



**Board of Directors  
Thursday, October 25, 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  
57152 (+480 in 28 days)  
AVERAGE OF 17.1 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, OCTOBER 25, 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: October 25, 2018 Agenda Approval (New Items?)</b>	Henkle	X	
		B. <b>ACTION: Minutes for September 27, 2018</b>	Henkle	X	
		C. <b>ACTION: Conflict of Interest Policy</b>	Henkle	X	
	III	<b>PRESENTATION</b>			
		A. AccessLocal.TV Youth Journalism Training Program Program Manager: Isaac Gonzalez	Martin		X
	III	<b>PUBLIC HEARING</b>			
		A. Annual Membership Rate Review	Martin	X	
	IV	<b>DISCUSSION ITEM</b>			
		A. Board Retreat	Henkle		X
		B. Electronic Programming Guide	Martin		X
	V	<b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
		A. THE Membership & Outreach Committee (Membership Chart) a. Power of Voice b. 3 <sup>rd</sup> & 4 <sup>th</sup> Quarter Plans c. Membership Welcome Back Event d. Nominations e. Radio Billboard	Smith		X
		B. Operations & Finance a. September. 2018 Ledger b. Income Tracking Bar Chart	Morin		X
		C. Programming – a. Hometown TV Applications b. Radio Update	Fletcher		X

VI	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
	A. A Place Called Sacramento Update B. KUBU Billboard C. Radio KUBU & Sound Exchange D. KUBU App/Streaming performance E. Game of the Week Viewership F. Sexual Harassment Training Law Changes G. Orientation & Demographic Form H. Credit Card Machine / Banking Swap I. Miscellaneous Updates	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 Nov. 15, 2018 Membership Data Review (Morin)	Henkle		X
IX	<b>ADJOURNMENT</b>  <b>Schedule</b> Orientation – Tues. Nov. 13, 6 pm Programming Committee – Thurs. Nov. 8, 5pm Executive Committee – Thurs. Nov. 8, 6pm THE Membership & Outreach Committee – Wed. Nov. 14 5:30pm Radio Producers Meeting – Wed. Nov. 14, 7pm Regular Board Meeting – Thurs. Nov. 15, 5:30 pm CLOSED – Thanksgiving Holiday – Thurs. & Fri. Nov. 22-23 Orientation – Wed. Nov. 28 6pm	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.**

**September Monthly Business Meeting Minutes**  
**Thursday, September 27, 2018**  
**5:30 p.m.**  
**Coloma Community Center- Gold Run Room**

**Board Present:** Don Henkle, Robert Morin, Van Gordon, Ed Fletcher, Laura Chick, Mark Freeman, Kim Mims, Ted Tenedora, Alex Vasquez, Simone Vianna (by phone).

**Excused:** Bob Smith

**Staff:** Laureen Fallahay, Office Manager, Shane Carpenter, Radio Programming Director.

**Guests:** Bobby Mann, Nahid Kabbani.

- I. Call to Order Regular Board Meeting 5:30 pm. Quorum present.**
  
- II. Discussion/Action Items**
  - A. ACTION: September 27, 2018 Agenda Approval** – Moved by Morin, Seconded by Gordon for Approval. **Approved.**
  - B. ACTION: Minutes for August 23, 2018** – Moved by Gordon for approval with the repair of a typo on p. 4: replace cold with could, Seconded by Morin. **Approved.**
  
- III. Presentation – Social Media for Non-Profits** – On the invitation of board chair Don Henkle, the Communications Manager from Front Street Shelter, Bobby Mann, made comments and answered questions from the board.

Mann explained how seven years ago Front Street Shelter began to transform its communication process to include social media. By targeting a specific demographic and using primarily FaceBook, Front Street Shelter was able to brand itself for fund raising and community awareness.

He described social media as a way to connect and form a relationship with its audience, and as such, the relationship needs to have time and resources. Over five years, the number of Facebook followers has grown to 175,000, with 94% being from the regional audience.

During a question and answer period, Mann offered several tips:

- Don't put all your eggs in one basket – watch analytics on viewership data, time on the page, etc.
- Entertain to they are paying attention to you.
- He recommends 1-2 Facebook posts a day and 3-7 twitter posts, and reminds that previous content can be rerun from previous years or events.
- Front Street Shelter does a monthly newsletter or blog, and targets the newsletter for specific audiences, i.e. volunteers, new members, etc.

