



**Board of Directors
Thursday, January 24, 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
57792 (+235 in 35 days)
AVERAGE OF 6.9 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, JANUARY 24, 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	Henkle		
	II	DISCUSSION / ACTION ITEMS			
		A. ACTION: January 24, 2019 Agenda Approval (New Items?)	Henkle	X	
		B. ACTION: Minutes for December 20, 2018	Henkle	X	
	IV	DISCUSSION ITEMS			
		A. Radio Remote – KUBU Staff Picture Feb. 23	Vasquez		X
		B. New and Lapsed Member Open House – March 7	Mims		X
		C. Membership Database billing and payments	Martin		X
		D. Establish 20 th “A Place Called Sacramento” Festival Committee and make appointment to standing Committess	Henkle		X
	V	STANDING COMMITTEE REPORTS (Discussion Items)			
		A. THE Membership & Outreach Committee (Membership Chart) a. 1 st Quarter 2019 Outreach i. Committee Lapsed Members Phone calls ii. Ambassadors Outreach b. Nominations Committee Update	Smith		X
		B. Operations & Finance a. December. 2018 Ledger b. Income Tracking Bar Chart	Morin		X
		C. Programming – a. HTTV- HUA Memorial b. Feb. 23 Radio Remote -- Billboard c. Boost Member Productions Quality and Quantity	Fletcher		X

VI	EXECUTIVE DIRECTOR REPORT (Handout)				
	<ul style="list-style-type: none"> A. AccessLocal.TV Website Redesign B. KUBU/Antenna Site C. KUBU Advertising D. KUBU App/Streaming Performance E. ACM West Conference Travel F. Sacramento Digital Inclusion Summit G. Elk Grove Unified School District Career Technical Education H. Grant Applications I. 2019 Labor Law Changes J. Coloma Center Room Reservation Issue K. Telephone System / Radio Call in L. ACM National Update M. Miscellaneous Updates 	Martin		X	
VII	Public Comment (2 min. per person): Fill out request form		Henkle		X
VIII	<u>New Business</u> Possible Agenda Items for Feb. 24, 2019 RueShare Crew Finding Nominations Committee Membership Data Review (Morin)		Henkle		X
IX	ADJOURNMENT Schedule Alliance for Community Media West Region Conference Jan 30-Feb 1 Programming Committee – Thurs. Feb. 7, 5pm Executive Committee – Thurs. Feb. 7, 6pm Orientation – Tues. Feb. 12, 6 pm THE Membership & Outreach Committee – Wed. Feb. 13 5:30pm Radio Producers Meeting – Wed. Feb. 13, 7pm Closed – Mon. Feb. 18 for President’s Day KUBU Radio Remote / Staff Picture – Sat. Feb. 23, 11am-1pm Orientation – Wed. Feb. 27, 6pm Regular Board Meeting – Thurs. Feb. 28, 2019, 5:30 pm New & Lapsed Member Open House – Thurs. Mar. 7 6-8pm		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.

Dedember Monthly Business Meeting Minutes

Thursday, December 20, 2018

5:30 p.m.

Coloma Community Center- Gold Run Room

Board Present: Don Henkle, Bob Smith, Robert Morin, Van Gordon, Ed Fletcher, Laura Chick, Mark Freeman, Kim Mims, Ted Tenedora, Alex Vasquez, Simone Vianna.

Staff: Gary Martin, Executive Director, and Laureen Fallahay, Office Manager.

Guests: Members: Rebecca Rielly, Judi “JP” Price, Nahid Kabanni

- I. **Call to Order Regular Board Meeting 5:30 pm. Quorum present.**

- II. **Discussion/Action Items**
 - A. **ACTION: December 20, 2018 Agenda Approval – Chick mad a motion for approval with correction of the agenda date typo, Seconded by Freeman. Approved.**
 - B. **ACTION: Minutes for Nov. 15, 2018 – Moved for approval by Smith, Seconded by Chick. Approved.**
 - C. **ACTION: 2017-18 Annual Report – An annual report to the membership and to the Sacramento Metropolitan Cable Television Commission is due by the end of the Dec. of each year. A report was prepared according to the standards required for reporting by the Executive Director and previously e-mail with the board packet to each member of the Access Sacramento Board of Directors. Martin did a brief presentation on the format and preparation of the document. Moved by Gordon for approval of the Annual report, stipulating authority to the Executive Director for repair of typographical errors. Seconded by Smith. Approved.**

- III. **No Item Agendized –**

- IV. **Discussion Items**
 - A. **Board Retreat Review – Nov. 18, 2018 – Chair Henkle has notes to send to the board before the end of the month. Discussion points include a review of the mission statement and preparation of a vision statement, the digital divide, For profit desires, who’s watching research, social media training, a bi-annual open hours, mixers with high-influences, focus groups and a media training day.**
 - B. **Update on Auto Billing – Martin reported on staff research on methods for implementing board-directed changes in membership billing and pricing. The RueShare system does not have the capacity to do billing with prorated entry points with permanent date-specific bi-annual (six-**

month) billing. A six month billing cycle at \$30, and a \$60 annual cycle are possible. The board expressed disappointment that the preferred method was not going to be implemented. Martin indicated that all other aspects of the board's desired plan are being implemented, and that on-line payments will be tested in a month-by-month "safe" roll out of the process. He said staff and the vendor are in agreement this is the best possible for the future.

