



**Board of Directors
Thursday, October 26, 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
54476 (+213 in 28 days)
AVERAGE OF 7.6 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 26, 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 September 28, 2017	Henkle	X	
	III DISCUSSION ITEMS			
	A. First Draft Annual Report (Covering Jul 1, 2016-June 30, 2017)	Martin		X
	B. 18 th A Place Called Sacramento Film Festival	Martin		X
	C. ACM West Conference a. Postcard Artwork b. Registration Opens c. WAVE Awards	Martin/Henkle		X
	D. Strategic Planning Process	Henkle		X
	E. Best of A Place Called Sacramento Film Night	Henkle		X
	F. Radio Remote Broadcasts	Henkle		X
	IV STANDING COMMITTEE REPORTS (Discussion Items)			
	A. Membership & Outreach (Oct. Membership Chart) 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 f. Social Media Plan Option	Smith		X
	B. Operations & Finance a. Sept. 2017 Ledger b. 2017 Fiscal Year End Ledger/Financial Review c. Profit & Loss Report Modification / Cash Flow	Crone		X

		<p>C. Programming</p> <ul style="list-style-type: none"> a. Hometown Television Applications b. Access Remote Digital Transfer II c. Community Memory 	Fletcher		X
	V	EXECUTIVE DIRECTOR REPORT (Handout)			
		<ul style="list-style-type: none"> A. Coloma Center Lease (Oct. 24 Sac City Council) B. The CA Endowment Grant Payment Received C. On-Call Hiring D. Office Manager / Personal Leave E. Non-Profit Crime Insurance Renewal F. Notice of Citation of Trespass to former member 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	<p><u>New Business</u></p> <p>Agenda Items for November 16, 2017</p>	Henkle		X
	IX	<p>ADJOURNMENT</p> <p>Schedule</p> <p>Radio Meeting – Wed. Nov. 8, 7pm</p> <p>Programming Committee – Thurs. Nov. 9, 5pm</p> <p>Executive Committee – Thurs. Nov. 9, 6pm</p> <p>Veterans’ Holiday (Closed) – Fri. Nov. 10</p> <p>Orientation – Tues, Nov. 14, 6pm</p> <p>THE Marketing & Outreach Committee, Wed. Nov. 15, 4:30 pm</p> <p>Regular Board Meeting – Thurs. Nov. 16, 2017, 5:30 pm</p> <p>Orientation – Wed. Nov. 22, 6pm</p> <p>Thanksgiving Holiday (Closed) – Thurs-Fri Nov. 23-24</p> <p>Sacramento VIPs – Wed. Nov. 22, 7pm</p>	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 28, 2017

5:30 p.m.

Coloma Community Center- Gold Run Room

Board Present: Bob Smith, Tim Crone (by phone), Ed Fletcher, Charlena Henderson, Robert Morin, Simone Vianna

Excused: Don Henkle, Van Gordon, Alex Vazquez

Staff: Gary Martin, Executive Director (by phone), Laureen Fallahay, Office Manager

I. Call to Order Regular Board Meeting

II. Discussion/Action Items

A. ACTION: September Agenda Approval (New Items?) - Approved

B. ACTION: Minutes for August 24th, 2017 – Moved by Vianna, Seconded by Morin for approval. Approved.

III. Discussion Items

A. First Draft Annual Report (Covering July 1, 2016 – June 30, 2017) - Referred to Executive Committee. Additional discussion about pending request before the Sacramento Metropolitan Cable Television Commission for additional funding to help cover increased property insurance and minimum wage costs. This topic for the SMCTC board meeting Dec. 7, 2017.

B. 18th annual A Place Called Sacramento Film Festival - Executive Director Martin reported the event is sold out at 920 seats. He asked for board member participation in helping with a variety of tasks at the Crest theatre including passing out programs (with voting ballots), assisting with the dessert presentation at the end of the evening. With sponsor support the event should generate about \$11,500 in income (several thousand above budget) with expected expenses in the normal range. Special thanks to Sharif Jewelers for providing a \$500 cash donation plus donating a \$1,000 ladies diamond ring for the winner of the Producer's Choice award.

C. Power of Voice Financials – A document in the packet notes include of around \$13,100 and expenses of \$7550 for a net profit of more than \$5,500 however, several sponsors have still to send in checks including Stones, Harbison Estate Wines, SMUD, and the State Farm match.

D. ACM West Conference – Planning is progressing on schedule with the ACM West board working on the program and other details. Registration for the conference should open soon with Eventbrite, and hotel registration sites being published. Artwork for postcards mailers are being handled here in Sacramento.

