



**Board of Directors  
Thursday, April 26, 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  
55853 (+248 in 35 days)  
AVERAGE OF 7.1 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, APRIL 26, 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		
	II DISCUSSION / ACTION ITEMS			
	A. ACTION: April 26, 2108 Agenda Approval (New Items?)	Henkle	X	
	B. ACTION: Minutes for March 22, 2018	Henkle	X	
	C. Receive & File Board Resignation: Charlena Henderson	Henkle	X	
	D. SMCTC Grant Renewal Application	Martin	X	
	E. Equipment Surplus List	Martin	X	
	F. Bank of American Credit Card Reauthorization	Martin	X	
	III DISCUSSION ITEMS			
	A. 2017-18 Draft Access Sacramento Budget a. Capital Outlay b. Unrestricted	Martin		X
	B. Radio Meeting Report Out	Martin/Smith		X
	C. Grant Considerations a. Ford Motor Company b. State Farm c. Sol Collective/Schools Not Prisons d. RAILS / Creative Edge	Mims		X
	D. ACM West Conference Content Impressions	Henkle		X
	E. "Big Day of Giving" Donations & "Day-Of" Participation	Henkle/Martin		X
	IV STANDING COMMITTEE REPORTS (Discussion Items)			
	A. Membership & Outreach a. Outreach Survey b. Power of Voice Planning	Smith		X

	<p>B. Operations &amp; Finance</p> <p>a. Mar. 2018 Ledger</p> <p>b. Profit &amp; Loss Report / Cash Flow</p> <p>c. Income Tracking Bar Chart</p> <p>C. Programming</p> <p>a. Radio/TV Additional Time</p> <p>b. Show Lab</p> <p>c. Billboards &amp; Bus Stops</p>	Crone		X
		Fletcher		X
V	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
	<p>A. A Place Called Sacramento Update</p> <p>B. ARDT II March Upload Numbers</p> <p>C. KUBU App/Streaming performance</p> <p>D. 2017-18 Purchasing</p> <p>E. Big Day of Giving Update</p> <p>F. Nexidia in PEG Stations</p> <p>G. Miscellaneous Updates</p>	Martin		X
VI	<b>Public Comment</b> (2 min. per person): Fill out request form	Henkle		X
VII	<b>Executive Session</b>	Henkle		
	A. Board meets with Executive Director on a personnel matter.			
VII	<b>New Business</b>	Henkle		X
	<p>Agenda Items for May 24, 2018</p> <p>Conflict of Interest Policy</p> <p>2018-21 Strategic Plan</p>			
IX	<b>ADJOURNMENT</b>	Henkle	X	
	<p><b>Schedule</b></p> <p>Orientation – Wed. May. 8, 6 pm</p> <p>A Place Called Sacramento Cast &amp; Crew Call, May 9, 6pm</p> <p>Radio Meeting – Wed. May 9, 7pm</p> <p>Programming Committee – Thurs. May 10, 5pm</p> <p>Executive Committee – Thurs. May 10, 6pm</p> <p>THE Marketing &amp; Outreach Committee, Wed. May 16, 5:30 pm</p> <p>Orientation – Tues. May 23, 6pm</p> <p>Regular Board Meeting – Thurs. May. 24, 5:30 pm</p>			

**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.**

**March Monthly Business Meeting Minutes**

**Thursday, March 22, 2018**

**5:30 p.m.**

**Coloma Community Center- Gold Run Room**

**Board Present:** Don Henkle, Bob Smith, Tim Crone, Kim Mims, Robert Morin, Alex Vasquez, Simone Vianna

**Excused:** Ed Fletcher, Van Gordon, Charlena Henderson-leave of absence

**Staff:** Gary Martin, Executive Director

**Guests:** Chef Ernesto Hayes, Pastor Roxie Parks-Hayes

**I. Call to Order Regular Board Meeting 5:35 pm**

**II. Discussion/Action Items**

**A. ACTION: March 22, 2018 Agenda Approval – Moved by Smith, Seconded by Morin for Approval. Approved**

**B. ACTION: Minutes for February 22, 2018 – Moved by Morin, Seconded by Vianna for approval. Approved.**

**C. Power of Voice Selection**

**a. Recommendation:** After multiple months of review and nomination, the Access Sacramento Board of Directors Executive Committee recommends the Executive Director from Front Street Shelter Gina Knepp be selected. Knepp has been with the City of Sacramento for 25 years. She help rebrand the City's dog pound as Front Street Shelter, providing a voice for those who can't speak for themselves. She previously helped create/instill the city's 311 system and police dispatch.

