



**Board of Directors
Thursday, November 16, 2017
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

**COMMUNITY PROGRAMMING ODOMETER
54664 (+188 in 21 days)
AVERAGE OF 9.0 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, NOVEMBER 16, 2017 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	X	
	II DISCUSSION / ACTION ITEMS			
	A. ACTION: Agenda Approval (New Items?)	Henkle	X	
	B. ACTION: Minutes for October 26, 2017	Henkle	X	
	III DISCUSSION ITEMS			
	A. Draft 2016-16 Financial Review Chelsea Pope, Balarsky & Associates	Martin		X
	B. ACM West Conference a. Registration Opens b. ACM National Board in Sacramento	Martin		X
	C. Strategic Planning Retreat	Martin/Henkle		X
	D. Best of A Place Called Sacramento Film Night	Henkle		X
	E. Radio Remote Broadcasts	Henkle		X
	IV STANDING COMMITTEE REPORTS (Discussion Items)			
	A. Membership & Outreach a. Membership Survey/Outreach Plan b. Board Candidate Kimberly Mimms c. KUBU Sponsorship Package d. Mobile App e. California International Marathon Dec. 3 Remote opportunity	Smith		X
	B. Operations & Finance a. Oct. 2017 Ledger b. Profit & Loss Report Modification / Cash Flow	Crone		X
	C. Programming a. Hometown Television Applications	Fletcher		X

		<ul style="list-style-type: none"> b. Access Remote Digital Transfer II c. Community Memory 			
V		EXECUTIVE DIRECTOR REPORT (Handout)			
		<ul style="list-style-type: none"> A. ACM National Conference B. Causeway Classic / CIF Playoffs C. NFHS Viewership D. WAVE Awards E. Media Edge / Twirl Radio F. AccessLocal.TV website video G. Big Day of Giving Orientation H. Miscellaneous Updates 	Martin		X
VI		Public Comment (2 min. per person): Fill out request form	Henkle		X
VIII		New Business Agenda Items for December 21, 2017 Annual Report to the SMCTC	Henkle		X
IX		ADJOURNMENT Schedule Thanksgiving Holiday (Closed) – Thurs-Fri Nov. 23-24 LiveWire Holiday Special – Wed. Dec. 6 5pm Orientation – Wed. Dec. 13, 6pm Radio Meeting – Wed. Dec. 13, 7pm Programming Committee – Thurs. Dec. 14, 5pm Executive Committee – Thurs. Dec. 14, 6pm THE Marketing & Outreach Committee, Wed. Dec. 20, 4:30 pm Regular Board Meeting – Thurs. Dec. 21, 2017, 5:30 pm Christmas Holiday (Closed) – Fri. Dec. 22 – Mon. Dec. 25	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, October 26, 2017

5:30 p.m.

Coloma Community Center- Gold Run Room

Board Present: Don Henkle, Bob Smith, Tim Crone (by phone), Van Gordon, Ed Fletcher, Charlena Henderson, Robert Morin, Alex Vasquez, Simone Vianna

Excused: n/a

Staff: Gary Martin, Executive Director (by phone)

Members: James Logan

I. Call to Order Regular Board Meeting

II. Discussion/Action Items

A. ACTION: October Agenda Approval (New Items?) – Moved by Gordon, Seconded by Henderson for Approval. Approved

B. ACTION: Minutes for September 28, 2017 – Moved by Smith, Seconded by Morin for approval. Approved.

III. Discussion Items

A. First Draft Annual Report (Covering July 1, 2016 – June 30, 2017) -
The draft is still being prepared and will be provided for e-mail draft review once available.

B. 18th annual A Place Called Sacramento Film Festival – Board Chair Hendle described the event as incredible, and said those board members who were unable to attend missed a good time, with high energy in the theater and a line down the street waiting to get in. He thanked the staff for a first class event, and praised both the board and staff for executing two great fundraisers back to back. Fletcher projected out to the next event and asked about changing some of the ‘popular’ vote awards into juried awards. He also asked about maximizing the revenue since it was a sellout, and wondered about providing premium seating. A general discussion about possibly raising the price for general admission above \$12 was also raised with options of \$13 and \$15 mentioned.

C. ACM West Conference – Executive Director Martin reported that a registration postcard is being prepared and that registration on the website for ACMwest.org should open soon. WAVE Award early bird entries has begun.

D. Strategic Planning Process – A Doodle poll for setting a date for a planning retreat has been submitted to all board members. Two only have replied so far. Finalizing the vision for the years ahead needs to be documented in order to maintain the momentum. Henkle said it is critical to get the strategic plan done.

- E. **Best of A Place Called Sacramento Night** – From the last meeting, a discussion about how to capitalize on the sellout was raised. Ideas included a separate low-cost event showing past PCS winners from multiple years, or getting top films from other Sacramento Festivals to show a “Best of” multiple festivals so that other groups like Capital Film Arts Alliance or the California Film Foundation might also join in. A survey to gather event information at a night like this would be valuable.
- F. **Radio Remote Broadcasts** – The board discussed how using remotes is a way to brand KUBU as an element of Access Sacramento. The challenge remains the engineering of the events with the remote equipment. Getting radio producers trained would be a goal. In a report from the Membership and Outreach committee, the need to increase visibility and branding in the community. A proposed radio remote at the California Marathon championship on Dec. 3 is proposed. The goal of doing one remote per quarter would be valuable. Adding an expense line item to the 2018-19 budget for engineering support is suggested.

