



**Board of Directors
Thursday, September 26, 2019
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
59495 (+206 in 35 days)
AVERAGE OF 5.9 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, SEPTEMBER 26, 2019 - 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	Smith	
	II	DISCUSSION / ACTION ITEMS		
		A. ACTION: September 26, 2019 Agenda Approval (New Items?)	Smith	X
		B. ACTION: Minutes for Regular Monthly Meeting July 25, 2019 & August 22, 2019	Smith	X
	III	DISCUSSION		
		A. Chief Financial Officer Discussion	Smith	X
		B. Membership Database a. Billing and Payments b. Timeline on Stages of Roll out	Martin	X
		C. A Place Called Sacramento a. 20 th Anniversary Activities i. Thursday – Retrospective ii. Friday – Speaker/Coloma Reception 1. Recycled Technology Art 2. Speakers/TV Show Elements 3. Silent Auction iii. Saturday – World Premiere iv. Saturday – After Party b. Board Ticket Sales	Martin	X
		D. Possible Dates For a Retreat	Smith/Martin	X
		E. Educational Ad Hoc Committee	Chick	X
		F. By-Laws Ad Hoc Committee Report	Vasquez	X
	IV	STANDING COMMITTEE REPORTS (Discussion Items)		
		A. THE Membership & Outreach Committee (Membership Chart) a. 2 nd Quarter 2019 Membership Initiatives b. Revenue Generation	Smith	X

		<p>B. Operations & Finance</p> <p>a. August, 2019 Ledger</p> <p>b. Income Tracking Bar Chart</p> <p>c. Fiscal year 2018-19 ledger Accruals</p> <p>C. Programming –</p> <p>a. HTTP</p> <p>b. Radio Update</p> <p>c. TV Update</p>	Fletcher		X
			Fletcher		X
V		EXECUTIVE DIRECTOR REPORT (Handout)			
		<p>A. RoKu and Apple TV Roll-out</p> <p>B. On-Line views / NFHS Network</p> <p>C. Cal State Sacramento Internships</p> <p>D. Digital Inclusion Week and Community Media Day</p> <p>E. Radio Producers’ Meeting Elements</p> <p>F. KUBU App/Streaming Performance</p> <p>G. Miscellaneous Updates</p>	Martin		X
VI		Public Comment (2 min. per person): Fill out request form	Smith		X
VII		<p>New Business</p> <p>Possible Agenda Items for Oct. 24, 2019</p> <p>Board Recruitment</p> <p>Grant Goals</p>	Smith		X
VIII		<p>ADJOURNMENT</p> <p>Schedule</p> <p>“A Place Called Sacramento” – Oct. 3-5, 2019</p> <p>Orientation – Tuesday, Oct. 8, 6pm</p> <p>THE Membership & Outreach Committee – Wed. Oct. 9, 5:30pm</p> <p>Radio Producers Meeting – Wed. Oct. 9, 7pm</p> <p>Programming Committee – Thurs. Oct. 10 5pm</p> <p>Executive Committee – Thurs. Oct. 10, 6pm</p> <p>Orientation – Wednesday, Oct. 23, 6pm</p> <p>Regular Board Meeting – Thurs. Oct. 24, 2019, 5:30 pm</p>	Smith	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.

July Monthly Business Meeting Minutes
Thursday, July 25, 2019
5:30 p.m.
Coloma Community Center- Gold Run Room

Board Present: Bob Smith, Alexander Vasquez, Ed Fletcher, Kim Mims, Laura Chick, Van Gordan, Judi Price, Ted Tenedora, Simone Vianna.

Excused: Robert Morin.

Staff: Gary Martin, Executive Director.

Guests: Samantha K. Henderson

I. Call to Order Regular Board Meeting 5:45 pm. Quorum present.

II. Discussion/Action Items

A. ACTION: July 25, 2019 Agenda Approval – Moved by Fletcher, seconded by Chick for approval. Approved.

B. ACTION: Minutes the Regular Board Meeting June 27, 2019 – Moved for approval or the minutes by Fletcher, Seconded by Chick with the repair of a typographical error her instead of \$13.00/hr and for the Annual Membership Meeting. Approved.

C. ACTION: Board of Director’s Membership Application by Samantha K. Henderson – Gordon reintroduced Henderson who spoke briefly about her qualifications and interest in board service. She noted a background in economics, banking and business consulting. She also has a background in film and is one of this years’ winning “A Place Called Sacramento” writers. She noted a willingness to make calls soliciting support for Access Sacramento.
Moved by Chick, Seconded by Price for appointment of Samantha K. Henderson to the board of directors. Approved.

