



**Board of Directors
Thursday, October 22, 2020
Regular Board Meeting
5:30 p.m.**

This Meeting is being conducted as a Virtual Meeting On-Line
To View the Meeting Live – e-mail: info@AccessSacramento.org

Access Sacramento
4623 T Street, Suite A, Sacramento, CA
(916) 456-8600

www.AccessSacramento.org

COMMUNITY PROGRAMMING ODOMETER
61640 (+139 in 28 days)
AVERAGE OF 5.0 NEW PROGRAMS PER DAY

Details of the agenda and minutes are available to the public during office hours.
Board meetings are open meetings and time is permitted for public comment at
the end of each board meeting.

**“Giving voice to the thoughts, dreams, opinions and community, cultural and arts
events that make Sacramento County such a wonderful place to live”**

**ACCESS SACRAMENTO BOARD OF DIRECTORS
REGULAR BOARD MEETING
THURSDAY, OCTOBER 22, 2020 - 5:30 PM
Remote Meeting via Zoom.com**

Time		Item of Business	Presenter	Action	Info
5:30	I	CALL TO ORDER REGULAR BOARD MEETING	Smith		
	II	DISCUSSION / ACTION ITEMS			
		A. October 22, 2020 Agenda Approval (New Items?)	Smith	X	
		B. Minutes for Regular Monthly Meeting September 24, 2020 and for Special Board Meeting October. 1, 2020	Smith	X	
		C. 2020-21 Budget (October Revise)	Martin	X	
		D. Surplus List Review and Approval	Martin	X	
	III	DISCUSSION & ACTION ITEMS			
		A. Executive Director Search Committee Formation	Smith		X
		B. Draft 2019-20 Annual Report	Martin		X
		C. COVID-19 Reopening Plan a. Main Office b. Equipment Checkout c. Radio Studios	Martin		X
		D. Educational Ad Hoc Committee	Henderson		X

		E. Community Media Movement	Mims		X
	IV	STANDING COMMITTEE REPORTS (Discussion Items)			
		A. THE Membership & Outreach Committee (Membership Charts) a. Membership b. Outreach i. Legislature TV ii. Civic Meeting Announcements of KUBU c. Access Sacramento Ambassadors Program	Smith Spears		X X
		B. Operations & Finance a. September, 2020 Profit and Loss Report b. Online Auction Fundraiser	Henderson		X
		C. Programming – a. Radio Update b. Television Update c. Hometown TV	Mims		X
	V	EXECUTIVE DIRECTOR REPORT (Handout)			
		A. National Public Policy from ACM B. AT&T U-Verse Feed Improvement & SAP Addition C. Capital Outlay Purchasing D. Membership Extensions Concluding E. Streamyard Streaming On-line Class F. Coloma Lease Renewal G. Hometown: Election Forums & Bouchercon Anthony Awards H. Other	Martin		X
	VI	Public Comment (2 min. per person): Fill out request form	Smith		X
	VII	<u>New Business</u> Possible Agenda Items for November 22, 2020 Grant Goals Rental Fees and Process for Check Out for Equipment	Smith		X

	<p>VII ADJOURNMENT</p> <p>Schedule Orientation – Wednesday, October 28, 6pm Orientation – Tuesday, November 10, 6pm CLOSED – Wednesday, November 11 – Veteran’s Day Programming Committee – Thurs. November 12, 5pm Executive Committee – Thurs. November 12, 6pm THE Membership & Outreach Committee – Wed. November 18, 5:30pm Radio Producers Meeting Teleconference – Wed. November 18, 7pm Regular Board Meeting – Thurs. November 19, 5:30 pm CLOSED – Thurs-Fri, November 26-27 -- Thanksgiving</p>			
--	---	--	--	--

Note: Items in BOLD face are action items (ACTION). Details of agenda and Board minutes are available to public during office hours. Board meetings are open to public.

September Monthly Business Meeting Minutes
Thursday, September 24, 2020
5:30 p.m.
Via Zoom Meeting

Board Present: Bob Smith, Kim Mims, Samantha K. Henderson, Van Gordon, Nahid Kabbani, Robert Morin, Kimberly Y. Spears, Monica Stark, Alexander Vasquez.

Board Excused: Samantha K. Henderson

Staff: Gary Martin, Executive Director. General Counsel Peter Brixie. Operations Director Lauren Fallahay.

