Board of Directors
Thursday, January 25, 2018
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
55130 (+201 in 35 days)
AVERAGE OF 5.7 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”
<table>
<thead>
<tr>
<th>Time</th>
<th>Item of Business</th>
<th>Presenter</th>
<th>Action</th>
<th>Info</th>
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</thead>
<tbody>
<tr>
<td>5:30</td>
<td>CALL TO ORDER REGULAR BOARD MEETING</td>
<td>Henkle</td>
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| II DISCUSSION / ACTION ITEMS                  |             |         |      |
| A. ACTION: Agenda Approval (New Items?)      | X           |         |      |
| B. ACTION: Minutes for December 21, 2017     | X           |         |      |
| C. ACTION: Charlena Henderson / Board Leave of Absence | X     |         |      |
| D. Annual Conflict of Interest Training by John Davis, Northern California Legal Services | X | | |

| III DISCUSSION ITEMS                          |             |         |      |
| A. First Draft of the 2018-2021 Strategic Plan | Martin     | X       |      |
| a. Action Items                               |             |         |      |
| b. Prioritizations                            |             |         |      |
| B. ACM West Conference                        | Martin     | X       |      |
| a. Program Brochure/ Mailing                  |             |         |      |
| b. Evening Events                             |             |         |      |
| C. A Place Called Sacramento                  | Fletcher    | X       |      |
| a. Bring 'em Back: 2017 Film Night            |             |         |      |
| b. 19th Annual Film Festival Launch & Classes |             |         |      |
| c. 20th Anniversary (2019) Ad Hoc Committee  |             |         |      |
| D. Ad Hoc Committee Appointments              | Herkle     | X       |      |
| a. Power of Voice                             |             |         |      |
| b. Big Day of Giving                          |             |         |      |
| c. Show Lab                                   |             |         |      |
| d. 20th Anniversary (2019) A Place Called Sacramento | | | |
| E. Capital City Cinema Film Screenings        | Mims       | X       |      |
### IV STANDING COMMITTEE REPORTS (Discussion Items)

<table>
<thead>
<tr>
<th>A. Membership &amp; Outreach</th>
<th>Smith</th>
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<tbody>
<tr>
<td>a. Membership Survey/1st Quarter Outreach Plan</td>
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<td>b. KUBU Sponsorship Package</td>
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<td>c. Mobile App</td>
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<tr>
<th>B. Operations &amp; Finance</th>
<th>Crone</th>
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<tbody>
<tr>
<td>a. Dec. 2017 Ledger</td>
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<td>b. Profit &amp; Loss Report Modification / Cash Flow</td>
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<td>c. Income Tracking Bar Chart</td>
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<tr>
<td>d. Year to Year Class Enrollment Data</td>
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<thead>
<tr>
<th>C. Programming</th>
<th>Fletcher</th>
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<tbody>
<tr>
<td>a. Radio/TV Additional Time</td>
<td></td>
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<td>b. Show Lab</td>
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<td>c. Radio Remote Class</td>
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<tr>
<td>d. Access Remote Digital Transfer II</td>
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<td>e. Community Memory</td>
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### V EXECUTIVE DIRECTOR REPORT (Handout)

<table>
<thead>
<tr>
<th>A. Access Sacramento Website / Theme Retiring</th>
<th>Martin</th>
<th>X</th>
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<tr>
<td>B. Performance Reviews Complete</td>
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<td>C. 2018 Labor Law Update</td>
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<td>D. Sac. Co. Assessor Exemption</td>
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<td>E. Form 990 / IRS Taxes Filing</td>
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<td>F. KUBU App/Streaming performance</td>
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<td>G. KUBU / Comcast Cable IP</td>
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<td>H. Big Day of Giving Page Review</td>
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<tr>
<td>I. Miscellaneous Updates</td>
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### VI Public Comment (2 min. per person): Fill out request form

| Henkle | X |

### VIII New Business

| Henkle | X |

Agenda Items for February 22, 2018

### IX ADJOURNMENT

| Henkle | X |

Schedule
- Programming Committee – Thurs. Feb. 8, 5pm
- Executive Committee – Thurs. Feb. 8, 8pm
- Orientation – Tues. Feb. 13, 6pm
- Radio Meeting – Wed. Feb. 14, 7pm
- THE Marketing & Outreach Committee, Wed. Feb. 21, 4:30 pm
- Regular Board Meeting – Thurs. Feb. 22 2017, 5:30 pm

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.
December Monthly Business Meeting Minutes
Thursday, December 21, 2017
5:30 p.m.
Coloma Community Center- Gold Run Room

Board Present: Don Henkle, Tim Crone, Van Gordon, Ed Fletcher, Kim Mims, Simone Vianna
Excused: Bob Smith, Charlena Henderson, Robert Morin, Alex Vasquez
Staff: Gary Martin, Executive Director

I. Call to Order Regular Board Meeting 5:39 pm

II. Discussion/Action Items

A. ACTION: December Agenda Approval – Moved by Crone, Seconded by Gordon for Approval. Approved

B. ACTION: Minutes for November 16, 2017 – Moved by Cone, Seconded by Gordon for approval. Approved.

C. 2016-17 Fiscal Review (Receive & File): The Board of Directors was provided additional time to review and ask questions of the 2016-17 Annual Fiscal Review provided at the last meeting by Chelsea Pope from Balarsky and Associates. The document was forwarded to the Board of Directors’ Executive Committee for final review and approval. No additional questions nor suggested edits were provided during the Executive Committee meeting Dec. 14, 2017. Received and Filed.