D. Award Presentation: Recognizing Don Henkle for Board Service 2016-19 -- Chair Smith commended Henkle for setting a high bar and in helping construct a working board of directors. A small glass memento commemorating Henkle Service was presented. Henkle remarked that his service would continue as a member with the on-going creation of radio and television programming.

E. ACTION: Adoption of Fiscal Year Meeting Calendar – A discussion was held about setting a possible retreat date in the next several months. Fletcher suggested a retreat in January or after might be better when more budget information is available.

Smith received and filed the proposed calendar as:

2019

Thursday, July 25, 2019

Thursday, Aug 22, 2019

Thursday, Sept. 26, 2019

Thursday, October 24, 2019

Thursday, Nov. 21, 2019 (3rd Thursday)

Thursday, Thursday, Dec. 19, 2019 (3rd Thursday)

2020

Thursday, Jan. 22, 2020

Thursday, Feb. 27, 2020

Thursday, Mar. 26, 2020

Thursday, April 23, 2020

Thursday, May 28, 2020

Thursday, June 25, 2020 5:30 pm Business / 7 pm Annual Membership Meeting)

III. Discussion Items

Chair Smith took a few moments to comment to the full board on how honored he felt to be the chair. He hopes to continue the momentum that has been building. He noted the good people on the board, on staff and in the membership who share a passion for media and the arts. He specifically noted his own desire to help Access Sacramento to be relevant in programs, training. He commented that we all love public access, and along with the work, he hoped the group will also have fun.

A. Membership Database – Martin reported that staff had identified a final three phase roll out. Members will be asked to log in and create profiles by the end of September. Reservations for equipment and studios should be available before the end of the calendar year, and crew finding for those members who are willing to participate should begin after the start of 2020. The board noted that the membership renewal e-mails from RueShare currently do not have an easy link to pay for membership on line. Martin was going to check with the Operations Director.

B. A Place Called Sacramento –

- a. 20th Anniversary Activities – Now a 3-day festival Oct. 3-5.
 1. Thursday – Planning a retrospective event at the Crest with previous PCS films. Possibility of a Hall of Fame type presentation in addition to the roll out of a youth mini film festival called “My Neighborhood”
 2. Friday – A speaker event with an after party with a roaring ‘20s theme for our 20th year, silent auction, and photo booth at the Coloma Community Center. Hollywood level guests are being solicited.
 3. Saturday – World Premiere at the Crest.

4. Saturday After Party – An agreement with the Social Night Club across the street from the Crest has been implemented.

Tickets for the Crest events will be handled in the office and on-line from the crest site, the Friday event and Saturday after party will be handled in the office and likely at EventBrite.

- b. Recycled Technology Art Exhibit – Mims provided a proposal to have the Friday evening event at the Coloma Center include a display where out-dated equipment/technology could be shown as an art exhibit. She also proposed having a small fashion show where the clothing was made from recycled technology. She hoped the board will provide multiple \$3000 in stipends to artists to create display pieces. Mims said she would seek sponsorships to recover the expense. Vianna expressed concern there wasn't enough time to get the artwork created. Fletcher wondered whether sponsors for art could be sought at a later time and if sponsorships was the film-part of the festival would be effected if there was a separate sponsorship package. **Motion by Vasquez, Seconded by Gordon to have Mims seek the sponsorships and if a cost-benefit was seen to have staff work to implement the idea for the Friday event, with a report to be made at the next board meeting. Approved.**

- C. **Access Sacramento By-Laws Review** – Smith appointed Vasquez as chair of the ad hoc committee to review the current by-laws. Gordon and Henderson was appointed to the committee. A report or recommendation would be due in 60-days at the September board of directors meeting.

Additional Committee Work – During an impromptu discussion of the need for all board members to work on a committee, the discussion of the value of an education ad hoc committee was raised. Smith appointed Chick as chair and Price and Henderson was appointed to the Ad Hoc Education Work Group under the Programming Committee. The group should consider options for the future. Ideas included on-line classes open to all with discounts for Access Sacramento members.

IV. **Standing Committee Reports**

- A. **THE Membership and Outreach Committee** -- Smith reported.

- 1) The primary work of the group is with the 7th annual Power of Voice gala fundraiser event honoring WEAVE executive director and Chief Executive Officer Beth Hassett. All board members need to buy a ticket and be in attendance. 2) The intention is to explore the for-profit part of being a non-profit business. 3) Additional revenue generation is a goal, where we promote the organization and seek funding and underwriting support. He suggested each board member must know a possible sponsor and he encouraged to make

introduction so the Executive Director can close the deal. 4) Smith handed out presentation folders for Game of the Week and KUBU.

B. Operations and Finance – Martin reported again that the general ledger was showing income at or above targets. At least \$2,000 in retained revenue on the unrestricted side was likely. Smith noted the board need to have broader conversations about for-profit ventures and other sustainability approaches including events and grants so we can evaluate strategies in a thoughtful way.

