



**Board of Directors
Thursday, Dec. 17, 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
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COMMUNITY PROGRAMMING ODOMETER
61778 (+170 in 28 days)
AVERAGE OF 6.1 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, DECEMBER 17, 2020 - 5:30 PM
Remote Meeting via Zoom.com**

Time	Item of Business	Presenter	Action	Info
5:30pm	I	CALL TO ORDER REGULAR BOARD MEETING		
	II	DISCUSSION / ACTION ITEMS		
		A. December 17, 2020 Agenda Approval (New Items?)	Smith	X
		B. Minutes for Special Board Meeting November 19, 2020	Smith	X
		C. 2019-20 Fiscal Review	Henderson	X
		a. Fiscal Review Presentation: Roger Beebout, Balarsky & Beebout Accountancy		
		b. Authorization to forward to SMCTC		
		c. Form 990 Tax Filing		
		d. Authorization to submit Federal, California Taxes and Attorney General's Filings		
		D. 2019-20 Annual Report	Martin	X
		a. Review		
		b. Authorization to submit to SMCTC and publish to the website		
	III	DISCUSSION & ACTION ITEMS		
		A. Executive Director Search Committee Report	Smith	X
		B. COVID-19 Reopening Plan	Martin	X
		C. Community Media Movement	Mims	X
		D. Membership Extensions	Smith	X

IV	STANDING COMMITTEE REPORTS (Discussion Items)			
	<p>A. THE Membership & Outreach Committee (Membership Charts)</p> <p>a. Legislature TV</p> <p>b. Civic Meeting Announcements on KUBU</p> <p>B. Operations & Finance</p> <p>a. November, 2020 Profit and Loss Report</p> <p>b. Online Auction Fundraiser Friday Feb. 19</p> <p>C. Programming –</p> <p>a. Radio Update</p> <p>b. Television Update</p> <p>c. Hometown TV</p>	Smith		X
		Henderson		X
		Mims		X
V	EXECUTIVE DIRECTOR REPORT (Handout)			
	<p>A. National Public Policy from ACM</p> <p>B. Four New AccessLocal.Tv Correspondents Hired</p> <p>C. Legislative TV in January</p> <p>D. CARES Act PPP Loan Forgiveness Application</p> <p>E. Lab Law Changes for 2021</p> <p>F. Minimum Wage Goes Up Jan. 1, 2021</p> <p>G. Fox 40 Airs Hometown TV Clip to end 7pm News on Christmas</p> <p>H. Capital Outlay Purchasing</p> <p>I. Coloma Center Holiday Tree Lighting</p> <p>J. Miscellaneous</p>	Martin		X
VI	Public Comment (2 min. per person): Fill out request form	Smith		X
VII	New Business			
	<p>Possible Agenda Items for January 28, 2021</p> <p>Grant Goals</p> <p>Rental Fees and Process for Check Out for Equipment</p>	Smith		X
VII	ADJOURNMENT			
	<p>Schedule</p> <p>Orientation – Tues. January 12, 6pm</p> <p>THE Membership & Outreach Committee – Wed. January 13, 5:30pm</p> <p>Radio Producers Meeting Teleconference – Wed. January 13, 7pm</p> <p>Programming Committee – Thurs. January 14, 5pm</p> <p>Executive Committee – Thurs. January 14, 6pm</p> <p>CLOSED – Martin Luther King Holiday – Jan. 18</p> <p>Orientation – Wednesday, January 27, 6pm</p> <p>Regular Board Meeting – Thurs. January 28, 5:30 pm</p> <p>Fund Raising Telethon – Fri. February 19, 6pm</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.

November Monthly Business Meeting Minutes

Thursday, November 19, 2020

5:30 p.m.

Via Zoom Meeting

Board Present: Bob Smith, Kim Mims, Samantha K. Henderson, Van Gordon, Nahid Kabbani, Robert Morin, Samantha K. Henderson, Kimberly Y. Spears, Monica Stark, Alexander Vasquez.

Staff: Gary Martin, Executive Director, Operations Director Laureen Fallahay, IT Coordinator/Director Liz Harrison, Producer Instructor Carlos Hernandez.