**b. Date:** The Executive Committee recommends July 19, 2018 **Moved by Smith, Seconded by Mims to approve Gina Knepp as the 2018 winner and for work to begin on a July 19, 2018 event. Approved.**

**c. Ad Hoc Committee:** Chair Henkle will be making appointments to this project committee, but initial planning will reside the Membership and Outreach committee.

**III. Discussion Items**

**A. 2018-2021 Strategic Plan –** Postponed to later meeting.

**B. ACM West Conference –** Executive Director Martin reported great success for Access Sacramento and the Alliance for Community Media Western Region. He thanked Don Henkle for being a rock star in hosting the WAVE Awards and to the Access staff who helped drive the event, including Roniecia Harris for all of the A/V support and three live

broadcasts, Laureen Fallahay for registration and logistics, Liz Harrison for graphics, promotion, posters and printed materials and all of the access staff who assisted with the productions.

Don Henkle thanked the staff for really stepping up to the plate for the reception at Access Sacramento Thursday night and that it was a big time event. Several board member commented on their take away thoughts: Henkle noted access organizations can't remain in status quo and need to diversify funding and change how we are perceived in the community.

Vasquez attended the LPFM roundtable and heard an amazing set of ideas, and noted that Davis Media Access' longtime LPFM could be a great resource on "What is out there" and on way to support area culture. Alex noted that there are artists, civics, politics, vision and people who are afraid, and that KUBU is a prize, and we have a huge opportunity in supporting Free Speech. There were true believers in the room.

Smith attended a pre-conference on Building the Board, with an exchange of ideas and experiences on recruitment and meeting the right people. He speculated on ways of elevating the level of the board from among our own sponsor and helping to be leaders for change in the community. He said the challenges we have for board development are very common.

Mims attended a session on grants, and specifically cited the youth Journalism Training program AccessLocal.Tv as a way to support disenfranchised youth and to serve a population and would tighten the digital/equity divide, saying AccessLocal.Tv is a stand out.

Morin commented that here at Access Sacramento we forget how good we have it. With our membership, we are creating impacts, and that we need to promote our communication points, and who we create "Moments o Magic" asking how do we trigger them moments for people as they do good.

Vianna commented it was a great event and well organized. Was disappointed by the Crocker Art Museum event, saying there wasn't enough food and the selection was small.

Crone noted the Access Tour was great and that he was blown away by the staff as great ambassadors.

- C. Radio Meeting Report Out** – Martin reported 17 members were in attendance and there was high interest in the class for training and doing radio remotes.

#### **IV. Standing Committee Reports (Discussion Items)**

##### **A. Membership & Outreach** –

- a. Membership and Outreach Survey should launch by April 6, examining our members and alumni on how we've impacted their lives. Smith, Vasquez and Gordon to call members who asked to be contacted after the survey closes about creating an ambassador team for Access Sacramento at events and as outreach.
- b. Radio Remote – Next one is May 20 with WEAVE's Walk a Mile in Her Shoes in downtown Sacramento. It will be the "Donnie and Mark" show featured in the live remote with likely Bob Smith engineering.
- c. Mobile App – New numbers will be available next month.
- d. Power of Voice Gala – the working team will be Smith, Henkle, Mims and Exec. Dir. Martin. Several member commented on possible sites for the Gala.
- e. Discussion of board member profiles for the website was deferred.
- f. A video calling card for promotion and underwriting is need. Martin indicated something would be prepared for the June 28 SMCTC Budget hearing and could likely be used for the same purpose.

- B. Operations & Finance** – The Feb. 2018 ledger was presented to the finance committee previously. CFO Crone a separate report providing input on specific line items was presented.