I. Call to Order Regular Board Meeting 5:36 pm. Quorum present.

II. Closed Session – After a brief welcome, Board Chair Bob Smith opened public comment on the closed session and closed public comment without any requests for participation. The board of directors moved into closed session at 5:40 p.m. regarding a personnel matter. Both the Executive Director and General Counsel Peter Brixie participated. After return at 5:57 p.m., Chair Smith confirmed there was no public report out.

III. Discussion/ Action Items

- A. September 24 Agenda Approval – Motion for approval by Gordon seconded by Kabbani. Approved.**
- B. Minutes the Regular Board Meeting August 27, 2020 – Moved by Gordon, seconded by Kabbani for approval. Approved.**
- C. 2020-21 September Revise** – Executive Director Martin presented a proposal for board consideration following new information about funding for capital outlay purchase requests to the Sacramento Metropolitan Cable Television Commission on Sept. 3, 2020. The revision resolves issues related to the approved budget’s use of unrestricted dollars for ongoing capital outlay contracts that normally would be covered by cable commission PEG Fund one-time authorizations. This year, because of impacts from COVID rules on cable commission operations, the SMCTC’s regularly scheduled budget hearing in June, 2020 covered expense authorization for unrestricted General Fund approvals only, plus the base PEG Fund approval (which covers rent and a base for general production equipment.)
 - a. SMCTC PEG Fund – Capital Outlay Budget Approval** – Martin reported that Access Sacramento’s entire \$568,824 project budget request was approved by the SMCTC at its Sept. 3 meeting. The budget includes a variety of equipment supporting members during the COVID-19 shutdown of the studios, plus returning items like the office copiers, LiveU remote broadcast system, audio production gear for cablecast audio and KUBU, and server support for our intranet and AccessLocal.TV projects. Two new items include a high quality box

lens for the HD Truck and a conversion project for the existing RV that had been used as the remote vehicle before the HD truck's implementation.

- b. Revenue** – Conditional CARES Act and Insurance – Martin noted that income this year includes CARES Act Payroll Protection Program loan of \$67,000 and an insurance payment connected with water damage in January, 2020. These money's would cover the decreased revenue (loss) expected from the 2019-20 fiscal year related to a lost revenue in fundraising, membership and class training because of the four-month closure starting in March, 2020 because of the COVID 19 pandemic rules. Chair Smith asked for a specific breakdown of the unrestricted income vs. expense for the next board meeting.
- c. Expense – Contingency and Other Changes** – The September revise includes several minor changes based on actual costs vs. projected budget within the fiscal year, plus adds a board requested Marketing Director position to replace a vacant Membership and Outreach Coordinator position.

In the absence of Chief Financial Officer Henderson who was excused because of a work conflict, Smith postponed board discussion on a budget revision until his question about the 2019-20 fiscal year unrestricted fund comparison could be provided at the next meeting.

IV. Discussion Items

- A. First Draft 2019-20 Annual Report** – Martin provided a copy of the 2018-19 approved annual report so the board could familiarize itself with the format. The SMCTC requires information in several specific categories including sections on Finance, Programming, Instruction and Special Events. The firm of Balarsky and Beebout is preparing the financial review that is also required as part of the submissions to the cable commission. Data for the report has been requested by the Executive Director from appropriate staff and a refreshed version of the 2019-20 annual report will be provided at the next board regular business meeting.
- B. COVID-19 Reopening Plan** -- Martin reported that under the State's rules in Sacramento County require that the Coloma Community Center remain closed. Meanwhile, Access Sacramento Staff are nearing completion of a plan that would allow for limited member use of our facilities for equipment checkout, radio studio use, by-appointment in-person office transactions if needed. A radio pilot for studio one use by board member Vasquez has been going smoothly. Separately, the Access Sacramento Cal OSHA Safety binder has been updated to reflect best practice and COVID 19 policies, and the Access Sacramento Injury and Illness Prevention Plan has been updated for 2020.
- C. Educational Ad Hoc Committee**– There are no new proposals. A Introduction to Streaming with Streamyard class is being offered twice in October.
- D. 21st Annual “A Place Called Sacramento” Film Festival** – The 2020 Festival is currently planned for June, 2021 launch. Film Production is on hold while the pandemic remains an issue for production crews. Martin reported a variety of ongoing success for

the 2019 film “Flight of the Heron” whose director’s cut has been accepted into a variety of additional festivals.

E. Access Sacramento General Business Goals and Action Plans – Smith reported on a work group from the previous week that designed a variety of reaching growth goals and a process for tracking progress.