Guest: Don Henkle

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

II. Discussion/ Action Items

A. November 19 Agenda Approval – Motion for approval by Gordon seconded by Henderson. Approved.

B. Minutes of the Regular Board Meeting October 22, 2020 – Moved by Gordon, seconded by Henderson for approval. Approved.

C. Executive Director Search Committee Report –

- a. Chair Bob Smith reported he was in contact with several executive search firms in the Sacramento area and that the committee was desired for input from all sides. Six companies overall were sent the Request for Proposal to help with the search. Two declined to submit since the compensation was not at their level. Of the four remaining, two companies submitted proposals and were provided 30-minues each to discuss their proposal, services and costs with the search committee. The two were The Buske Group and Ralph Anderson and Associates. The committee deliberated noting that hiring an Executive Director for a Community Media Center and broadcast outlet like Access Sacramento is a “specialized lane, and that most search committees don’t have experience with CMC searches. Anderson’s rep admitted “They may not be our first choice.” Smith acknowledged that fortunately, there is a group with lots of experience in doing this type of search from right here in Sacramento. The Buske Group recently completed an ED search for Cambridge Mass Access. Spokesman Randy VanDalsen said in their experience, they’ve seen many second-in-commands who are ready for a company change and ED’s position. Smith noted the quoted price was also favorable. He also pointed

out the VanDalsen was Access Sacramento's original Executive Director himself. He said the Search Committee recommends hiring The Buske Group.

Mims agreed that it was her belief that this would be a specialized search from the beginning. Spears said familiarity with Access Sacramento and the PEG field will be good. Vasquez said The Buske Group was also involved when it was time to create KUBU radio. He said that the timeline really is short and that December will be flying by, and he doesn't want to make any rash decisions.

Moved by Vasquez, Seconded by Mims to contract with The Buske Group to provide Executive Search Services and to authorize up to \$10,000 for the contract. Approved.

- b. With this decision, The Buske Group will do all of the pre-qualifying of the candidates so they are vetted before coming back to the Search Committee. Smith said he would contact The Buske Group to authorize preparation of the contract. Smith indicated that board members who want to recommend candidates to the position should have the candidates look for the job announcement and to send applications to Randy VanDalsen at The Buske Group.

Smith said the Board should expect a candidate to be making a minimum of what the current ED is making, and that an additional commission of 20% could be paid for sponsorships and underwriting of programs and the channel (but not memberships and grants.)

The Buske Group will work to finalize the job description and job announcement. They will do an initial vetting for qualifications and make a recommendation on possible interview candidates. Smith said the whole board will do the interviews and that five candidates is the target. If possible, the new Executive Director can start in early February for training with Exec. Director Martin before his retirement March 2, 2020.

Smith will sign the contract with The Buske Group valued at up to \$10,000.

Martin reminded the board that the application time period is when a broad diverse group of candidates should be sought. Anyone and

everyone who is interested should be encouraged to apply. We should not discourage anyone. After the pool is built becomes the time when the board and The Buske Group can begin to determine who should get an interview.

III. Discussion Items

- A. Draft 2019-20 Annual Report** – Executive Director Martin provided an updated draft of the annual plan. The only remaining content to be updated is the fiscal data still being prepared by the review Accountant Balarsky and Beebout. The report will get the last data and final formatting, pictures and layout before the next Board meeting including.
- B. Adjustment Request to 2020-21 Approved Budget** – Martin provided an updated version of the approve October Revise 2020-21 budget noting a requested change related to the payroll line item for the AccessLocal.Tv. The \$12,000 amount authorized was from an earlier budget and should have been \$24,000 on a pass-through from the grant from The CA Endowment. Martin noted several other minor proposed changes related to new information over the last month. Martin said the added expense was covered by reducing the expense allocated to the contingency line item. **Moved by Gordon, Seconded by Stark to approve the requested budget update for immediate implementation on the Profit and Loss report and general ledger by the bookkeeper from Malkasian Accountancy. Approved.**
- C. COVID-19 Reopening Plan** – Martin reported that implementation of an office call-in appointments is going slowly and that staff apprehension surrounding the increasing reports of higher COVID positivity rates and ICU hospitalizations. A limited KUBU studio use pilot continues.
- D. Educational Ad Hoc Committee** – Henderson and Spears continue to meet on Sundays to discuss options on boosting class enrollments and expanding virtual class options. She said they hoped for higher level promotion for the existing offerings. Smith added he hoped other board members would join this working group.

