

ACCESS SACRAMENTO BOARD OF DIRECTORS
Regular Board Meeting, December 16, 2021
5:30 pm via Zoom.US

I. **Call to Order** - Board Chair Bob Smith called the meeting to order at 5:30 pm. Board members in attendance: Bob Smith, Robby Morin, Monica Stark, Erika Bradley, Elitas “Mazzy” Chirwa, Denise McCoy, and Executive Director Donna Girot. No public attended.

II. **Discussion/Action Items**

Smith began the meeting discussing board roles and responsibilities, noting that at the upcoming board retreat on Saturday, Jan. 15 directors will discuss more individualized specifics.

November meeting minutes were approved unanimously.

Girot asked to move the ED report to the first item on the agenda so the discussion about addressing the Access Sac mission statement could be unrushed & thoughtful.

ED Report

Girot stated she will sign the water subrogation claim release at the end of the month for the City attorney to secure Access Sacramento a \$5000 water damage insurance reimbursement. She left a call with the City attorney to find out if waiting till the end of the year creates any issues as we wait for Access Sac insurance company to respond to her.

Girot explained that the 2020 Employee Retention Credit (ERC) submitted to the IRS is a refundable payroll tax credit to help companies because of pandemic economic impact. Access was eligible and could receive up to \$5,000 per full-time employee. Girot stated that as a result of the ERC she submitted, Access Sac received two IRS overpayment letters that says two of the 2020 quarter payments have been readjusted to declare an overpayment of \$32,880. Access paid a third-party bookkeeping service to prepare the ERC work because our bookkeeper was unwilling to do the work.

On Dec. 15 Girot received the end of November financials which she had not yet had time to review. She asked the bookkeeper to consistently provide her with financials monthly by the 10th of the month so she and Board Chief Financial Officer Samantha Henderson have time to review before the third week board meetings. Currently the reporting is provided inconsistently.

Girot said she thought Access had to provide an annual financial review to SMCTC, she did not absorb that Access also needed to provide a community annual report. So she is currently in the process of preparing one.

Girot mentioned that this season, the high school basketball “Game of the Week” shoot schedule is more balanced between the sexes covered than in the past. The goals of our HS talent scouts are to identify the most exciting HS match-ups, select a variety of schools and balance of high school athlete gender games.

Just finished a challenging filming of the Sac Gay Men’s Choir holiday show. Show was moved to a smaller church. Vaccinations were de rigueur at this event but two staff members were in

various stages of vaccination or non-vaccination. Also, RV storage location where the RV & HD truck are stored lost power and thus was not open on the weekend which created a logistical challenge since the event was on a Sunday. Returning the truck to a secured location is paramount.

The Posada Navidena Holiday Folklorico Dance performance was cancelled without informing us. Confirmed Guns and Hoses event with Sheriff's department contact for January 29th, 1 pm kick-off at Sac State (TBD).

Girof noted that because of the pandemic mindset, some community events are not organically streaming in as in the past, and will need the programming committee to reach out to local orgs.

Bob Smith stated that he believes the board of directors can do a much better job and should be high on our priority list to build relationships with some of the nonprofit organizations in the county, particularly those that do various community events that have to raise funds for their charities.

Marketing Discussion

Mazzy Chirwa, the first Black woman president of the Fair Oaks Rotary, explained that one of her goals is to build bridges between Access and the Rotaries. She also suggested the idea of having sponsors linked to various Access shows and that Access gets sponsorship money per click.

Denise McCoy asked if there's a timeline for the new sales and marketing person. Girof confirmed that a strong hire had been made in November 2021. McCoy also wanted to know if local schools can utilize Access's services, and can Access establish a mentoring program. Discussion about a youth focused environment ensued. No votes made.

In terms of a marketing idea, Monica Stark suggested the repackaging of show and producer profiles that are highlighted in the newsletter. They could be put into a reference book so that producers could have access to it and could help promote each other's shows, for example.

Robby Morin suggested that the board spend more time defining what we think success looks like and what we want to push towards in 2022. Utilizing key metrics would be a wise start to track successes and failures. Girof mentioned she has charted out net income from film festival and Power of Voice celebration, NFHS licensee residuals, and renewal revenue history in order to create a plan for the diminished revenue streams greatly affected by the pandemic. Current goal is not to focus on new programs but to tighten and leverage the programs that we have in the best way possible for increased community involvement and income generation.

Mission Statement Readdress

Active discussion about the organization's core values as relates to our mission. After some discussion, the following was drafted: "To educate and enable the community to engage in public dialogue, showcase creative expression in order to lift all voices." More mission statement e-discussion will follow meeting.

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