D. 2016-17 Annual Report: Access Sacramento is required to provide an annual report to the Sacramento Metropolitan Cable Television Commission by the last business day of December for the preceding fiscal year. The 2016-17 annual report covering July 1, 2016 to June 30, 2017 is due Dec. 29, 2018. The draft document was provided to the full board in an e-mail on Dec. 11, 2017 for review and a request to send comments, questions or edits to the Executive Committee for its Dec. 14 meeting. Moved by Gordon, Seconded by Crone to approve the 2016-17 annual report and authorize the executive director to repair any final typographical errors if found; Further, to forward the annual report to the Sacramento Metropolitan Cable Television Commission by the deadline and to publish the report in the normal way to the website. Approved.

III. Discussion Items

A. ACM West Conference – Executive Director Martin reported the program of speakers and the scheduling grid are nearing completion. A small brochure/mailing is due to go out Jan. 16. The WAVE Award finalists likely will be ready about that time too. The hotel rate for the Embassy Suites runs through Feb. 21 so that give people a month to get the lower rates. The auditorium for the Access Sac tour is available and a
alcohol and beverage license can be managed by the city with its paid-security guards as part of the process.

B. Strategic Planning Retreat – Board chair Henkle thanked board members and the executive director for their participation in the retreat the previous Saturday. The board completed a values rubric and did a SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis generating lists of areas where things are going well, and areas where improvements can be made. Specific action items will be added into four perfected strategic directions and a first draft of the plan will be presented at the next Board of Directors meeting. Henkle specifically thanks CFO Crone for providing the meeting space at the offices of Crowe-Horwath – noting the wonderful overlook to the Capital Mall and the morning’s benefit Santa Run.

C. Best of A Place Called Sacramento Night – The board discussed replaying the 10 films from the PCS 2017 event during January, perhaps on a Wednesday night at a five-dollar rate. Announcement of the 19th annual script competition would be included. The office staff will check on available dates. The announcement of the 19th annual A Place Called Sacramento Film Festival comes in January, with classes supporting the festival beginning in February.

D. Additional Air Time for Additional Series/Contract Fees – This discussion begins in radio as a way for existing producers to possibly get additional air time. Currently, two hours weekly is a maximum. Board chair Henkle noted that this discussion would also extend to television as a possible policy change. Henkle assigned the topic to the Programming Committee for discussion and possible presentation to the board at a later date.

IV. Standing Committee Reports (Discussion Items)
A. Membership & Outreach – This committee meeting was cancelled. The group meets again January 17, 2018.

B. Operations & Finance
a. The November, 2017 cash flow and Profit & Loss was reviewed by the CFO. Several areas where income levels are being monitored were noted. Membership fees and training fees are down month to month slightly but on target annually.

b. Profit & Loss Report Modification /Cash Flow: CFO Crone has been doing some analysis for the last six months and is doing additional spreadsheet work that might help inform a possible shift to a different budget design in the year ahead. He reports plans to incorporate a further look back into the 2015-16 fiscal year to see
if a month by month average of income and expense might help us better define annual progress.

c. Board member Fletcher asked for an additional report in January examining income as a bar chart, as seen in the previous year. The Executive Director will provide.

C. Programming –

a. Radio Remote Class – Radio Coordinator Shane Carpenter at the last meeting provided some documents that will lead toward both policy, instructions and training materials for members to be able to move toward doing more remote broadcasts. The goal of one per quarter is the initial hope.

b. Access Remote Digital Transfer II – The process is fully operational with beta testing by series contracts on-going. Video is being uploaded, transcoded and moved made available to the automation server. E-mails to the members using the system and to the programming department are all operational.

c. Community Memory – This project is operational as well. A specific process for adding new content in an on-going way needs to be implemented and a release strategy for finding that content made available to the public.

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

VI. Public Comments – None.

VII. New Business –

Agenda Items for January, 2018 –

a. Income analysis Bar Chart - Fletcher
b. Big Day of Giving Committee - Henkle
c. Capital City Cinema Screenings - Mims

Adjournment – 6:48 pm

Schedule
Christmas Holiday (Closed) – Fri. Dec. 22-25
New Year’s Holiday (Closed) – Fri. Dec. 29-Jan. 1
Orientation – Tues. Jan. 9, 6pm
Radio Meeting – Wed. Jan. 10, 7pm
Programming Committee – Thurs. Jan. 11, 5pm
Executive Committee – Thurs. Jan. 11, 6pm
Martin Luther King Holiday (Closed) – Mon. Jan. 15
THE Marketing & Outreach Committee, Wed. Jan 17, 4:30 pm
Regular Board Meeting – Thurs. Jan. 25, 2017, 5:30 pm
Executive Director's Report to the Board of Directors  
Nov. 16, 2017

A. ACM National meeting – I attended the Alliance for Community’s national Hill Day visit last week, meeting with staff members of US Senator Diane Feinstein and Kamala Harris, plus US Representative Doris Matsui from Sacramento. They were receptive to our story and it was a valuable friend making opportunity. I also attended the two-day national board meeting representing the Western Region. Good progress on advancing our initiatives at that level. The Foundation is planning on doing some strategic planning too. Note: the Board agreed to hold its next in-person meeting here in Sacramento on the first day of the Western Region Conference.