IV. Standing Committee Report

- F. Operations and Finance** –
 - a. Henderson commented on the reduced cash flow for almost all areas. She said fundraising, donations will need to pick up the slack so we finish off the fiscal year strong. Without equipment and training services, growth is essentially impossible.
 - b. She said all would have to talk up the upcoming fund raising telethon to help take up some of the slack. The program that is being developed will

highlight PCS films and filmmakers, TV and radio producers. There will be a host in the studio who can throw off to pre-taped segments and live field reports. She said a phone banking system to take pledges and cash will need to be set up. Interested board members are invited to a Marketing and Telethon planning meeting Wednesday, Dec. 2 at 6pm via zoom. Nahid Kabbani, Smith and Mims volunteered to help. Kim Spears suggested staff members be invited to participate.

III. Discussion Items

- E. Community Media Movement** – An ad-hoc work group met to discuss ways of encouraging existing Do-It-Yourself (DIY) video producers in the community to bring their content to Access Sacramento. A broader meeting of additional board members is planned on zoom for Thursday, Dec. 3 at 6pm.

- F. 21st Annual “A Place Called Sacramento” Film Festival** – After discussion at the last board meeting, Martin contacted this year’s 10 winners to discuss the option of a further pushback of the current Festival (originally planned for October, 2020 and then extended to June, 2021) to October, 2021. Martin noted this proposal would allow the group to be celebrated in an appropriate way, like in the 20 years before. There was unanimous agreement among the filmmakers that an additional push back was the safest and most appropriate plan. Martin indicated a news release would be done with social media updates announcing the decision.

IV. Standing Committee Reports

A. THE Membership and Outreach Committee –

- a. Smith said this committee is focused on helping the Operations and Finance Group with the telethon. He said that Access Sacramento has morphed because members can’t get into the studios and there are few opportunities for new members. He said it was important for board members to talk up the telethon. He also mentioned the need for a focused retention plan with those who don’t renew being encouraged through a follow up email and then phone call.
- b. Smith commented on the Legislative TV proposal and asked Martin to announce our plans to Assembly Member Kevin Mullin and his chief of staff Hugh Bower.
- c. Smith also asked Martin to contact the cable commission about getting KUBU’s simulcast meeting broadcasts mentioned in the announcements before the Sacramento City Council, Sacramento County Board of Supervisors and SMCTC’s regular meetings.

- B. Operations and Finance** – Previously reported in these minutes.
- C. Programming Committee** – Under the Community Media Movement proposal, Mims suggested Do-It-Yourself video producers could increase Access Sacramento’s membership. She suggested a new membership category for \$375 for corporate members and the businesses would appreciate being connected to community broadcasters’ specific TV time slots. Mims repeated a request for an interactive on-line membership form. Martin said one has been created by staff and needs review and testing.
- V. Executive Director Report** – Handout provided. Mims asked Martin to check about automated e-mails after uploads to ARDT, that she was awaiting an email for when a program had been scheduled. [Dec. update – Programming had sent a confirming e-mail.] Kabbani asked Martin for access to the ARDT upload system and she was referred to TV programming director TD Trice. Smith noted some service interruptions with the KUBU app one afternoon and Martin said he would check with the Radio Programming Director. [Dec. update – Radio reported some brief transmission errors from the Radio studio related to an updated CODEC on that afternoon.]
- VI. Public comment** – None
- VII. New Business** – None
- VIII. Adjournment** – Meeting adjourned at 7:23 pm.