E. Strategic Planning Process – Dates for a values review and brainstorming need to be set.

IV. Standing Committee Reports (Discussion Items)

A. Membership & Outreach (July Membership Chart) –

- a. Power of Voice Fundraiser
- b. Member Retention & Persistence – A review of the last 4 years shows a lower than expected level of retention from year to year and persistence overtime. A survey to determine why members have not renewed (or not converted to being donors even if they are not using services) will be designed in committee.
- c. Outreach Event – Board to hone efforts to expand our network.
- d. Kim Mimms has a new board membership application. Vand will do the pre-qualification phone calls and refer to the October board meeting.
- e. Google Ad words – Morin is interested in getting internetes to get class credit for managing this program.
- f. Video Pitch – Fletcher commenting about SFF rewriting an arts plan.

B. Operations & Finance

- a. August 2017 Ledger
- b. 2017 Fiscal Year End
- c. Profit & Loss Report Modification /Cash Flow: Tim Crone points at training fees and membership fees being down from compared to this time last year, with KUBU expenses being up. Fundraising is below the annual projection, although Power of Voice has helped to reverse that. Suggests modifying the budget and with board input, planning for cuts.

C. Programming –

- a. Hometown Television applications – Rancho Cordova City Light orchestra, Causeway Classic Sac State vs. UC Davis along with the Youth Shrine Bowl on the same day and same location. Asking how to monetize that event plus with Sac State interns to help with the video production?
- b. KUBU Broadcast Handbook – Engineering is monitoring an apparent hack into the on-line automation without actual effect. The technical issue appears to have been resolved.
- c. Access Remote Digital Transfer II – The web interface was down temporarily and testing is underway to resolve exactly what formats have been tested and approved for cloud conversion so a members document can be created.

V. Executive Director Report – A verbal report via phone with no handout while Executive Director Martin is out of town attending to a family medical emergency.

- A. SMCTC Sept. Meeting Update – The annual report is due to the cable commission by the end of the calendar year.
- B. Coloma Center Lease (Oct. 24 Sac City Council) – Minimal changes for this year, although a \$400 rent increase will be required beginning July 1, 2017 and running through years two and three.
- C. Oates Family Grant / The CA Endowment Grant - \$1,500 grant form Oates Famil is expected and the application has been submitted. \$25,000 for the CA Endowment gran was submitted and approved for renewal. Half applies to this year and half to next fiscal year once received.
- D. Delta Dental / Allied Administrators Contract Renewal – signed new contract. Third year for the same rate.
- E. ASCAP / KUBU Internet Licensing / FCC Filing on Emergency Action Notification Submission – ASCAP is offering a new LPFM license with Internet broadcasting covered. FCC national test executed this month and KUBU participated and filed the appropriate forms with the FCC.
- F. Equifax Breach – Notified that our information was not part of the breach.
- G. Google Ad Words – Morin asked for and received log in and password for this project.
- H. Umpqua Money Market Interest Increase – This is the capital outlay account and the bank has reset the type of account to provide a slightly improved interest rate at 1% max instead of 0.7% max.
- I. On-Call Hiring – Several on-call staff have been picked up by other broadcast operations depleting the list of available part-time employees, and additional staff will need to be hired and trained.
- J. Equipment Purchasing / Remodel Timelines – Working with production and IT to set the schedule to have work completed before the ACM Conference in March.
- K. HS PSA Competition – 4th annual competition launched with schools and via the website.
- L. Big Day of Giving Orientation Coming – Access Sacramento will attend the Nov. 16 orientation. A fee is charged for participation in the May 3rd event.
- M. Miscellaneous Updates – member disciplinary action to be covered in closed session.

VI. Public Comments – None

VII. Executive Session – The board went into executive session for a report from the Executive Director regarding a member Disciplinary Action. There is no report to the public.

VIII. New Business –

- A. Agenda Items for October 2017 –
- B. Best of “A Place Called Sacramento” Film Night–
- C. Radio Remote Broadcasts – Logistical Issues.

IX. Adjournment – 6:49 pm

Schedule

A Place Called Sacramento Film Festival – Sat. Oct. 7, 7pm

Orientation – Tues, Oct. 10, 6pm

Radio Meeting – Wed. Oct. 11, 7pm

Programming Committee – Thurs. Oct. 12, 5pm

Executive Committee – Thurs. Oct. 12, 6pm

THE Marketing & Outreach Committee, Wed. Oct. 18, 4:30 pm

Orientation – Wed. Oct. 25, 6pm

Sacramento VIPs – Wed. Oct. 25, 7pm

Regular Board Meeting – Thurs. Oct. 26, 2017, 5:30 pm



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