B. Causeway Classic / CIF Playoffs – We’ll broadcast the Causeway classic as a direct feed from Sac State to the Big Sky Internet Network. The KTKZ radio announcers will provide the audio. CIF Playoff football continues this week, but will not be broadcast the day after Thanksgiving. The CIF broadcast rights are extended to us via the NFHS Network as long as we turn off our internet stream for those playoff games.

C. NFHS Viewership – See the next page for a report on Live and Video on Demand views via NFHS so far this season.

D. WAVE Awards – the staff have made recommendations on which shows should be entered into the Western Access Video Excellence Award competition. Video (if needed) will be uploaded to YouTube and submitted in the Film Freeway site for the ACM West before the deadline.

E. Producer Show anniversaries, Media Edge airing on Sundays at 8pm recently had its 650th show on Ch. 17, and for radio, Twirl Radio had its 800th show.

F. AccessLocal.TV website has been having some upload issues for video where multiple attempts were needed to finalize the video processing. This appeared to have been related to a recent update on the WordPress operating system, and an update onto our own server seems to have repaired the problem in the last 48 hours.

G. I attended the Big Day of Giving orientation this morning. The procedures are essentially the same as last year. We need to sign up by Dec. 31 and pay the $245 fee (based on our operating budget), and the we’ll need to do an update on the Giving Edge site by Jan. 31 to develop content for the donation site, inputting a variety of information about us and our financials.

H. Miscellaneous Updates:
   a. The new semi-pro indoor football team Sacramento Rush is talking with us about possible streaming (from YouTube) of four away games in 2018. I have consulted with them about working with non-profits and they are putting together a non-profit educational foundation to support a possible partnership with us.
b. Performance Reviews are being prepared and will be shared with staff in the weeks ahead. People on vacation next week will meet with me in the week after Thanksgiving.

c. The Sacramento Metropolitan Cable Television Commission meets Dec. 7. They will be considering a report from staff on the COLA policy which should also resolve the question of our minimum wage and insurance funding requests for 2017-18.

d. Three Hometown TV projects taped recently are in editing. Global Goal, Local Leaders is ready for submission. A United Nations Association speaker, and the Rancho Cordova Community Orchestra are next.

e. I've met with instructors at three local high schools recently, Pleasant Grove, New Technology and The MET about media options here for youth.

f. Our AccessLocal.TV youth journalists will attend a day long conference in San Jose, supported with direct funding by the CA Endowment.

g. 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
Access Sacramento
Board of Directors Regular Business Meeting
Thursday, Jan. 25, 2018

Discussion Item II C. Charlena Henderson Board Leave of Absence

Background: Board Member Charlena Henderson has contacted Board Chair Don Henkle requesting a Leave of Absence through February, anticipating a return for the March 22, 2018 board meeting because of a family matter.

Board by-laws indicate a board member may be removed after missing three consecutive meetings.

Recommendation: The Executive Committee recommends approval of a leave of absence for Charlena Henderson with future review at the March 22, 2108 meeting if needed.
Access Sacramento
Board of Directors Regular Business Meeting
Thursday, Jan. 25, 2018

Discussion Item II D – 2016-17 Annual Conflict of Interest Training

Background: Access Sacramento’s general process is to fulfill an annual Conflict of Interest review and training each year in January.

This training is not a requirement, but is good practice for non-profit organizations and an annual training question is asked on many grant applications.

Attorney John Davis from Northern California Legal Services will attend the meeting to provide information and to answer question as needed.
Access Sacramento
Board of Directors Regular Business Meeting
Thursday, Jan. 25, 2018

Discussion Item III A – First Draft of the 2018-2021 Strategic Plan

Background: The Board of Directors completed a one-day strategic planning retreat on Saturday, Dec. 16 by working on a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.

Based on the flip chart information created at that time, the executive director was asked to provide a transcription of the flip charts and to work on a draft of the strategic plan for on-going review and potential adoption at the February board meeting.

A summary document of the four strategic directions will be provided by separate cover on the day of the meeting. The flip-chart information is provided here.

Discussion: A discussion of the retreat process, the directions provided and process for priority ranking of action items is anticipated.
Access Sacramento Board of Directors
Strategic Planning Retreat
Dec. 16, 2017
Crowe-Horwath Board Room

SWOT Analysis Flip Charts

1. Values (Reordered by Highest Support)

Check Marked
Community (5)
Entertainment (4)
Inclusive (3)
Resource (3)
  - skills
  - technology
Diversity (3)
  - image
Purpose (3)

Unchecked
Hub
Creativity

2. Parking Lot

Loss of KCTC Move
Like Punch Bowl
Meet the Board of Directors
  - staff
  - members
Net Neutrality
Volunteers General Liability Insurance? / 3rd Party Affiliation

3. Strengths

Equipment
HD Truck
Foundations of Core Members
Dedicated Staff
Primary Grant
Film Festival
2 TV Channels
Radio Station
Radio app

Page 1 of 6
Website
Video on Demand (VOD) start-up
Live Stream

7. Strengths-2

Board of Directors
Green Studio Capacity
Training Classes
SMCTC Relationship
ACM Partnership
WAVE Success
Dedicated Radio Group
Sacramento County Economic Upswing
Existing Shows

4. Weaknesses

Declining Membership
Community Presence
Lack of Program Diversity
Advertising
Public Relations
General Marketing
Marketing to Millennials
Fundraising
Facilities (Location)
Space Appeal
No Community Room
Visibility
I.T. System

