



**Board of Directors
Thursday, June 25, 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
61075 (+326 in 28 days)
AVERAGE OF 11.6 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, June 25, 2020 - 5:30 PM
Remote Meeting via Zoom.com**

Time	Item of Business	Presenter	Action	Info
5:30	I	CALL TO ORDER REGULAR BOARD MEETING	Smith	
	II	DISCUSSION / ACTION ITEMS		
		A. June 25, 2020 Agenda Approval (New Items?)	Smith	X
		B. Minutes for Regular Monthly Meeting May 28, 2020	Smith	X
		C. 2020-21 Budget	Martin	X
		D. Power of Voice Selection	Smith	X
		E. COVID-19 Related - Membership Extensions	Martin	X
	III	DISCUSSION		
		A. COVID-19 Reopening Plan	Martin	X
		B. Educational Ad Hoc Committee	Henderson	X
		C. 21 st Annual "A Place Called Sacramento" Film Festival a. Diversity/Youth Prelim b. Location & Distribution Options	Martin	X
	IV	STANDING COMMITTEE REPORTS (Discussion Items)		
		A. THE Membership & Outreach Committee (Membership Chart) a. Power of Voice b. Legislature on TV / Cal Matters	Smith	X
		B. Operations & Finance a. May, 2020 P&L and Ledger b. Income Tracking Bar Chart	Henderson	X

		C. Programming – a. Current Events Programming b. Hometown TV	Fletcher		X
	V	EXECUTIVE DIRECTOR REPORT (Handout)			
		A. KUBU 2 nd Quarter Sound Exchange Report B. KUBU app streaming performance C. ARDT II – Ingest Portal Update D. SBA Payroll Protection Program E. Master Control Insurance F. Film Commission / Permitting G. Other	Martin		X
	VI	Public Comment (2 min. per person): Fill out request form	Smith		X
	VII	<u>New Business</u> Possible Agenda Items for July 23, 2020 Membership Database Future Planning – 2030 Vision Grant Goals	Smith		X
	VIII	ADJOURNMENT Schedule THE Membership & Outreach Committee – Wed. July 8, 5:30pm Radio Producers Meeting Teleconference – Wed. July 8, 7pm Programming Committee – Thurs. July 9 5pm Executive Committee – Thurs. July 9 6pm Orientation – Tuesday, July 14, 6pm Orientation – Wed. July 22, 6pm Regular Board Meeting – Thurs. July 23, 5:30 pm			

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.

May Monthly Business Meeting Minutes

Thursday, May 28, 2020

5:30 p.m.

Via Zoom Meeting

Board Present: Bob Smith, Kim Mims, Ed Fletcher, Van Gordon, Simone Vianna, Kimberly Y. Spears, Alexander Vasquez

Excused: Samantha K. Henderson, Robert Morin

Staff: Gary Martin, Executive Director

Guest: Stan Atkinson

I. Call to Order Regular Board Meeting 5:34 pm. Quorum present.

II. Discussion/Action Items

- A. May 28, 2020 Agenda Approval – Moved by Gordon, seconded by Mims for approval. Approved.**

- B. Minutes the Regular Board Meeting April 23, 2020 – Moved for approval by Gordon, Seconded by Mims. Approved.**

- C. Board of Directors 2020-21 Officers Elections Results – Receive and File –** The process of selecting officers for the following fiscal year was moved to the May business meeting several years ago. The board of directors determined in April it would prefer to do an on-line ballot, based on nominations sent to the board chair by a pre-determined date. The Executive director prepared the online ballot in Survey Monkey based on the named provided by the board chair. All board members participated in the voting on-line. **The officers selected for 2020-21 are: Chair Bob Smith, Vice Chair Kim Mims, Secretary Van Gordon and Chief Financial Officer/Treasurer Samantha K Henderson.** The officers will take office officially at the conclusion of the annual membership meeting in June.

- D. COVID-19 Reopening Plan –** Executive Director Martin indicated Access Sacramento is creating a Phased reopening designed to protect the health of the staff and members who will be returning to the Coloma Community Center. Phase One will include the reopening of the main office for several hours during the week to accept new programming that is not being submitted on line and to facilitate communication and receipt of membership payments. Phase Two may include checkout of equipment. Phase Three may include some return of radio producers for limited hours for creation of recorded or live studio programming. Phase Four may include the use of the TV studio under controlled circumstances. Pilot tests of a variety of approaches may done by staff to align processes so that safety is assured.