- He commented that Access Sacramento might focus on its educational mission, and to feature shows or talent that are funny and entertaining.
- Regarding the Big Day of Giving, he notes Front Street Shelter has the most number of unique donors of any other participant and earns nearly \$80,000. It's not one day, it's the other 364. Build a relationship. On Big Day of Giving they do only 3 videos and 2 e-mail blasts.
- His recommendation is that the Board of Directors needs to try harder. Invest energy because more work from you guys pays off.
- Create a forecast calendar to enhance the donor relationship.
- Board members need to Give it, Get it or – You're out.
- Consider getting donors on a show.
- Creating engaging content requires trial and error to see what work works for you.
- Thoughts on Leadership gleaned from Gina Knepp: 1) The community deserves us to be better, 2) give them tools and resources to be successful, and 3) Take pride in what you're doing and the staff will too.
- Remain current and relevant.
- Simplify websites
- Consider a RSS Feed from Twitter for refreshed content

Henkle and the board expressed their gratitude to Mann for his presentation and asked him to consider teaching a class for us on the topic.

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

- A. Board Retreat Meeting Date** – No consensus in the Doodle poll for an October opportunity to meet. Discussion of a possible morning mini-retreat in November to review benchmarks for progress made in the last year or full retreat in January. A new Doodle poll is needed to consider these options.
- B. Conflict of Interest Policy** – The board had a draft of this policy presented in July by Attorney John Davis. The board examined the policy in August, with a request that the Executive Director make final Edits for September. Board Chair Henkle postponed further consideration of the policy until October.
- C. A Place Called Sacramento Board Volunteers** – Volunteer tasks selected by the board members included: Chick at the check in table, Tenedora and Freeman at the media wall, Fletcher with posters, Mims with filmmaker set ups, Morin with awards and ballot distribution, Vianna with cake table, Henkle with Auditorium music, with Vanquez and all with program distribution.

**D. Budget Revision** – The Executive Director was advised to review the budget status and, if needed, to provide a “September Revise” budget based on best information about income and fundraising during the September board meeting. The board was presented with a revised budget that reflects savings from unfilled positions and new information on income projections including for the Power of Voice Fundraiser and “A Place Called Sacramento” Film Festival. **Moved by Fletcher, Seconded by Gordon to accept the September Revise Budget and for the new income and expense numbers to be used by the accountant for reports beginning with the October general ledger and reports. APPROVED.**

**V. Standing Committee Reports**

**A. THE Membership and Outreach Committee** -- Smith reported that the recent membership numbers were at their highest level in a year. A possible holiday party thanking members is being considered. Smith thanked Mims for taking leadership on the Ambassador Club initiative. Mims reported on creating a special Ambassador Club Facebook page for participants who attended the group’s first meeting. Some may attend the Hometown TV coverage of the Latino Festival in Dist. 8. Vasquez reported an Access Sacramento KUBU mobile app billboard has been approved to make a two-month run beginning Dec. 31. An additional KUBU promotion (based on the revised budget) will include a 12-month Safeway Shopping Cart advertising project at the Alhambra store in December.

**B. Operations and Finance** – CFO Morin noted the focus on KUBU income being under projections and commented on membership and training fees.

**C. Programming Committee** – Fletcher commented on his desire to have Hometown TV reach out to high profile events and to massage them through the process of getting onto the air more easily. Fletcher also discussed on-going discussions about expanding the availability of the Ingest system to more people if possible, and a further review of the video-on-demand availability for more videos from more members as a goal. Freeman appended to Fletcher’s committee report by adding his desire to improve the overall information and reliability of TV programming information on the Comcast Electronic Programming Guide noting this was an element of the strategic plan. He complained the voice commands for Comcast do not work with Access Sacramento at all. Henkle directed the Executive Director to investigate how to make this process better and to report back to the board at the next meeting.

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

**VII. Public comment** -- No speakers cards were submitted. Nahid Kabbani in the audience indicated a board application had been submitted. Van Gordon provided the Executive Director with the submitted document. Henkle indicated a more formal process has been in used the last few years and that the application would be considered by the nominations committee in October.

**VIII. New Business** – Planned items to include the Strategic Plan, AccessLocal.Tv, Electronic Programming Guide, Membership Data Review. Surplus equipment removal and process and KUBU radio producer playlist creation should be addressed. Vasquez asked if the production cargo van in the parking lot can be washed. Fletcher wanted to know more about the Ambassador program.