C. Programming Committee – Fletcher reported two hometown TV event applications were approved. He hoped for an increased number of applications in the year ahead.

V. Executive Director Report – A written report was summarized. (Attached).

VI. Public comment -- No public comment requests.

VII. New Business – 1) Grant Goals setting. Possible participation in a grant writing class may be desirable. 2) Broad Recruitment – board membership at 12 to 15 might be a worthy target.

VIII. Executive Session – The board went into executive session to discuss a personnel matter. No actionable report out was necessary.

VII. Adjournment – Meeting adjourned at 7:55 pm.

Item V

Executive Director's Report to the Board of Directors

July 25, 2019

- A. Salary Improvements and Medical Withholding** – Implemented for July 15 Payroll.
- B. 21st Annual “A Place Called Sacramento”** – A hold request at the Crest Theater has been accepted for Thursday-Saturday Oct. 1-3, 2020. Contracts are not signed or payments made until after the 2020-2021 fiscal year start July 1, 2020.
- C. Intern Update** – Three interns from Futures Explored and one from CSUS are in the summer Studio Class. Those who are certified will be carried over into Fall.
- D. KUBU App. Streaming Performance** – A variety of performance issues with the streaming from the KUBU965 app on both Apple and Android phones has been reported. Radio Coordinator Shane Carpenter is researching the issue and a staff meeting is planned to determine the possible source of the issue. Options include feed problems with the internet signal in house, distribution problems with SurferNet, or reception problems by users. An update to the programming committee could be ready in August.
 - a. Surfer Network** – See Attached.
- E. Additional Distribution** – TV-RoKu and Apple TV, Radio-Alexa. Tricaster staff are willing to help.
- F. Miscellaneous Updates:**
 - a. Music Use Reports** – Filed with ASCAP, BMI, SESAC reporting services.

August Monthly Business Meeting Minutes
Thursday, August 22, 2019
5:30 p.m.
Coloma Community Center- Gold Run Room

Board Present: Bob Smith, Kim Mims, Van Gordan, Samantha K. Henderson, Simone Vianna.

Excused: Alexander Vasquez, Ed Fletcher, Laura Chick, Robert Morin, Judi Price, Ted Tenedora.

Staff: Gary Martin, Executive Director.

Guests: Alvina Paiz, Leo Antolin, Lawson Silva.

I. Call to Order Regular Business Meeting - 5:33 p.m. No quorum. Reports only. No Action Items.

II. Discussion/Action Items

A. ACTION: August 22, 2019 Agenda – No Changes possible.

B. ACTION: Minutes the Regular Business Meeting June 27, 2019 – Postponed until next meeting.

III. Discussion

A. Membership Database – Online membership payments are active now. The RueShare database will be opened for member profiles, password resets by the end of September. On-line class purchases planned for End of October. Reservations for studios, labs and equipment by the end of the year. Crew finding as 2020 begins.

B. A Place Called Sacramento – Panning for all three days of activities are proceeding appropriately.

C. Possible Dates for a Retreat – Chair Smith asked Executive Director Martin to provide possible dates for January.

D. Educational Ad Hoc Committee – Henderson reporting for Chick indicated the committee had met and was setting goals and timelines moving forward. Questions include what programs might add value to existing courses and what might be an appropriate for-profit option be.

IV. Standing Committee Reports

A. THE Membership and Outreach Committee – Smith reported a new KUBU billboard goes up the week of Sept. 9. Cartvertizing for KUBU continues. A 3rd Quarter radio remote is connected to a radio remote training class. Revenue generation may center on new arts grants options.

B. Operations and Finance – No report.

C. Programming Committee – No report.

V. Executive Director Report – A written report was summarized. (Attached).

VI. Executive Session – Cancelled.

VII. Public comment --

1. Member Tony Lavelle – Noted he had provided a organizational chart for Access Sacramento and indicated his willingness to meet with the Executive Director or board about its design.

2. Member Lawson Silva – Asked about Access Sacramento rules regarding the number of times a member can use equipment for radio or television before being required to turn in programming for the channels. He said it was unclear to him and felt he had heard discrepancies between answers to this question from different production staff. He was invited to contact the Executive Director following the meeting.