- C. Programming** – Discussions continue on several items including the possibility of allowing radio members to expand past the regular two-hour limit per session/per week, a possible funding of the "Show Lab" TV show incubator project, and monitoring of the radio remote policies, the digital ingest project and community memory.

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

- VI. Public Comments** – Radio Producers Pastor Roxie Parks and Chef Ernesto Hayles asked about use of the radio studio computers for playing back internet music on radio shows, asked about Flash drives with music being used for playback during taped or live shows, and how the station might be used to promote fundraisers for the arts. Executive Director Martin directed both to get a refresher on technology in the studio from the radio coordinator and said he would meet with them to discussion facilitating their concerns.

**VII. New Business** – Future Agenda Items:

- A.** Taping Comments for Big Day of Giving
- B.** Adding a Donation button to Access Sacramento's Facebook page
- C.** Need to design a campaign to promote community media in general

**IX. Adjournment** – 7:20 p.m.

## Item V

### Executive Director's Report to the Board of Directors

Mar. 22, 2018

- A. Digital Media Lab Remodel – The Mariposa Room has had new carpet put in place and, with the volunteer help of board member Alex Vasquez, PEG board has been painted and put in place to cover the 1929 green chalkboards. Staff computers and desks have been moved back into the room and now new furniture and computers funded by the SMCTC PEG grant can be ordered and set in place.
- B. The Place Called Sacramento production, acting and make up classes are available for registration. Script submissions closed Tuesday this week and the packets are being prepped for judges to begin evaluation next week. Traditionally, between 40 and 70 scripts are received each year and the top 10 are offered a chance to make their films for the big screen presentation.
- C. 2017-19 Purchasing – Items are moving forward with lighting for the TV studio and furniture and computers for the digital media lab as the top priority. Radio purchasing is complete and on-going monthly charges are proceeding as normal.
- D. 2018-19 Budget Deadlines – We will provide a Capital Outlay Budget and generalize COLA budget for review by the board at the April Board meeting. The SMCTC budget hearing is set for three weeks later than normal (June 28, 2018 at 3pm) which means we'll hear just three days before the new fiscal year begins the level of support. Having an operating COLA and minimum wage policy in place to inform our budget proposal though is a powerful step in normalizing the budget process this year and likely for the future.
- E. Coloma Center Room Reservation Process – The City of Sacramento has implemented new operating procedures that prohibit us from reserving rooms for classes, board meetings and other normal use for meeting until two days before those meetings. We used to be able to schedule for the entire year, but an audit of community center reservation policies has resulted in this new format because other centers operated under rules different than at Coloma. This is so Parks and Rec can maximize paid rentals. This may create a problem for us, in that we have to have board meetings announced a minimum of five days in advance and we have classes that are scheduled a year in advance. This becomes a budget pressure potentially as we attempt to work within the system and still meet our legal obligations.
- F. KUBU App – The mobile app for Apple and Android devices continues to be available. A total of 277 devices are active, 133 for Android and 144 for Apple iOS. See the following pages for more details on average listening time and most popular days and times.
  
- G. Member Survey Update – The outreach with a SurveyMonkey instrument will be the top priority for the start of April. Aggregating the names and e-mails from

Facil, MCM and RueShare will yield a comprehensive list of former members for specific outreach with the survey tool.

- H. Big Day of Giving Update – The Big Day of Giving portal and GivingEdge portal are active. BDoG activities will gear up in the months ahead with the publishing of the graphics tools kits.
- I. Nexidia at PEG Channels – I’ve sent an e-mail to the Alliance for Community Media listserv group to see who is using this word-searchable data base system and in what ways. I’ll report back as a aggregated summary of what is said.
- J. Miscellaneous Updates:
  - a. Staffing Update – A variety of staff will be on vacation in the weeks ahead.
  - b. Podcast and Streaming Archive – SuferNet (our streamer) may be able to post and provide a system like this for us for about \$100 a month, but managing whose files are placed and for how long may become the bigger challenge. Like Tightrope’s Video on Demand, an audio on demand process will need time and attention to be most productive.
  - c. Reissue of a Credit Card – We have closed done one credit card number and reissued a credit card. An unexpected charge from Amazon.com (reported as fraud) triggered this response. The charge has been removed.



## **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)