8. Weaknesses-2

Web Connectivity / members
-Online Registration
-Online payments
-Online Forum-Crew Finder
Work Environment
Lack Strategic Partnerships
Connection to Sacramento City Core Pulse
-Programming Diversity
Reflect City's Driving Forces
Staffing-Labor Expansions
Member / Producer Depth
9. Weaknesses-3

Staff Approachability
Membership Expectations
Space / Staff — Customer Service Center
Revenue Generation
Face of the Organization
Business Orientation
Staffing
  - alignments
  - sales/marketing
  - operations
Lack of Senior Staff
Board / Staff Collaboration
Shared Organizational Vision
Code of Conduct
SMCTC lack of understanding of Mission & Goals
Member Duration to on-air delivery

5. Opportunities-1

Rankings (H) = High (M) Medium (L) = Low
Strategic Direction Placement (See Flip Chart 19) SD#1, SD#2, SD#3, SD#4

Stepped Up Website (H) (SD#1)
Green Studio Use (M) (SD#4)
Hometown TV Marketing /Like Punch Bowl) (M) (SD#3)
Staffing / Community Development (H) (SD#3)
Leveraging Volunteers (Mh) (SD#3)
PR Partners (H) (SD#1)
Staff Training / Welcoming (H) (SD#3)
Sharing Strategic Plan to Staff (H) (SD#2)
Membership Fee Increase (H)
On-Line Orientation (H)
Spinoff Non-profit for program creation (Lm)
Expanded Distribution outside Sac County (H)
  - Roseville

10. Opportunities-2

Leader in technology in all platforms (H) (SD#4)
Resource for the Future (M)
Support the Community Well Being (M)
Partner at Events to Lift the Community (H) (SD#1)
Create Dollar and Programming Coverage Map (M)
  - fundraising
Access Cameras at Local Non-Profits (H) (SD#4)
Research & Focus on Non-Profit Partnership Development (H) (SD#3)
Hub for non-profit outreach (H) (SD#1)
Increase quality programming content (H) (SD#4)
  -fewer talking heads
Outreach to others who already have superior content (unranked)
Cable Commission Multi-year Funding (unranked)

11. Opportunities-3

Program Creation (H) (SD#4)
  -cams
  -short form
  -news
  -PSAs
5-G version Pilot (MI)
Social Media Exposure Increase (H) (SD#1)
Social Media Plan (H) (SD#1)
PSA Day [Radio & TV] (M) (SD#4) & (SD#1)
Listener Supported Radio-TV Telethon (Mh) (SD#2)
Access Sac / KUBU Swag store (MI)
Volunteer Force / Street Team (H) (SD#3)
  -Ambassadors

12. Opportunities-4

Telethon (Garage Sale) (MI)
  -2-night
  -like Pacifica
  -tricaster Skype & Phone-in
TV Breaks (H) (SD#4)
  -promo use
  -bulletin boards
Fixed Cameras [COB] / Community Link (MI)
Tightrope Signage / Non-profit Community Signage (H) (SD#4)
Easy Go Pro & Camera content (H) (SD#4)
Renting Studio & Equipment (HI)
  -non-profit
  -like a library

13. Opportunities-5

Content Based Underwriting (Mh) (SD#4)
  -Fundraising
    -people or content driven
- for shows
High Profile Content Creators (H) (SD#4)
- blogger
LiveWire Guest (High Rollers) (M)
- Soban
- Kings
LiveWire Host – Pulse of Sacramento (H) (SD#4) & (SD#1)
- Co-host
Online Radio Content Voting (L)
Expanded Radio Break Content (H) (SD#4)
Expand KUBU Filler Shows (H) (SD#4)
KUBU Podcast Archive (H) (SD#4)

14. Opportunities -6

KUBU Live Host / TV Simulcast (M)
Celebrity Interviews / Radio – LiveWire – Other (M)
Keep Green Closet (Removed)
Satellite Offices (L)
- DDSO
- Carver
Restructure COB PEG Funding into Unrestricted (H) (SD#2)
Strategic Rental Space (Removed)
Web Stream = $ [Facebook] (Mh) (SD#2) & (SD#4)

6. Threats

Loss of SMCTC
SMCTC Relationship
Cable Disappears (OTT) [Over The Top = non-cable delivery / Gary’s note]
Cable Subscribers Decline
Declining Access Membership
Shift of programs off Access
Lack of Relevance / Vibrancy
Not being a connected player / political awareness
Stagnation / Ability to Adapt

15. Threats -2

No bench strength
Not keeping up in I.T. world
Lack of new (Quality) Programming

16. Strategic Directions 2018-2012

Building the Brand
Relationships
- Business Owners
- non-profit partnerships
- Be the Hub
- board with itself
- Foster a Sense of Community

Improve Programming
- quality
- variety
- viability
- entrepreneurial
- advocacy
- the voice

Distribution
- app etc
- YouTube / Facebook

17. Strategic Directions - 2

improve Customer Service Ease of Use
Funding Diversification & Strengthening of financial position
Continue equipment and technology innovation
Strengthen organizational structure & culture with board, staff & members
(Measurable Outcomes)

18. Directions Evaluation

1) Foster “Community” strength building as a hub...
   Brand Access Sac
2) Same as 13-16 / Funding Diversity
#4) Improve services etc...
#5) Embrace/Expand/Pursue current with emerging technology media trends for TV & Radio

19. Directions Evaluation-2

1) Build the Brand
2) Expand Funding
3) Strengthen the Organization
4) Build Radio & TV Programming and Distribution and Embrace Emerging Media Trends to support the needs of communication

20. Directions Evaluation-3

4) Develop services, equipment and programming to meet the needs of the community.
Access Sacramento
Board of Directors Regular Business Meeting
Thursday, Jan. 25, 2018

Discussion Item III B – ACM West Conference

Background: A third mailing promoting the conference in Sacramento was prepared and mailed promoting the conference to previous attendees.