VIII. New Business – 1) CFO Selection

IX. Adjournment – Meeting adjourned at 6:35 pm.

Item V

Executive Director's Report to the Board of Directors

August 22, 2019

- A. Sacramento Digital Inclusion Coalition** – I attended a 3rd session on Aug. 5 about the work to bring digital equity to residents of Sacramento County. This work began with a summit last January. The three threads of work include access to the Internet, access to equipment, and training and is being lead by the Sac. Library and Valley Vision among others. Our connection touches all three areas but is primarily centered on training and possible use of the digital media lab and its connection to the Internet. There may be grant money from other City of Sac sources to fund this work, but a final “plan” will be written for review within the next month.
- B. Elk Grove Arts Commission** – I attended the August meeting of the Elk Grove Arts Commission to discuss a possible partnership of a localized film festival promoting film makers from Elk Grove. Discussion included how Access Sacramento can provide training and equipment resources and the capacity to help manage the start-up of a new festival for a fee.
- C. Radio Producers' Meeting** –
 - a. Some reports of online and app streaming performance issues continue. Reports from the radio producer meeting indicate periodic stop and restart delays in both desktop and app. performance. Further tracking of the source of the issue is underway.
 - b. Interest from the producers in attendance was high for a remote-broadcasting class to create smaller and larger radio remote events. A three-day class was proposed covering field and studio training, with a unified practice remote date, probably on Saturday mornings.
- D. Emergency Alert System National Test** – The mandatory EAS national test Aug. 7 was implemented automatically, as expected, for KUBU. Radio Engineer Tim Parish filed the required same day report to the FCC per the instructions.
- E. KUBU App. Streaming Performance** – Surfer Network on-line usage reports attached.
- F. New Hometown TV Applicants** --
- G. Additional Distribution** – TV-RoKu and Apple TV, Radio-Alexa. Tricaster staff are willing to help.
- H. Miscellaneous Updates:**
 - a. **Place Called Sacramento T-Shirt** – Artwork prepared by Liz Harrison for the 20th Annual “A Place Called Sacramento” T-shirt has now been printed onto 240 t-shirts for sale at \$20.00 each. Spectacular printing job, with 10-dyes producing 20 colors in a full color collectible art design. Available from the office.
 - b. **Thank You from Beth Hassett** – We received a nice hand-written thank you note from 2019 Power of voice winner Beth Hassett from WEAVE appreciating the honor and the connections to friends old and new.
 - c. **Game of the Week Publicity** – Articles for our newsletter about upcoming games resumed for the Aug. 23 premiere of our 22nd season of Game of the Week. Each week will provide links to AccessLocal.Tv and after each game, to the posted highlights. We are putting into place a regular procedure for uploading each full game to YouTube as well.
 - d. **403(b) Plan 100% Vested Statement** – Per ERISA requirements, the annual notification for retirement plan participants to be told of their vested status each year has been done.

We follow Lincoln Financial Group's advice and have this 100% vested statement put on all quarterly account statements throughout the year.

- e. **Discrimination Training from HR to Go** – We have opened the discussion on scheduling for staff training on discrimination per our budget and under the guidelines required by the state.
- f. **Impacts of FCC 2nd Report and order** – The planned changes to the rules surrounding cable company support of Public, Education and Government (PEG) access channels will go into effect (if unchallenged) 30 days after the order is posted in the federal register. I'm uncertain how the new rules affect us here in Sacramento, except to say that many of the newly prohibited expenses in addition to the PEG 1% capital outlay fee, (like cable companies providing free cable drops or free back-haul black fiber) which were provided in other parts of the country are not part of our local or state-wide franchise agreements managed by SMCTC here. The feared language of charging the in-kind cost of providing PEG channels against the income of the Franchise 5% fee was not enacted. It is thought the main reason was that the FCC couldn't come up with language on how to set the "fair market value" of those channels. The Alliance for Community Media predicts possible additional future rulemaking.
- g. **SMCTC Meeting for September Postponed** – the Sept. 5, 2019 board meeting has been postponed to Oct. 3, 2019 at 2:30 pm. [Note: That's 3.5 hours before the launch of PCS20.
- h. **Partnership Meetings** – I've met with a variety of people/groups recently to consider partnership creation that might include contracted production or training opportunities including the Disability Media Technology Alliance, the Maddy Institute, and the ASCEND Day Program. We'll host an afternoon meeting Sept. 27 for state disability leaders in our TV studio.
- i. **Sacramento Film Development** – 1) I met with two researchers from the City of Sacramento's Film Development project for 90 minutes this week about are relationship with the Film Commission and other city outreach, providing information about the regions film community and capacity. The project will deliver a report before the end of the calendar year to the City of Sacramento Convention and Cultural Services Department 2) Separately, I met with the interim lead for the new film commission initiative Sean Arnold for 90 minutes today, touring our facility and hearing about the city's intentions about promoting film making, economic development, and smoothing the regulatory waters to create incentives and support for making the City of Sacramento a hub for filmmaking. Support for "A Place Called Sacramento" may change slightly, but the overall support for our 20th years is at a high level.



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