- a. Earned Revenue – 10% growth/increase desired to \$120,000
- b. Membership – growth of approximately 10% or 30 members.
- c. Programming – increase of two series contracts, with the addition of an Access Sacramento staffed political discussion show related to the legislative television proposal.
- d. Instruction – conversion rate of 70% for members taking training classes and converting that knowledge into on-air programming.

Smith indicated these goals are a destination target, and that quarterly reviews would be done with the Executive Director and the Board.

The Work group also desires a Telethon type auction show in the 4th Quarter and that it would be great content. Several Sacramento Kings auction items have already been gathered by Chair Smith.

The group also hopes that the budget will support a new Marketing Director position with a salary of \$40,000 to \$50,000 per year plus a 20% commission and that any excess one-time PPP money could be invested in that annual position. Smith noted that revenue generation “floats all boats” and bringing in more revenue based on marketing would support all business initiatives including payroll. Smith said a good marketing director could bring in \$2,500 per week in new revenue.

Smith said the educational initiative should be able to bring in new programming content from students at Sacramento State and Christian Brothers High School.

Smith was pleased with progress in moving toward getting CA Legislative sessions on air, and felt underwriting from that project would pay for a new political discussion show.

Smith said this is the time for action and that measuring performance against the new goals was important and that it might be necessary to make structural changes that would make that happen.

Martin asked about the emailed goal of having board members personally responsible for \$1,000 in fundraising and for the Executive Director to be required to bring in \$24,000 annually. Smith said he hoped each board member would bring in one new underwriter and that he hoped each board member would work to provide as much revenue as they could, and perhaps has much as \$1,000 from most.

Vasquez moved for adoption of the four business goals presented by the work group, Seconded by Stark. Approved.

Smith noted that these goals should be the foundation for the requested Business Plan from the Executive Director expected on October 15.

- F. Community Media Movement** – Mims provided information about the city’s creative arts grant project and how many of the grantees were creating video. She hoped to be able to mobilize any of those do-it-yourself video producers into new Access Sacramento members. This work would be housed within the Programming Committee with help from the Marketing subcommittee.

Smith appointed both Kabbani and Spears to the programming committee.

V. Standing Committee Reports

- A. THE Membership and Outreach Committee** – Smith reported that the work of the committee was summarized in the General Business Goals and Action Plans area of this agenda already.

- B. Operations and Finance** – No report.

- C. Programming Committee** – The committee was pleased with the Power of Voice program honoring Black Lives Matter – Sacramento and expressed its delight in having State Farm as a corporate sponsor again this year.

VI. Executive Director Report – Handout provided.

- VII. Public comment** – Smith called on Operations Director Lauren Fallahay for any reactions. She indicated her concerns with the way the Marketing Director position is being designed and that it might cause some staff to walk. She expressed a desire to ensure any reopening plan provide for COVID 19 safety for both staff and members.

- VIII. New Business** – Board member Spears reported out on the Ambassadors program. She said many of the 15 people of the provided list were no longer able to participate and that with the absence of classes and orientation-to-membership conversions that the mentorship program was temporarily stalled. At the two monthly meetings so far, there had been two attendees. She was hoping for better participation.

IX. Adjournment – Meeting adjourned at 7:50 pm.

V. Executive Director Report

- A. National Public Policy from ACM** –President Mike Wassenaar reports ACM’s legal briefs for the 621 Order Appel in the 6th Circuit Court and the Amicus brief in the NCTA v. Frey case in the 1st Circuit Court will be filed by the end of the month. Spiegel MacDiarmid is handling these filings.

The Trump Administration has nominated Nathan Symington to be a Commissioner at the FCC. Symington has been an administrator at NTIA and apparently authored the Administration’s comments in the social media filing to the FCC which relates to bias against conservatives by social media companies like Twitter. It’s hard to characterize what this appointment could mean for the current composition of the Commission and our members. It’s fair to say that the nominee has the same positions as other Republican Commissioners. That said, it’s unclear if there will be hearings on the appointment or a vote in the Senate before the New Year – and it will certainly be eclipsed by other political debates about Presidential appointments and the Senate between now and the Elections. Further, depending on what happens with Commissioner Reilly, we may see 2-2 Commission for a period of time

