



**Board of Directors
Thursday, February 28, 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 (+241 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, FEBRUARY 28, 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: Feb. 28 2019 Agenda Approval (New Items?)	Henkle	X	
		B. ACTION: Minutes for January 24, 2018	Henkle	X	
		C. ACTION: Motion from Committee for Approval of Board of Director Application from Judi Price	Gordon	X	
		D. ACTION: Receive & File Surplus Inventory Request	Martin	X	
	III	DISCUSSION ITEMS			
		A. Radio Remote – KUBU Promotional Event	Vasquez		X
		B. New and Lapsed Member Open House – March 7	Mims		X
		C. Membership Database billing and payments	Martin		X
		D. Alliance for Community Media – West Region Conference and Trade Show – Attendee Debrief	Henkle		X
		E. Google Website Analytics	Martin		X
	IV	STANDING COMMITTEE REPORTS (Discussion Items)			
		A. THE Membership & Outreach Committee (Membership Chart) a. 1 st Quarter 2019 Update b. 2 nd Quarter Outlook	Mims		X
		B. Operations & Finance a. January. 2019 Ledger b. Income Tracking Bar Chart	Morin		X

		C. Programming – a. HTTPV- Red Rover & CalCAPA Applications b. Radio Update c. Television Update	Fletcher		X
	V	CLOSED SESSION			
		The board will go into closed session on a personnel matter.			
	VI	EXECUTIVE DIRECTOR REPORT (Handout)			
		A. AccessLocal.TV Website Redesign B. KUBU/Antenna Site C. KUBU Billboard Extension D. KUBU App/Streaming Performance a. Alexa Capacity b. QR Code usage E. Game of the Week Wrap Up F. Semi-Annual SMCTC Funding G. RoKu and Apple TV connection H. Miscellaneous Updates	Martin		X
	VII	Public Comment (2 min. per person): Fill out request form	Henkle		X
	VIII	New Business Possible Agenda Items for Mar. 24, 2019	Henkle		X
	IX	ADJOURNMENT Schedule Orientation – Tues. Mar. 12, 6 pm THE Membership & Outreach Committee – Wed. Mar. 13 5:30pm Radio Producers Meeting – Wed. Mar. 13, 7pm Programming Committee – Thurs. Mar. 14, 5pm Executive Committee – Thurs. Mar. 14, 6pm Orientation – Wed. Mar. 27, 6pm Regular Board Meeting – Thurs. Mar. 28, 2019, 5:30 pm	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.

January Monthly Business Meeting Minutes
Thursday, January 24, 2019
5:30 p.m.
Coloma Community Center- Gold Run Room

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

Board Excused: Mark Freeman, Robert Morin

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

- I. **Call to Order Regular Board Meeting 5:31 pm. Quorum present.**

- II. **Discussion/Action Items**
 - A. **ACTION: January 24, 2019 Agenda Approval – Gordon made a motion for approval, Seconded by Fletcher. Approved.**
 - B. **ACTION: Minutes for Dec. 20, 2018 – Moved for approval by Chick, Seconded by Fletcher. Approved.**

- III. **Discussion Items**
 - A. **Radio Remote – KUBU Staff Picture Feb. 23–** Executive Director Martin and Board Member Vasquez visited Dimple Records and talked to the manager to reconfirm parking lot availability on Feb. 23. Radio Programming Director Shane Carpenter to produce the remote with on-site music. An offer to the CEO/President of Dimple Records for an on-air interview was made. Board Chair Henkle has made an offer to provide some promotional hats and shirts to go with the available window clings and flashlights.

Fletcher asked about how to arrange for other media to be there. He also suggested a promo for those who do a photo selfie with the billboard.

 - B. **New and Lapsed Member Open House –** Martin reported that artwork is being prepared from draft text provided by Mims called “Lights, Camera, Access!” The event on March 7 will feature special invites by board members and ambassadors. The lapsed member invitation list is being prepared.

 - C. **Membership Database Billing and Payments –** The board hopes to have this working for March.