The room block has been half filled (130 nights) with a Feb. 21 close out on the discount room rate.

Registration for the early bird conference rate closes Feb. 3.

Recommendation: The executive director is available to answer questions.
Access Sacramento  
Board of Directors Regular Business Meeting  
Thursday, Jan. 25, 2018  

**Discussion Item III C – “A Place Called Sacramento”**  

**Background:**  

a. The Bring ‘em Back: 2017 PCS Revisited Film Night was hosted at Access Sacramento in the Coloma Community Center auditorium on Thursday, Jan. 18. Approximately 40 people were in attendance (36 paid) as an opportunity to enjoy the most recent 10 films.  

b. 19th Annual Film Festival Launch & Classes. The official launch of the Festival was Jan. 16 with the release of a timeline and dates for the website and as a news release.  

c. The board has requested time to brainstorm about the 20th anniversary PCS Film Festival in 2019, with the possible creation of an ad hoc committee of the board to focus on that special celebration.  

**Discussion:**
2018 TIMELINE FOR PCS WORKSHOP EVENTS AND DEADLINES

To enroll in any of the PCS workshops with a credit card, call 916-456-8600 ext. 0.
Limited Seating. Advance enrollment required.

- Announce 2018 Call for Scripts... Tuesday, January 16, 2018
- A Place Called Sacramento Flashback - Thursday, January 18, 2018
  6:30pm
  Join us and see past PCS films in the Coloma Community Center
  $5.00 admission fee. Call the Main office for more information 916-456-8600 ext. 0
- Workshop - “Short Form Script Writing Class”
  Four, 4-hour classes on writing “short form” film scripts. Polish your PCS entry or
  further your film writing skills.
  Starts - Four Saturdays - February 3 - February 24, 2018 from 10am-2:00pm -
  limited enrollment - $50 Fee -- Coloma Center Register in Access Sacramento Office
- Workshop “Short Film Production Tips”
  Recommended: Access Sacramento Member Cam/Editing Certification
  Film and Television production is a “team sport.” Efficient planning, selecting the
  right cast and crew, knowing how to pull many schedules together, framing a camera
  shot, getting great sound and a thousand other questions must be addressed to
  complete even a short movie. Come learn this and more. Four, 4-hour classes.
  Starts - Saturday, April 7 - April 28 from 11am - 3pm  $50 Fee - limited enrollment
- PCS Script Submission Deadline... Wednesday March 21, 2018 (5PM)
  Access Sacramento Office
- PCS Script Judging ... March 26 - April 16, 2018
- Script Winners must submit final Tag lines and website info, FB, etc. by
  May 2, 2018
- Cast and Crew Call... Wednesday May 9, 2017 (6:00 PM - 8:30 PM)
  Join with hundreds of interested cast and crew members to meet the selected
  screenwriters and hear their stories. You can help make a movie! Production teams
  are formed and interested actors create an on-the-spot PCS "audition tape."
- Workshop “PCS Production Planning” ... Saturday May 12 (10 AM - 1 pm)
  The ten winning writers gather to receive further instructions, production tips, and
  share ideas. Winners may include key members of each production team.
• Make-Up Workshop ... May 19 (10 AM - 2 PM)
  Learn tips, tricks and make-up techniques that will have you looking (and feeling) good off- and on-camera.
• Workshop “Acting for the Camera” ... Saturday May 26 (10 AM - 5:30 PM) (Bring your own lunch) Taught by Charlie Holliday of Mozaic Studios.
  10 am - 1 pm classroom training and tips then 2pm-5:30 pm in the studio for on-camera training and tips from one of our area's most experienced Hollywood Actors and Acting coaches.
• Script Graphic Due (First Promo picture for promotion)... June 4, (5PM)
  This image will be used to promote the film on any promotional material such as print, web, brochures, etc. (Image dimensions must be 300dpi for print & web.)
• Workshop “Post-Production/Editing” ... Saturday June 23 (10 AM- 1pm)
  As final editing approaches, winning writers and their editors get tips from festival experts on how to finalize formatting, credits, and other questions needed to meet the deadline.
• Promotional Clip/Trailer - (1 minute) Tuesday August 7 (Noon) Access Sacramento Office - This will be used to promote your film.
• Deadline for Final PCS Film Delivery -Tuesday September 4 (Noon) Access Sacramento Office - Hard deadline.
• Final Artwork Poster ... Wednesday, September 5 (5PM)
• 2018 PCS World Premiere... Saturday October 6, 2018 (7:00 PM)
  All completed films premiere on the Big Screen at the historic Crest Theatre.
  Invite your family, friends and strangers you want to impress... a great show about...
  A Place Called Sacramento!