V. Executive Director Report

- A. National Public Policy from ACM** –President Mike Wassenaar reports to ACM:
- The FCC’s captioning rules say that all video programs and channels must be captioned unless they qualify for a number of exemptions. Most PEG channels fall under several of those exemptions (they are listed [here](#)).
 - ACM has petitioned the FCC to clarify how their proposed registration process for channels and programs in their 2016 Order on captioning affect PEG channels and PEG producers. As of this date, the FCC has not acted on the petition, and there is no registration process or captioning registry. This may change with a new Administration in 2021.
 - While you may be exempt from FCC rules, you are not exempt from the American’s with Disability Act, which has a standard that says that non-profits, governments and other institutions have an obligation to effectively communicate with people with disabilities. The Justice Department outlines the standards [here](#).
- B. Delta Dental Open Enrollment** – This is open enrollment month for benefitted employees who want to pay to add a spouse or family to the program.
- C. Hometown TV Veterans Day** – I approved a single-camera style Hometown TV application for the Veterans’ Day program from the state capitol honoring California’s Mexican-American Veterans. It is being edited and will be scheduled once completed.
- D. Capital Outlay Purchasing** – The first half of this fiscal year’s allocation for one-time purchases has been deposited from the Cable Commission. Purchases are underway, including the ordering and installation of the LiveU four-camera system, the 3-play and router improvements for production control, and the RV remodel.
- E. TV Automation Updated** – Our Cablecast by Tightrope system has been updated to Version 7.2. (A free upgrade.) This provides stronger system support for our streaming, RoKu, Apple TV and Video-on-Demand delivery.
- F. Coloma Lease Renewal** – Our building lease with the City of Sacramento was approved for another five year term at the City Council Meeting Nov. 17. Rent will remain the same for the next three years through Oct. 31, 2023, with options on a 5% increase in years four and five. An option on extending the lease should be submitted before August, 2025.
- G. Music Licensing Report Submitted** – Our music census for a two week period in October was submitted for Quarter 4 of 2020 to Sound Exchange Oct. 29. This completes our four two-week census reports for this calendar year. The next census of all music played on cablecast radio, streaming, our app and over the air on KUBU will be the first two full weeks in January, 2021.
- H. Miscellaneous** –
- KUBU app streaming performance** – See attached.
 - ACM National Board Resignation** – I have stepped down from the Alliance for Community Media National board in order to facilitate a smooth transition to a new representative from the ACM West Region. I will continue to serve the West Board but will have a staff member replace me in the coming months so there is a smooth transition for the support Access Sacramento has provided to the ACM West Region for the last 30 years.

- c. **AccessLocal.Tv Youth Hiring** – We are in the process of hiring three new correspondents for the AccessLocal.Tv youth journalist training program. We are retaining two of the writers from the previous process. Funding from the CA Endowment sponsors the payroll for this program.
- d. **Western Access Video Excellence Awards** – We have entered a variety of Access Sacramento programming into this year’s WAVE competition. Although there will be no in-person Feb, 2021 conference (having been postponed a year until Feb/March 2022) the on-line virtual awards show announcing this year’s winners will still take place.
- e. **CARES Act Payroll Protection Program** – A focus in the next few weeks will be the application for full forgiveness of the PPP loan provided to Access Sacramento. All money had been spent on payroll and although we did not return to 100% Full-Time Equivalent employment status, we will fall under the PPP Safe Harbor because government imposed work place restrictions prevented us from bringing the part-time staff back.
- f. **Coloma Center Holiday Tree Lighting** – We will assist Councilman Eric Guerra’s District 6 staff by providing lighting for the streamed event of the Coloma Center Tree Lighting on Dec. 3. Normally hundreds of people are on site for “Snow Much Fun” but this event is closed to the public this year and we will support it with lighting (as always) even though there will not be activities, performances and the arrival of Santa Clause by Fire Truck.
- g. **Thanksgiving Parade** – We will rebroadcast the 2018 Thanksgiving Parade from Plymouth, MA on Thanksgiving morning since other parade activities around the country will not be taking place.
- h. **KUBU License Renewal in 2021** – We have entered the 7th year of our KBUU license and will have forms to fill out before Nov. 13, 2021 to fulfill the FCC requirements for renewal of the broadcast license.
- i. **Unemployment Expense** – The prediction of our overall costs for Unemployment in this time of COVID by our processor 501c Unemployment services has been modified. Our expense and our deposit will be going up. We typically keep 2.3% of our annual payroll in a reserve account with 501c to support the unemployment claims should they come in. In the 3rd Quarter of 2020 we had 14 people on Unemployment.
- j. **JVC Camera News Release** – I have completed an interview with the JVC public relations department about our TV Studio camera upgrade. A news release and likely publication in trade journals is expected in the months ahead.



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 members of the Board of Directors serve as unpaid volunteers. 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