IV. Standing Committee Reports (Discussion Items)

A. Membership & Outreach (October Membership Chart) –

- a. The Committee is working on a survey monkey outreach document to assess members who have not renewed their memberships and to determine if a shift to a “Friends of” category might be a good future strategy.
- b. Gordan has invited board applicant Kimberly Mimms to the Nov. board meeting. Process will include an introductory conversation and then a closed review and determination. Appointment could follow in the Dec. meeting.
- c. The committee is working to make sure those KUBU sponsorships that have been provided are receiving all elements of the sponsorship package.
- d. The Mobile app for KUBU is being worked on by Liz Harrison and the app developer at our streaming partner Surfer network.
- e. The committee is working to provide support to the radio area for a remote on Dec. 3 at the CA Marathon.
- f. The committee hopes for a greater outreach on social media. Vianna to e-mail Martin for twitter log in instructions.

B. Operations & Finance

- a. September 2017 Ledger was sent to the committee.
- b. 2017 Fiscal Year End document is with Balarsky and Associated for review.
- c. Profit & Loss Report Modification /Cash Flow: Tim Crone points at improved cash flow in a variety of line items and most are

essentially within expectations. Hometown TV and Game of the Week salaries are a bit over the monthly but that is also expected at this time of the year.

C. Programming –

- a. Hometown Television applications – No apps at this meeting.
- b. Access Remote Digital Transfer II – Martin to e-mail the developer about a document on usable formats and process.
- c. Community Memory – New content to be moved from the streaming server into the community memory server and a release strategy is being discussed
- d. Other –
 1. Sharing of Video on Demand content has a URL complication. A request for assistance to be sent to Tightrope.
 2. Discussion about using Big Day of Giving as a way of drawing actors or others into the studio. As a way for people to get access to the Studio without the long process of membership and certifications classes. Could Big Day of Giving Sponsors participate in an acting sequence in Green Screen called “Actors Day” as a way to generate income and draw people into the studio to see its potential.

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

VI. Public Comments – Member James Logan spoke to the board in support of radio remotes. His background with KVMR in Nevada City included remotes and a booth at the county fair, and on Father’s day at a Blue Grass Festival.

VII. New Business –

- A. Agenda Items for November 2017
- B. Fletcher invited participation by board members at Creative Edge meetings on Nov. 6-8.

VIII. Adjournment – 7:10 pm

Schedule

Radio Meeting – Wed. Nov. 8, 7pm

Programming Committee – Thurs. Nov. 9, 5pm

Executive Committee – Thurs. Nov. 9, 6pm

Veterans’ Holiday **(Closed)** – Fri. Nov. 10

Orientation – Tues, Nov. 14, 6pm

THE Marketing & Outreach Committee, Wed. Nov. 15, 4:30 pm

Regular Board Meeting – Thurs. Nov. 16, 2017, 5:30 pm

Orientation – Wed. Nov. 22, 6pm

Thanksgiving Holiday **(Closed)** – Thurs-Fri

Item V

Executive Director's Report to the Board of Directors

Oct. 26, 2017

- A. Our lease with the City of Sacramento was approved Tuesday at the City Council meeting on the consent Agenda. Rent remains status quo (@ \$1.20 per sq. ft. \$4561.70 through June 30, 2018 and then increases two \$1.20 per sq. ft. \$4,976.40 in the next two years through June 30, 2020.
- B. The CA Endowment has issued payment on our Jan. 1-Dec. 31, 2018 \$25,000 grant for the youth journalism training program supporting AccessLocal.Tv. Half of this shows in the ledger for this fiscal year, and the other half shows as an asset being held for fiscal year 2018-19.
- C. On-Call Hiring. We have added Kimberly Glaster as a new on-call at-will production assistant to the Game of the Week crew and as a Saturday production desk assistant.
- D. Office Manager Laureen Fallahay has requested and been approved for unpaid personal leave through Nov. 26. She will be working four-hours weekly to cover planning and newsletter production elements associated with LiveWire.
- E. Our Non-Profit Crime Insurance Renewal has arrived and will be paid Oct. 21, 2017
- F. The City of Sacramento Parks and Recreation Department has had the Sacramento police issue a notice of trespass to a former Access Sacramento (Heidi Nelson). She is not allowed in the Coloma Community Center and staff have been instructed to call the police and to notify the Parks & Rec Building Administration if she should be seen in the building.
- G. The Executive Director will attend the Big Day of Giving regular orientation on Thursday, Nov. 16. Although the on-line payment as a participant if Big Day of Giving is available now we will wait until after the orientation to determine if participation (or at what level) should be appropriate for May 3, 2018.
- H. Miscellaneous Updates:
 - a. The new semi-pro football team Sacramento Rush is talking with us about possible streaming (from YouTube) of four away games in 2018.
 - b. Executive Director Gary Martin will travel to the National Alliance for Community Media Board Meeting in Washington DC (Baltimore) next month as a representative of the ACM-Western Region.
 - c. The basic training calendar and schedule of known meetings for 2018 has been submitted to the City of Sacramento Parks and Recreation scheduling office for pre-booking of rooms (as available) under our lease with the city.
 - d. The RueShare membership, Inventory and facility/asset reservation system has been purchased and implemented. We are off the expired Media Center Manager software now. Some content is still being added to RueShare, but the reservation system should be ready to go shortly once the director of production and training adds some additional content. Classes for 2018 should be available for purchase by the end of next week.
 - e. AccessLocal.Tv has a new space in partnership with the Tower of Youth at the newly reopened Fruitridge Elementary school as the Fruitridge Community Collaborative.
 - f. 2018 Access Sacramento Calendars have arrived and will be announced in November as one to a member in the main office.



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