Board members wondered how KVIE handles their evergreen auto-pay funds and asked for an investigation of how that works. They wondered if the Stripe system (for credit card processing) instead of RueShare (the Member database) might be able to build a monthly auto-pay process.

In going back to the previous month's discussion, Mims wished a increase to \$50 had been put forward as a motion. Chick wondered if 12 payments over a year would be better than the approved twice a year plan. A suggestion of an exit survey for lapsed members was put forward. A quarterly member survey of "How are you doing?" was mentioned. Freeman indicated annual review is not often enough and wondered if monthly research would be a good approach; Suggesting perhaps ambassadors could do that outreach.

Smith said building membership was the goal thorough 1) outreach to new members and 2) a member retention program. He said regular email might help.

Freeman said research is always a snapshot and he wondered how that might be expanded. Henkle said the board meets monthly and always gets a snapshot, and that the staff has perpetual data but also has other tasks.

Morin said a study of attrition rates and when renewals occur would be helpful. He said perhaps a longevity discount might also be advantageous.

C. Discounted Member Rates (Student/Senior/Veteran & Radio Legacy)

– The board reiterated its approval of a \$40/year rate as \$20/\$20 every six months and that there was no change to the radio legacy program fee.

D. Power of Voice Nomination Process & Timeline – The rules for this process were distributed to the board members in their packet. Board

members should send their nomination to Vice-Chair Smith for review in the established process exclusively in the Executive Committee.

V. Standing Committee Reports

- A. THE Membership and Outreach Committee** -- Smith reported membership continues on the increase, up 30% in a year and showing momentum. He complimented member Mims for the Holiday party with more than 100 people in attendance and said a Welcome Back open house for new recruits and returning members is being planned for the first quarter. A date must be set. The committee's goal of gaining more Access Sacramento visibility in the community through radio remotes and TV events continues.
- B. Operations and Finance** – Morin commented on several ledger items that were above the annualized budget amounts including truck event costs (overtime). Discussion on how the ledger might better show expense items for individual production costs like Live Wire, Listen Up Sacramento, Techleader.TV and Barb.TV.
- C. Programming Committee** – No meeting. No report.

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

VII. Public comment -- Member Nahid Kabanni spoke of her 10 years of programming on Access Sacramento and reminded the board that Access is here to serve the public. Members come here for something—and Access needs to help them to be a success since we are an organization to help their voices on television.

Member Rebecca Reilly asked “What is the value of a membership?” Members ask, “Why do I come here.” It’s not just to produce, but membership helps them build family and helps build relationships.

Office manager Laureen Fallahay pointed out that membership fees cycle differently, and that TV Series Contracts and Radio fees have different cycles, also restricting the twice-a-year alignment that the board had proposed last month.

VIII. New Business – 1) Mims asked about a training program for District 8 youth, a discussion that originated about the time of the Latino Festival. Needs to be sent to committee. 2) Community Memory – what is its utilization as a service. 3) Henkle is going to survey members for committee assignments.

IX. Adjournment – Meeting adjourned at 7:44 pm

Item VI

Executive Director's Report to the Board of Directors December 20, 2018

- A. **KUBU Advertising** –
 - a. A draft of the KUBU billboard artwork will be in the room. The billboard will be up the week of Dec. 31.
 - b. The Cartvertizing KUBU project launches this month and runs for 12 months.
- B. **KUBU App / Streaming Performance** – November on-line and app listenership was down compared to October. December so far appears to be modeling the November rates. (3 Pages attached)
- C. **Duns & Bradstreet Fiscal Site Updated** – A variety of grants and other business communications require current information in our national business profile at Duns and Bradstreet. Our information for fiscal 2017-18 has been updated.
- D. **Game of the Week – Basketball Underway** – Schedule in the packet.
- E. **Banking Change Over** – The final credit card machine change fees for Union Bank have been processed and now both of the Union Bank Checking accounts (operations and payroll) and our savings account have been closed. Previously reported, our safe deposit box was closed. We are fully with Bank of America now for Operations and payroll checking. Our Capital Outlay accounts is still with Umpqua Bank. Our Reserve Account is still with Citibank.
- F. **Big Day of Giving Orientation** – Gary Martin and Laureen Fallahay attended the Dec. 13 orientation. Registration fees and forms have been submitted. The profile to the website is due Jan. 31
- G. **ACM West Conference Travel** – Gary and four staff will travel to Long Beach Jan 29-Feb. 1 for the conference. Early issue WAVE info has us as a finalist in three categories, but the full list hasn't been released. Conference registration early bird rates close Christmas day, and early bird hotel rates stop Jan. 3.
- H. **Miscellaneous Updates:**
 - a. **SNR on KUBU** – We are awaiting SNR's reporter to attend an orientation to start this partnership.
 - b. **Asm. Kevin McCarty Toy Drive and Reception** – As a fiscal sponsor, several donations and expenses for this event will be processed here. Gary Martin did a broadcast live with two interviews during Live Wire. Board members Kim Mims, Simone Vianna and Ed Fletcher attended.
 - c. **Studio Closures** – Radio, TV and Digital Media lab are closed to members beginning tomorrow. Radio is doing its remodel during the next two weeks with thanks to Shane Carpenter and Tim Parish for making this happen.
 - d. **Grant Application** – a Sacramento Regional Community Foundation grant from the Inspire Giving Philanthropic Fund is being prepared in conjunction with the Mazzy TV Show, a program about diversity in Sac. County.
 - e. **Staffing** - A number of staff will be on vacation during the holiday period.



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