CONTACT: Gary Martin, Executive Director
Access Sacramento 4623 T Street, Suite A Sacramento, CA. 95819
(916) 456-8600 #100
www.AccessSacramento.org
2018 "A Place Called Sacramento" Film Project and Premiere

For the 19th year, Access Sacramento launches "A Place Called Sacramento" (PCS), a scriptwriting and short film production project for local writers and producers. PCS challenges local scriptwriters to write ten-minute scripts about the people, places, and events that make our community such a unique place to live (entry forms on-line at www.AccessSacramento.org). The deadline for script submission is 5pm Tuesday March 20, 2018 in the Access Sacramento office.

To assist in the writing and production of the scripts, a series of workshops and script writing classes are held at the Coloma Center throughout February and March. This year PCS preparation offers four Saturday workshops - "Short Form Script Writing", "Short Film Production Tips", "Acting for the Camera" and "Make Up Basics"

To enroll in any of the PCS workshops with a credit card, call 916-456-8600 ext. 0.
Limited Seating, Advance enrollment required.

• Workshop - "Short Form Script Writing" with Dawn Spinella
  Four, 3-hour classes on writing "short form" film scripts. Polish your PCS entry or further your film writing skills. Four, 3-hour classes: Session starts - Four Saturdays February 3 - February 24 from 10am - 1:00pm
  $50 Fee - limited enrollment

• Workshop "Short Film Production Tips" with Carlos Hernandez
  Recommended Access Sacramento member Cam/Editing Certification
  Film and Television production is a "team sport." Efficient planning, selecting the right cast and crew, knowing how to pull many schedules together, framing & camera
  Slot, getting great sound and a thousand other questions must be addressed to complete even a short movie. Come learn this and more.
  Four, 4-hour classes. Session starts - Saturdays, April 7 - April 28 from 11am - 3:00pm - $50 Fee - limited enrollment
• Workshop “Make-Up Basics” with Shanna Stagner
  One Day Session – May 19, 2018 from 10 am – 2:00 pm
  Learn tips, tricks and make-up techniques that will have you looking (and feeling)
good off- and on-camera. Through demonstration and hands-on application, brush up
on basic techniques to enhance and define your best features. This basic workshop
will provide you with the confidence to experiment, and update your look. Bring your
makeup and brushes to class. Limited enrollment - $35 Fee

• Workshop “Acting for the Camera” with Charlie Holliday
  One Day Session – Saturday, May 26, 2018 from 10 am – 5:30pm (Bring your own
  Lunch) 10 am - 1 pm classroom training and tips and then 2 pm-5:30 pm in the
  studio for on camera training and tips from one of our areas most experienced
  Hollywood actors and acting coaches. Limited enrollment - $25 Fee

To enroll in any of the above PCS workshops with a credit card, call 916-456-8600 ext. 0,
Limited Seating, Advance enrollment required.

The PCS production format is unique to Sacramento. All entered PCS scripts are reviewed
by local professionals and ten are selected. These ten scriptwriter/producers are then
introduced to actors and production teams at the PCS "Cast and Crew Call" Wednesday,
May 9, 2018. Production teams are formed and production commences during the
summer months. Finally, friends gather at the 7:00 PM World Premiere to a packed
house at the CREST Theatre on Saturday, October 6, 2018.

To view the films completed for the 2017 & previous PCS film festivals, go to the

In the eighteen years of A Place Called Sacramento, 177 short films have been created.
Access Sacramento is a nonprofit, providing community media tools and training to
improve local communications in Sacramento County. With our high definition television
studio, radio and television production equipment, media lab, mobile production truck, and
other gear, we train volunteers and share their work on cable television channels 17 & 18,
and cable radio plus KUBU 96.5 FM.
Access Sacramento
Board of Directors Regular Business Meeting
Thursday, Jan. 25, 2018

Discussion Item III D – Ad Hoc Committee Appointments

Background: Over the last several meetings and as part of the Executive Committee, the need for several ad hoc committees of the board (and possibly others) to focus attention of several specific projects has surfaced.

According to our by-laws, the chairman of the board may appoint ad hoc committees as needed.

a. Power of Voice
b. Big Day of Giving
c. Show Lab
d. 20th Anniversary (2019) A Place Called Sacramento
Access Sacramento
Board of Directors Regular Business Meeting
Thursday, Jan. 25, 2018

Discussion Item III_E – Capital City Cinema Film Screenings

Background: At the December board of directors meeting and in the last few programming committee meetings, a request was made by board member Kim Mims to consider an idea that surrounds an advocacy Film Screening night.

Discussion
IV Standing Committee Reports (See Agenda)

A. Membership and Outreach

B. Operations & Finance

C. Programming Committee
Access Sacramento will use your answers to advise the board of directors on policies regarding membership services and fees, equipment and training. Thank you for your participation.

1. Membership Status
   ○ Current Paid Member
   ○ Expired Membership more than two years ago
   ○ Expired Membership less than one year ago
   ○ Expired Membership between one and two years ago

2. What role for TV did you fill at Access Sacramento?
   ○ TV Producer (creator and submitter of original video content)
   ○ TV Provider (Submitter of content created by others)
   ○ Crew Member (Director, control room operator, camera person, floor director, etc.)
   ○ Other (please specify)

3. Overall, how satisfied or dissatisfied are you with the training you received at Access Sacramento?
   ○ Very Satisfied
   ○ Somewhat Satisfied
   ○ Neither Satisfied nor Dissatisfied
   ○ Somewhat Dissatisfied
   ○ Very Dissatisfied

4. What would have made your training experience better?

5. How supportive and encouraging was the staff at Access Sacramento?
   ○ Not Supportive
   ○ Neutral
   ○ Very Supportive

6. Why did you give that rating?

7. Are you now or have you been a radio producer for KUBU "The Voice of Sacramento"?
   □ Yes
   □ No

8. To promote KUBU better in the community, how much would you be willing to pay on an annual basis?
   (Please enter a whole number. Enter the number of dollars you are willing to pay.)