**IX. Adjournment** – Meeting adjourned at 7:55pm

## Item VI

### Executive Director's Report to the Board of Directors September 27, 2018

- A. A Place Called Sacramento Update –
  - a. Tickets - With nine days to go until the world premiere of 10 original films in the 19<sup>th</sup> annual A Place Called Sacramento Film Festival, just 75 online tickets and 12 office tickets remain to be sold. The movies, productions process for festival is nearly complete. All posters, handouts, sponsors announcements, and show elements are nearing completion. The production elements will be loaded into a Tricaster for playback Monday for tests.
  - b. Promotion -- The final 3 filmmakers in this year's festival will be interviewed on Live Wire next week, and Ch. 31's Good Morning Sacramento will interview filmmakers from "Tono Sommesso" and "Swipe Right" on Friday Oct. 5 in the 7 a.m. hour.
  - c. DVDs will be available for \$12 at the festival, \$15 by mail if they run out, and the full show pre-ordered for \$30.
- B. Radio KUBU and Sound Exchange – Music usage reporting for the required two-weeks in Quarter 3 are due Oct. 2 to NPR Digital Services. A second two-week report will be generated in October to complete the 2018 reporting cycle. Significant work by Radio Programming Director Shane Carpenter, along with engineer Tim Parish, has been done to encourage radio producers to submit playlists. For shows that have not submitted, new software is in place to assist in generating the necessary reporting information. This has involved significant hours, but the hope is that between radio producers' voluntarily reporting and the new software, that this process will be much less complex and time consuming for the future.
- C. KUBU App / Streaming Performance – Mobile app usage for August compared to July shows an upward arc. Total number of Android users is up from 201 to 243, and Apple users from 125 to 130. Average duration on the stream and average-quarter-hour use are also up.
- D. Game of the Week Viewership – A spot check of NFHS Viewership so far this season shows 568 live views and 231 video on demand from the nfhsnetwork.com website.
- E. Mariposa Room Remodel – a revised room layout grid from the City of Sacramento Architect has been submitted. Staff and the Executive Director will review the plan after Liz Harrison returns from vacation.
- F. Miscellaneous Updates:
  - a. California International Marathon – An application for HTTV coverage of the race has been received from Scott Abbott. Broadcast right conflict that might have existed from US Track and Field will not be an issue. A form will need to be initiated for KUBU coverage.
  - b. FCC Public Policy Update – Find attached a summary from the Alliance for Community Media outlining two FCC policy recommendations that

could have immediate and alarming impacts on the financial picture for PEG Access across the nation. 1) A change proposed in the way cable companies can count services like the Electronic Program Guide and back-haul services could mean a reduction or elimination of money being returned to local governments or cable commissions, and 2) A limitation being proposed on how local governments may charge cable companies for their use of wireless transmission devices attached to public towers, poles and buildings again could impact funding and local-autonomy over local space. Anticipate a request for comments to be filed with the FCC from ACM.

- c. Staff is recommending a standardization of language regarding the number of same-month reservations of the TV studio, similar to the standard-operating-procedure used for check-out equipment.
- d. Access Sacramento may be able to utilize our existing television feeds from Tightrope to provide OTT (Over-the-top) distribution automatically to RAKU and Apple TV without any additional charges or fees. Implementation of this process will be investigated.
- e. AccessLocal.Tv – 1) A redesign of this news blog website is being reviewed. A new look with simpler navigation is likely before the end of the calendar year, and 2) One of our youth AccessLocal.Tv reporters has been appointed to a steering committee for Fall Sacramento Conference being planned by the California Endowment.
- f. Grants: 1) The official approval of our renewal grant of \$25,000 for Calendar year 2019 from The California Endowment has been received. A direct deposit to our account usually arrives in December. Halt is listed for our 2018-19 fiscal year, the balance is held as an asset against the 2019-20 fiscal year. 2) A \$2,000 check for our HS PSA Competition awards promised by the Sacramento Area Sewer District. This is pass-through money based on this year's award structure.
- g. An replacement LiveU backpack has been implemented. The T-Mobile cells in the device were no longer connecting, and one of the Verison cells failed two weeks ago, bringing the active lines to just 3 of 6 during a recent Game of the Week. The replacement backpack, provided at no charge, ensures maximum capacity for transporting the full HD signal back to the studio from remote sites.
- h. Annual Report Template – Attached.



## **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)