There has been some concern expressed by some staff about the potential risk associated with bringing back part-time staff who may or may not be following health recommendations from the County Health officer in their personal lives, creating

potential hazardous exposures in the office for employees or members. Martin in discussion with the board acknowledged those concerns but also noted that the only control that can be given is over our own office protocols. If we begin implementing temperature checks, enforcing a mask policy, providing and using cleaning materials including hand sanitizing, and provide training on the need for washing hands and not touching your face, then in-office risk is reduced. When it comes to part-time employees exercising their free speech rights to protest government action, those rights are part of what Access Sacramento supports. As an organization, we will do all we can to ensure the health and safety of employees and members.

- E. Draft 2020-21 Budget and SMCTC Budget Hearing update.** – Executive Director Martin reported the proposal to the cable commission was submitted on time and would be reviewed at the Commission’s regular June board meeting. The commission is only reviewing the Base Funding amounts for the General Fund for operations and the PEG Fund for capitol Outlay. The announced plan is for status quo funding plus a Cost-of-Living Adjustment (COLA) that matches the COLA for Sacramento County employees. An additional amount will be added to the COLA to may adjustments for the minimum wage required by the state during the fiscal year.

Martin submitted a draft budget for review by the board. The document projects a conservative 2.9% COLA until a finished proposal is seen from the Cable Commission. Martin indicated the budget includes a temporary shift of funding of some operating funds to cover capital outlay contracts that are normally funded by one-time PEG Fund resources. Without funding approved for those projects by the cable commission, there is some risk in paying for them from July through September. Although unlikely, there is some chance the funding for annual contracts covering projects like the office copiers, the LiveU broadcast equipment, and the cloud-based Accesslocal.TV video storage and video ingest-portal might not be funded during the September budget hearing. If that should happen, we would be forced to break those contracts immediately and reset a variety of decades-old initiatives. The PEG Fund capital outlay project requests will be prepared and submitted by a currently unspecified date in July.

Board discussion included a desire and awareness of the need to do more fundraising. Given the COVID-19 pandemic, it was thought more underwriting for Game of the Week would be possible since fewer people may be allowed to attend high school sporting events and would want to watch. Others wondered if show producers could be encouraged to do more in the way of sales and underwriting for their own shows. Smith expressed a desire to have an underwriting packet as a sales tool so that business’ marketing directors could get a real sense of the value of community based broadcasting. He felt volunteers generally aren’t able to “close the deal.”

III. Discussion Items

- A. Annual Membership Meeting June 25, 7pm LIVE** -- Executive Director Martin discussed with production staff the complexity of doing the membership meeting live given the known number of board members and awardees who will be honored at that time. It was the recommendation that the meeting instead be recorded in advance so that a finished, edited production could be created with board introductions, report outs and awards can be done in a more professional way than trying to manage all of the participants, video elements and graphics via an on-line environment. Discussion determined board members would be available to record their portions on Friday, June 12, leaving the next week for editing, with review and upload prior to the June 25, 2020 playback. Additional ideas included doing the meeting more like a TV Show with a guest host, with more graphics, video clips and using this as a marketing tool to encourage more memberships.
- B. ARDT II Ingest Portal update** – A full review and modification of the Access Remote Digital Transfer system is underway to provide better access and compliance with the High Definition video capacity of our current automation. Video Streaming Services Company, who did the initial programming for transcoding in the cloud and the resulting connectivity to the automation and e-mail systems, has been contracted to do the upgrade of the system to be more HD compliant.
- C. Educational Ad Hoc Committee** – Henderson reported being pleased by on-going discussions with California State University, Sacramento. Martin indicated one of the part-time instructors is beginning the curriculum process for creating a new short-course for video production that would use studio equipment from Access Sacramento. The timeline until “catalog” status though is about a year. So an “experimental” course may be offered sooner to allow for a pilot, depending on funding and scheduling by Sacramento State’s department chair and dean.
- D. “A Place Called Sacramento” Future** –
- a. Executive Director Martin reported the live announcement of this year’s 10 movie projects and the concurrent virtual Cast and Crew Call that integrated the new pcs.greenlit.app in partnership with Casting Calls America, SacCasting.com and its division FilmFestO was a rousing success. Nearly 240 people were active in the live interactive event as it was broadcast live on Channel 17, streamed in the pcs.greenlit.app and on our Access Sacramento Facebook page. There were more than 800 views to the Facebook video that night and over the next week. Fletcher wondered if future events could include this type of online presence and asked about including a “notifications” setting so the app would announce when a live element was beginning.
 - b. A brief discussion of how a Hall of Fame event or a Youth Festival might be managed showed some enthusiasm for TV show approach on the channel unless a more expansive use of the Crest Theatre develops.
 - c. Other discussion involved what venues and alternatives might be possible to showcase this year’s films and filmmakers. Mims will research Drive-in options, Fletcher will find out more about the Crest and screen rentals and Smith will investigate Sutter Health Field and the Golden One Center.
- E. Power of Voice Selection Criteria** – The printed criteria for how this award is usually handled was provided. Chair Smith asked for board members to submit nominees for

review by the Executive Committee at its meeting Thurs. June 11. Smith encouraged the Executive Director to solicit staff for who they would recommend for this year's award.