9. As a radio producer, how interested are you in helping create radio remote broadcasts in the field?
   □ Not a Radio Producer
   □ Very Interested
   □ Disinterested
   □ Very Disinterested
   □ Interested

10. If you are no longer a radio producer, tell us why you stopped.
    □ Not enough time
    □ My interests changed
    □ Couldn't afford the radio fee
    □ After training, the technology was still too complex
    □ Other (please specify)

11. If your membership has expired, please tell what it would take for you to renew your membership at
    this time. (Ignore if your membership is current.)

12. How would you rate the value of your Access Sacramento Membership? (Adult One Year Membership
    is $30.)
    □ Excellent
    □ Above Average
    □ Average
    □ Below Average
    □ Poor
13. The Board of Director's Membership and Outreach Committee is interested in contacting survey respondents for additional information. A drawing for a $25 Starbucks gift card will be done for all those who respond to all three of the following questions:

First and Last Name: 

Email address: 

Phone Number (Area Code) xxx-xxx  

14. Do you wish to add any comments? 


Access Sacramento
Access Sacramento
Balance Sheet
As of December 31, 2017

ASSETS

CURRENT ASSETS
Petty Cash $ 450.00
Umpqua Checking 4,257.36
Union Bank Money Market 1,178.00
Union Bank 128,546.85
Citibank  4613 42,927.91
Umpqua Money Market 329,842.32
Citibank 1439 7,500.00
Union Bank Payroll 13,595.62
Sacramento VIP (45.00)

Total Current Assets 527,854.06

PROPERTY AND EQUIPMENT
Office Furniture & Equipment 91,500.51
Assets Over $1,000.00 1,465,799.46
Less: Accumulated Depreciation (695,809.00)

Net Property and Equipment 661,489.97

TOTAL ASSETS $ 1,389,344.03

LIABILITIES AND FUND BALANCE

LIABILITIES
Payroll Liabilities $ (5,009.22)
Accounts Payable 4,713.14
Special Project - SAC VIP (730.42)
Accrued Vacation 17,242.79
Production Grant 12,500.00

Total Liabilities 28,716.29

FUND BALANCE
Fund Balance 1,196,370.97
YTD Increase(Decrease) to Fund Balance 164,256.77

Current Fund Balance 1,360,627.74

TOTAL LIABILITIES AND FUND BALANCE $ 1,389,344.03

See Accountants' Compilation Report
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<th>Year to Date</th>
<th>Annual Budget</th>
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See Accountants' Compilation Report

33
### Combined Operations

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<th>Year to Date</th>
<th>Annual Budget</th>
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See Accountants' Compilation Report
## Access Sacramento
### Statement of Income/Expense-Actual Versus Budget
#### For One Month and Six Months Ended December 31, 2017

### Combined Operations

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<th>Current Month</th>
<th>Budget</th>
<th>Year to Date</th>
<th>Actual</th>
<th>Budget</th>
<th>Annual Budget</th>
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<td><strong>Total Production</strong></td>
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<td><strong>15,379.98</strong></td>
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<td><strong>Grants to Community</strong></td>
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<td>Scholarships</td>
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<td>5,476.56</td>
<td>3,124.98</td>
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<td><strong>Total Grants to Community</strong></td>
<td><strong>2,205.47</strong></td>
<td><strong>620.83</strong></td>
<td><strong>5,476.56</strong></td>
<td><strong>3,124.98</strong></td>
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<td>0.00</td>
<td>24.92</td>
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<td><strong>Total Contingency</strong></td>
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<td><strong>24.92</strong></td>
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<td>HT HUB &amp; Spoke</td>
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<td>Community Memory Archive</td>
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<td>Cloud Storage Migration Pilot</td>
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## Statement of Income/Expense-Actual Versus Budget

For One Month and Six Months Ended December 31, 2017

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<tr>
<th></th>
<th>Current Month</th>
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<th>Year to Date</th>
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<th>Annual Budget</th>
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<td>Actual</td>
<td>Budget</td>
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<td>Master Control Automation/Comp</td>
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<td>849.83</td>
<td>2,708.23</td>
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<td>Sets &amp; Green Hard Cyc</td>
<td>0.00</td>
<td>3,241.60</td>
<td>0.00</td>
<td>19,449.00</td>
<td>36,088.00</td>
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<tr>
<td>Total Asset Acquisitions</td>
<td>28,236.46</td>
<td>57,376.49</td>
<td>172,074.78</td>
<td>344,258.94</td>
<td>688,518.00</td>
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<td>Total Expenditures</td>
<td>91,476.60</td>
<td>124,106.55</td>
<td>589,934.22</td>
<td>744,639.36</td>
<td>1,489,279.00</td>
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<td>Net Increase/(Decrease) to Fund Bal.</td>
<td>$(-37,240.08)</td>
<td>$0.00</td>
<td>$164,256.47</td>
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2017-2018 Income Summary

For 12 Months / December 2017
(excludes non-recurring commission funding & grant funding)

Actual Income
2017-2018 Income Summary
2) Provide a brief description that outlines your request, specific methods or activities, your indicators/measurements of success (local data), your process to evaluate your effectiveness, and a timeframe for implementation with key deliverables.