- B. Cal OSHA Safety and Injury and Illness Prevention Plan** – Access Sacramento’s Safety binder and those pages called the Injury and Illness Prevention Plan have been updated to include the latest language from HR to Go which makes it compliant with the latest in COVID 19 language.
- C. Retirement Plan DOL Form 5500 and 5558 Filed** – The finalize reports required annually by the Department of Labor for our retirement plan have been completed, signed, and filed. Based on those documents, a Summary Account Report has been generated and will be sent to all plan participants, whether currently employed with us or not, by the deadline.
- D. Registered as a Provider at the new Film Commissioner’s Website** – The City of Sacramento’s Film Commission has a new website. It is more robust and user friendly than the one previous one form either the City or from Visit Sacramento. Within that website, there is a section where companies like us that can support film production can register and be shown in the list of services for hire. Access Sacramento is listed for remote production, studio space and general equipment support.
- E. StreamYard Streaming On-Line Class** – The first class offerings of a computer-based virtual production platform have been scheduled in October with the help of board member (and new instructor) Samantha Henderson. Our thanks to Samantha for offering up her expertise to our members.
- F. Capital Outlay Purchasing** – Staff members have been told to proceed with purchasing for their departments from the current Capital Outlay budget requests approved this month by the cable commission. Purchasing has begun. A variety of radio equipment is on order, but I can report the five COVID compliant room air filters have been ordered and will be in place very soon after arrival. Plans are moving forward with removing outdated equipment from the old RV so it can be delivered to the remodeling company early next month for refurbishment into a grip truck.

- G. HTTV – Bouchercon Awards Show** – The production staff is working with the national Bouchercon conference to present its 90-minute awards show. Bouchercon which should have been an in-person convention in Sacramento this year was taken virtual. As such though, they still needed to make their annual awards in six categories. Access Sacramento is facilitating the project to include 36 live camera feeds via zoom so that the awards can be presented with live video from all of the nominees with the winner able to talk live during the show. It's a low-budget version of the Emmy's!
- H. 2021 WAVE Award Entries** – This is the season for nominating the best Access Sacramento program aired from September 2019 to August 2020 for the Alliance for Community Media – West Region's Western Access Video Excellence (WAVE) awards.
- I. City of Roseville Contract Renewal** - We are in the final stages of getting the correct board member executive signatures onto the electronic document so that when live meetings resume, we will be able to provide crew members to cover City of Roseville if needed. This process has been in place for about a decade.
- J. Social Security Withholding** -- In consultation with our payroll accountancy, we have decided to not implement an optional federal opportunity to delay Social Security withholding for employees over the next three months. While this program may bring a few dollars to employees, it would later mean double withholding as a catch up, potentially causing more discomfort during an already complex financial time. Status quo will remain.
- K. Power of Voice Repeat Broadcasts – State Farm Sponsorship** -- The awards program recognizing Black Lives Matter Sacramento had its premiere Friday, September 18. Many thanks to all of the Access Sacramento staff who were part of the production with a special note that video from BLM-Sacramento events was provided by Ed Fletcher and D'Adonis Moquette. Extra Special thanks to Chair Bob Smith and State Farm for sponsoring the Power of Voice project again this year.
- L. Miscellaneous** --
- a. KUBU app streaming performance** – See attached.
 - b. Election Forum Broadcasts** – Details are being finalized for a series of informational broadcasts regarding statewide propositions and several in county races in partnership with Valley Community Newspapers (Thank you Board member and VCN editor Monica Stark) and the League of Women Voters. The first forum will be Tues. Oct. 6 at 7pm and feature the Proposition 22 issue (Independent App-based Drivers), and then Friday, Oct. 9 on City of Sacramento Measure C – Strong Mayor.
 - c. Form 990 / Taxes Prep** -- We have signed our engagement letter with Balarsky and Beebout for preparation of our tax documents for 2019-20. Malkasian Accountancy is prepping for the transfer of documents.

Special Board of Directors Meeting Minutes
Thursday, October 1, 2020
5:30 p.m.
Via Zoom Meeting

Board Present: Bob Smith, Samantha K. Henderson, Van Gordon, Monica Stark, Alexander Vasquez.

Board Excused: Kim Mims, Nahid Kabbani, Robert Morin, Kimberly Y. Spears,

Staff: Gary Martin, Executive Director. General Counsel Peter Brixie.

I. Call to Order Regular Board Meeting 5:33 pm. Quorum present.

II. Closed Session – After a brief welcome, Board Chair Bob Smith opened public comment on the closed session and closed public comment without any requests for participation. The board of directors moved into closed session at 5:35 p.m. regarding a personnel matter. Both the Executive Director and General Counsel Peter Brixie participated. After return at 6:35 p.m., Chair Smith confirmed there was no public report out.

III. Adjournment – Meeting Adjourned at 6:36 p.m..



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