 - D. **Establish 20th A Place Called Sacramento Festival Committee and Make Appointments to Standing Committees –** Henkle explained the 20th event might have a 2nd or 3rd night and he wants to form a temporary Committee of the Chair to manage a special focus on the event which will

culminate on Oct. 5, 2019. Some ideas include repeats of previous years' best films, a night with a documentary or guest speaker and a festival pass. Henkle announced plans to email the board member with an invite to select standing committee appointments and that board members should express improved availability for possible new committee meeting times. It was suggested promoting "A Place Called Sacramento" at the "I Heart Film" Mixer March 22 from 3:30 to 8:30 at the Placerville Fairgrounds sponsored by the Film Commission of El Dorado and Lake Tahoe. Martin indicated plans to attend with the HD Truck and table. Other suggestions have a "Here's what our TV Studio can do Video" and perhaps have a sponsorship flier on the table.

IV. Standing Committee Reports

- A. THE Membership and Outreach Committee --** Smith reported most of the info on the Radio Remote and Open House were already covered. He added that "Power of Voice" nominations should come to him (Bob Smith) by March 1. Criteria were handed out at the last board meeting including previous connections to Access Sacramento, ability to attend, and publicity generating capacity. Smith praised a 25% increase in overall membership in the last year, and commented that it also is reflected in the enthusiasm of the board.

- B. Operations and Finance –** Henkle reported for Morin about some payroll coding errors by the accountancy in the last month and that it was being repaired for the next general ledger update.

- C. Programming Committee –** A Hometown TV application was deferred for the Bua Memorial pending confirmed sponsorship of a non-profit. Fletcher noted he wants to generate more ideas on what the Board of Directors can do to increase the quality of our members' programs overall. He asked whether the mission is just 'access' or is it also to make Sacramento better? This might be a possible retreat topic.

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

VII. Public comment -- No comments.

VIII. New Business – For a future meeting; RueShare Crew Finding, Radio Studio reservations in RueShare, QR Code Usage, Alexa Access fee and from ACM: RoKu and Apple TV.

IX. Adjournment – Meeting adjourned at 7:44 pm

Item VI

Executive Director's Report to the Board of Directors

January 24, 2019

- A. AccessLocal.TV Website Redesign** – The AccessLocal.TV project is working on a facelift for the website using a likely new theme that will be very similar to the previous look, but with hope will load faster and be even more mobile friendly. We are also considering a rework of the Logo, so it more closely aligns with the integrated designs already in place for Access Sacramento's main logo and for KUBU.
- B. KUBU Antenna Site** – On January 16, we received 90-days notice our KUBU transmitter would need to be moved to a lower floor in the building where we have been since 2013. Per the contract, the landlord would have to pay the costs of relocation. Ac Sac engineer Tim Parish is in contact with the building manager and, if necessary, we will contact the building owner directly. We suspect the owner does not yet understand the costs and complexities of moving our equipment downward with a new antenna feed line that would need to be replaced to extend 60+ more feet through 5 sealed concrete floors. More to come.
- C. KUBU Advertising** – Both the billboard and shopping cart promotions launched at the end of December as planned and have been featured in the newsletter multiple times. Many thanks to Bob Smith and Alexander Vasquez for their financial support of the billboard project!
- D. KUBU App / Streaming Performance** – December and current numbers attached.
- E. ACM West Conference Travel** – Staff members traveling to Long Beach Jan. 29 to Feb. 2 for the ACM West Conference and Trade Show are Gary Martin, TD Trice, Bhim Kumar-Reyes, Laureen Fallahay and Liz Harrison. Board Members Don Henkle, Mark Freeman, Kim Mims and member Maria Hernandez are also attending.
- F. Sacramento Digital Inclusion Summit** - Attending this conference Wed. Jan. 23 10am to 2pm at the downtown Sacramento County Library. There was a review of a mapping project in San Francisco that created a community toolkit after significant research and focus group work. About 24 community partners shared their efforts in a lightning round. There were some work groups created in order to facilitate on-going discussions. The task of getting all of the players who might be involved to unify their efforts on behalf of the region will be considerable since so many are siloed. State agencies, city and county government, education and the nonprofit sector all take a stab at digital literacy and expanded functionality for our diverse members – but the task is someone daunting, not only in scope, but also in the capacity to measure change.
- G. Elk Grove Unified School District Career Technical Education (CTE) Committee** – I have been invited to join this committee which meets 3-4 times a year advising school programs with industry perspectives. I've attended meetings like this for years for specific programs (generally once per district), but this is a more global district initiative and involves both curriculum and finance.
- H. Grant Applications** –
 - a.** In conjunction with the Mazzy TV Show, we submitted a grant application to the Sacramento Regional Community Foundation's "Inspire Giving Philanthropic Fund," and heard early this week that it had not been funded.
 - b.** Our annual application to the Oates Family Foundation Grant has been approved, and we have received an increase this year from \$1,500 to \$2,500 dollars. The check arrived this week.