Description
This proposal is to create an experiential learning opportunity called Show Lab at Access Sacramento, which acts as an incubation program to support the creation of a new season of television programming to be aired on Access Sacramento’s television and radio stations. Access will inspire, cultivate and grow talent to create programming that both reflects the spirit of Access Sacramento and the city as a whole. Show Lab will foster new and innovative opportunities for arts exposure experiences as well as create a new pipeline of arts audiences, cultivate new donors to Access Sacramento and steward current supporters.

Show Lab will provide an opportunity for Access Sacramento members to learn the proper techniques in producing, writing and filming a television series, while pursuing passion projects. Chosen production teams will partake in a series of classes including production, social media and underwriting taught by an Access Sacramento staff. Essentially participants will have the educational opportunity to learn about working at a television studio with state-of-the-art production equipment.

Activities
The project will support a total of seven new Access Sacramento production teams for television programming. Proposals will be selected to create six 30 minute episodes of original television content. Proposals will be selected by an advisory committee through an RFP process giving preferences to proposals that meet identified priority areas such as cultural diversity and innovation. Access Sacramento will use a ranking tool to based on the criteria below to choose winning proposals:

- Creative and innovative in nature
- Insight offered on the people, places or culture specifically unique to Sacramento unique
- Potential positive impact on the community
- Entertainment value
- Positive sentiment of the Sacramento region
- Appeal to a broad audience
- Appeal to audience not routinely represented in mainstream programing and
- Shows that are active in nature.

Upon selection, production teams will receive training on state-of-the-art equipment, social
media and underwriting solicitation before the beginning of their production. By offering training on how to market their shows, teams should seek to maximize traditional media coverage and social media exposure. In addition to the programs airing on Access Channel, program producers are encouraged to use complete episodes or excerpts of programs online or on other public access channels. Producers, community partners, and underwriters will generate exposure as episodes air as well as generate additional sponsorship revenue. Through underwriting sponsorship, teams should try to sustain funding to continue their program upon completion of the six episode season.

Producers will work with a program partner from the volunteer advisory committee to refine their show proposal, capture B roll and create title sequences before launch. Program producers will have the opportunity to utilize Access Sacramento’s equipment and list of local production talent. Shows are encouraged to launch the same week of the initial filming.

**Evaluation**

The evaluation method will include a variety of measurement tools to monitor the following:

- Number of workshop participants
- Number of memberships
- Survey responses for various training workshops
- Number shows that independently obtain underwriting
- Increase of social media engagement
- Data on the amount of shows able to complete assignments on time
- Data on the number of shows that are culturally diverse in nature
- Producer Pre and Post Questionnaire
- Survey following the submission of each episode
- Forum
- Viewership
## Evaluation Tools and Measurement

<table>
<thead>
<tr>
<th>Activity</th>
<th>Tool</th>
<th>Measurement</th>
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</thead>
<tbody>
<tr>
<td>Training and Membership</td>
<td>Training Registration Membership</td>
<td>Increase of attendance of training workshops and membership among culturally diverse community members</td>
</tr>
<tr>
<td>Development</td>
<td>Database</td>
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</tr>
<tr>
<td>Training Workshops (Production,</td>
<td>Evaluation Survey</td>
<td>• Track the number of attendees and demographics</td>
</tr>
<tr>
<td>Social Media and</td>
<td></td>
<td>• Monitor if key training objectives were</td>
</tr>
<tr>
<td>Underwriting)</td>
<td></td>
<td>• Learn from program participants how to continuously improve training</td>
</tr>
<tr>
<td>Television Production</td>
<td>Production Pre-and Post</td>
<td>• Track the baseline of production teams’ level of understanding of the production process before the production begins and compare to their knowledge at the end of the project</td>
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<tr>
<td></td>
<td>Questionnaires</td>
<td>• Track and monitor social media reach</td>
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<td></td>
<td>Submission forms (Each episode)</td>
<td>• Verification that programming is complete in content and submitted on time</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Track the percentage of complete programs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Monitor challenges and success productions team face on a weekly basis in order to provide additional support to achieve success</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Percentage of shows that are reflective of the community’s cultural diversity (i.e. Race/ethnicity, underserved communities, LGBT, language access, etc.)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Track the number of shows that garnered additional underwriting from community partnerships</td>
</tr>
<tr>
<td>Social Media (Access)</td>
<td>Weekly Report</td>
<td>Monitor social media engagement across multiple platforms (Facebook, Twitter, youtube)</td>
</tr>
<tr>
<td>Forum</td>
<td>Attendance Sign-in</td>
<td>Track the number of attendees that attend a forum showcasing a question and answer session for production panelists</td>
</tr>
<tr>
<td>Viewership</td>
<td>Website Data</td>
<td>Track the variance of viewers throughout the duration of the project to record an increase in activity</td>
</tr>
</tbody>
</table>
V. Executive Director Report

A report will be submitted before the meeting and copied.
Access Sacramento
Board of Directors Regular Business Meeting
Thursday, Jan. 25, 2018

Action Item VI Public Comment

Members of the public may fill out a speaker card to address the board of directors on items not on the agenda with a specified time-limit per speaker.