IV. Standing Committee Reports

- A. THE Membership and Outreach Committee** – Smith reported his desire to have direct e-mail outreach to the membership from the RueShare system as a way of keeping current members engaged. He hoped for a personalized method. Smith asked for a review of current e-mail outreach to the membership during the renewal process and hoped that those who had lapsed by 60-days could be called to request renewal.

- B. Operations and Finance** – Martin indicated the profit and loss statements would soon be arriving in an excel spreadsheet. With the Coronavirus shutdown, nearly all of the earned income areas of the budget are going to be below budgeted levels. The Payroll Protection Program tracking is being discussed with the accountant. Money received will remain a liability on the balance sheet until such time in the next fiscal year that the amount that can be forgiven is then determined.

- C. Programming Committee** – Fletcher commented on the ARDT II system, Game of the Week options, and using Hometown TV as a way to bolster programming in response to the Coronavirus. He hoped we would do our best to maximize the “Place Called Sacramento” screenings, and to consider a 2nd screening or virtual or online component.

V. Executive Director Report – Handout provided.

VI. Public comment – None.

In closing out the meeting, Smith congratulated again the new officers and indicated with the impending departure of Fletcher and Vianna who will term out of office in June, that additional board recruits would be valuable at this time.

VII. New Business – Nothing additional to the items already on the agenda.

VIII. Adjournment – Meeting adjourned at 7:34 pm.

Item V

Executive Director's Report to the Board of Directors
May 28, 2020

- A. **Retirement Plan Restatement** – The documents required bi-ennially have been submitted.
- B. **SBA Payroll Protection Program** – We are talking with our accountant about this program.
- C. **ServerNetworkStream/App Contract** – On-line ads should now be removed.
- D. **KUBU app streaming performance** – See attached.
- E. **Master Control Restoration** – A report on employee hours connected to this loss needs to be finalized by me and then sent on to the adjuster as the last element of our claim. The final bills for the Master Control purchase and rebuild, and for the leased LiveU server loss are in.
- F. **High School PSA Awards** – Social Media push out continues by our sponsor the Sacramento Area Sewer District.
- G. **Miscellaneous** –
 - a. **Public Access as a Free Speech Forum** – Addressing the First Amendment claims, the panel held that despite YouTube's ubiquity and its role as a public-facing platform, it remains a private forum, not a public forum subject to judicial scrutiny under the First Amendment. The panel noted that just last year, the Supreme Court held that "merely hosting speech by others is not a traditional, exclusive public function and does not alone transform private entities into state actors subject to First Amendment constraints." **Manhattan Cmty. Access Corp. v. Halleck**, 139 S. Ct. 1921, 1930 (2019). The panel held that the Internet does not alter this state action requirement of the First Amendment. The panel, therefore, rejected plaintiff's assertion that YouTube.
Case Decision here: <https://cdn.arstechnica.net/wp-content/uploads/2020/02/youtube-1st-amendment-ruling.pdf>
Related article: <https://arstechnica.com/tech-policy/2020/02/first-amendment-doesnt-apply-on-youtube-judges-reject-prageru-lawsuit/>
 - b. **Kaiser Permanente Renewal** – June is the open enrollment window. In combination with our insurance agent, we are likely to modify our basic plan and to offer a High Deductible HAS plan in addition to our basic plan. Unfortunately, under the Covered California rules, our silver plan as it existed is no longer available and the required 30% employee/family participation level increases the overall obligation potentially for the employee. By offering the other plan, we give employees options – without increasing the overall cost to the company.
 - c. **ID Badges Policy for Members and Staff** – We are in discussion with staff who certainly favor this for members. This issue will be addressed once we are closer to reopening.
 - d. **On-Line Zoom orientations** – This process has been going well and the participants seem to like it and feel supported. When we first did this about six weeks ago, we taped a walk-about virtual tour of Access Sacramento and that link is now being offered to those in the orientation.
 - e. **Radio Studio IT issue** – The audio cablecast connectivity from the automation failed on Friday May 21 and was restored Sunday May 23. A router from 2014 failed and was reprogrammed. Intermittent loss of connectivity resurfaced and new routers have been ordered and will be installed this weekend.



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