- I. 2019 Labor Law Changes** – I attended the HR to Go workshop on the 2019 law changes that will affect our operations.
- a. Minimum wage is now \$12/hr.
 - b. Perhaps the most significant new law affecting all employers’ policies and practices is Senate Bill 1343, which changes the requirements around sexual harassment prevention training — as of January 1, 2019, all employers with five or more employees are now required to provide two hours of paid interactive sexual harassment prevention training to supervisors and one hour to nonsupervisory employees within six months of hire or promotion, and every two years after that.
 - c. SB 1300 adds employer liability for any type of harassment by non-employees, including members or even the on-site vendor like a package delivery clerk. This rule also strikes the word “sexual” preceding the word “harassment” in the Government Code, expanding our liability for all forms of harassment, not just sexual harassment.
 - d. In the months ahead, I will be examining several parts of our Employee Handbook and some of our processes to make sure we are covered on several procedural elements, including lactation policy and required retirement plan offers.
- J. Coloma Center Room Reservation Issue** – We have been struggling with scheduling board meetings, classes and other events in the Coloma Center since the start of our new lease. This is partly because of a change in standard operating procedures by the city’s Department of Youth, Parks and City Enrichment. Initially, this was a change to booking rooms just two days in advance (instead of annually in November of the preceding year.) Currently, we can make reservations about two weeks in advance (an improvement), based on another change to city procedures. However, we were nearly in violation of the Brown Act for meeting placements and notification two months ago because of the problem in getting dedicated space for our board of director’s meetings. This situation prompted my request for a meeting with Dist. 6 City Councilmember Eric Guerra for support in meeting our obligations mandated by the Cable Commission. The meeting went well and his aide will contact both of the city offices that handle this issue: our lease agent and Youth, Parks and City Enrichment to begin a discussion of a process for better business scheduling.
- K. Telephone System / Radio Call in** – We will do this redesign with our existing telephone and internet service provider Utility Telecom. As an existing customer, we will receive significant savings for the new hardware that’s needed plus a boost in our synchronous up/down data capacity moving from 30GB to 50GB as a bonus since our existing fiber can handle the expansion easily. With our thanks, this improvement was negotiated by Liz Harrison.
- L. ACM National Update** –
- a. The national office filed an amicus brief for its members in the Manhattan Community Access Corp. v Halleck case before the US Supreme Court. Oral arguments in the case are scheduled for Feb. 25 in Washington D.C. The brief affirms the constitutionality of thousands of PEG Access cable channels like ours that serve communities across the United States. The filing rejects arguments brought forward by cable lobbyists NCTA. If you recall, this case revolves around the rights of public access television producers and private non-profit public access channel operators. ACM was joined by the Alliance for Communications Democracy and the the National Association of Telecommunications Officers and Advisors (NATOA) in filing the brief.

- b. There's a "Hill Day" in Washington, DC March 13 for board members (including myself.)
- c. Hometown Media Awards is in a submission window now.
- d. Region issues: an assistance fund is being set up for regions who need support of region activities like recruitment or training. A 25% discount program for lapsed or new 'organizational' members is in place.

M. Miscellaneous Updates:

- a. **RV Repairs** – A repair company has begun the process of replacing a leaky skylight and water-sealing the rear doors of the RV. Remaining SD equipment from that vehicle will eventually be added to the surplus list. A final plan for how best to retrofit the vehicle is being discussed in support of the existing productions. One option includes making sure the vehicle can safely transport the 2nd generator, all of the yellow jacket cable covers and other bulky equipment that must be loaded into the working audio and video control rooms of the HD truck.
- b. **County Assessor / Property Exemption** – We annually file with the County Assessor for an exemption as a non-profit in a city building so we don't pay tax on the city's building and our property inside it.
- c. **Staffing** – A variety of approaches to our current staffing alignment are under development. The application nightmare from the Indeed.com website continues after it aggregated our website posting for production assistant but didn't give us control of the job listing or its applicants from within the site. I'm considering getting our attorney involved.



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