It is hoped the event will become an annual occurrence. The Radio Billboard will be up after Dec. 31, 2018 and the KUBU Cartvertizing promotion will begin in December.

- B. Operations and Finance** – Morin commented on several ledger items that were above the annualized budget amounts.

- C. Programming Committee** – Fletcher noted there were no new Hometown TV applications this month. He encouraged board members with a proposed board competition to encourage recruiting new producers, new hometown TV applications and fundraising ideas. The committee will be doing more discussion to smooth the pipelines and get more shows on the air. He noted a big need for a better recruitment strategy for crew members and that TV studio shows falter for lack of crew.

#### **VI. Executive Director Report** – A written report was summarized.

**VII. Public comment --** Member Ed Harris commented on the Membership Rate increase saying he liked the \$50 fee per year better.

**VIII. New Business** – No new requests.

**IX. Adjournment** – Meeting adjourned at 7:25 pm

Item VI

Executive Director's Report to the Board of Directors  
November 15, 2018

- A. **KUBU Advertising** –
  - a. A draft of the KUBU billboard artwork will be in the room. The contract puts the billboard in the Dimple Records parking lot on Broadway from New Year's Eve Dec. 31 for a two month run, courtesy of board members Bob Smith and Alexander Vasquez.
  - b. The Cartvertizing KUBU project will launch in December. Artwork was delivered last week. KUBU artwork sized 8x10 and 5x7 will be on shopping carts at the Alhambra Safeway store from Dec 2018 through November 2019.
- B. **Radio KUBU – Music Prior to 1972 Copyright Question** – There has been a change in federal law and current best advice about radio licensing by ASCAP, BMI and SESAC is that music prior to 1972 may no longer be safely covered by the licenses. Shane Carpenter is monitoring this and will advise once this issue has cleared.
- C. **Sound Exchange Stream Reporting** – The 4<sup>th</sup> Quarter reports for our two-week census have been submitted.
- D. **KUBU App / Streaming Performance** – October compared to September shows less streaming and App use. Reports attached.
- E. **A Place Called Sacramento Cable Premiere** – The full stage show has now appeared on Access Sacramento and the movies will be released on our YouTube channel and on AccessLocal.TV as soon as possible.
- F. **Game of the Week – CIF Playoffs** – The opening round and quarterfinal round games have been aired live. The semi-final game scheduled for Nov. 16 has been postponed to Sat. Nov. 24. We are determining if there is staffing available for this change to be able to cover the game.
- G. **Banking Change Over** – Our safe deposit box as Union Bank has been closed. The residual amounts in the Payroll checking and Savings account have been moved into the general checking until final fees are cleared and then we will transfer any balances to Bank of America before the end of the calendar year.
- H. **Access Sacramento Ingest Portal** – During the month of October, 186 videos were uploaded, the largest number for any month so far and nearly double for any previous month.
- I. **Holiday Party – Dec. 6** – Report from THE Membership and Outreach committee.
- J. **Big Day of Giving Orientation** – Moved to Dec. 13. Gary Martin and Lauren Fallahay will attend.
- K. **Miscellaneous Updates:**
  - a. **SNR on KUBU** – With some facilitation by board member Alex Vasquez, the Sacramento News and Review is interested in possibly doing a trade out of advertising space for a membership and the opportunity to do some “Community Calendar” type announcements on a weekly basis on KUBU.

A possible non-profit connection to a hometown event is also being considered. We are awaiting SNR's reporter to attend an orientation to start this partnership.



## **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](http://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](mailto:postmaster@AccessSacramento.org)