



**Board of Directors  
Thursday, May 24, 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](http://www.AccessSacramento.org)**

**COMMUNITY PROGRAMMING ODOMETER  
56045 (+192 in 28 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, May 24, 2018 5:30 PM**  
**Coloma Community Center – Gold Run Room**

<b>Time</b>	<b>Item of Business</b>	<b>Presenter</b>	<b>Action</b>	<b>Info</b>
5:30	I <b>CALL TO ORDER REGULAR BOARD MEETING</b>	Henkle		
	II <b>DISCUSSION / ACTION ITEMS</b>			
	A. <b>ACTION: May 24, 2108 Agenda Approval (New Items?)</b>	Henkle	X	
	B. <b>ACTION: Minutes for April 26, 2018</b>	Henkle	X	
	C. <b>Board of Directors Application: Mark Freeman (Motion from Committee)</b>	Gordon	X	
	D. <b>Receive and File: Board of Directors Resignation-Tim Crone</b>	Henkle	X	
	E. <b>Selection of Chief Financial Officer</b>	Henkle	X	
	III <b>DISCUSSION ITEMS</b>			
	A. 2017-18 Draft Access Sacramento Budget a. Capital Outlay b. Unrestricted c. Cable Commissioner Visits	Martin		X
	B. Radio Meeting Report Out & Billboard Proposal	Vasquez/Smith		X
	C. ACM West Conference Take Aways (Postponed from April)	Henkle		X
	D. Conflict of Interest Policy	Henkle		X
	IV <b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
	A. Membership & Outreach a. Power of Voice Planning b. Membership Campaign c. Power of Voice Launch d. Membership Chart	Smith		X

		B. Operations & Finance a. April. 2018 Ledger b. Profit & Loss Report / Cash Flow c. Income Tracking Bar Chart	Crone		X
		C. Programming a. Radio/TV Additional Time b. Show Lab c. Billboards & Bus Stops	Fletcher		X
	V	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
		A. Big Day of Giving Update B. A Place Called Sacramento Update C. ARDT II March Upload Numbers D. KUBU App/Streaming performance E. 2017-18 Purchasing F. Miscellaneous Updates	Martin		X
	VI	<b>Public Comment</b> (2 min. per person): Fill out request form	Henkle		X
	VII	<b>Executive Session</b> A. Board meets with Executive Director on a personnel matter.	Henkle		
	VII	<b>New Business</b> Agenda Items for June 28, 2018 2018-21 Strategic Plan	Henkle		X
	IX	<b>ADJOURNMENT</b>  <b>Schedule</b> Orientation – Tues. June 12, 6 pm THE Marketing & Outreach Committee, Wed. June 13, 5:30 pm Radio Meeting – Wed. June 13, 7pm Programming Committee – Thurs. June 14, 5pm Executive Committee – Thurs. June 14, 6pm Orientation – Wed. June 27, 6pm Regular Board Meeting – Thurs. June 28, 5:00 pm <b>Annual Membership Meeting – Thurs. June 28, 6:00 pm</b>	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.**

**March Monthly Business Meeting Minutes**

**Thursday, April 26, 2018**

**5:30 p.m.**

**Coloma Community Center- Gold Run Room**

**Board Present:** Don Henkle, Bob Smith, Tim Crone, Van Gordon, Ed Fletcher, Kim Mims, Robert Morin, Alex Vasquez, Simone Vianna

**Staff:** Gary Martin, Executive Director, Laureen Fallahay, Office Manager, Liz Harrison, Digital Media Coordinator, Shane Carpenter, Radio Programming Director

**Guests:** Mark Freeman

**I. Call to Order Regular Board Meeting 5:37 pm**

**II. Discussion/Action Items**

**A. ACTION: April 26, 2018 Agenda Approval – Moved by Gordon, Seconded by Smith for Approval. Approved**

**B. ACTION: Minutes for March 22, 2018 – Moved by Gordon, Seconded by Crone for approval. Approved.**

**C. Receive and File: Board Resignation by Charlena Henderson.**

Chair Henkle accepted the resignation with regrets. **Moved by Gordon, Seconded by Smith to “Thank and commend Charlena Henderson for her service to Access Sacramento as a member of the Board of Directors and to offer best wishes on her road to the future.”**

**Approved.**

**D. SMCTC Grant Renewal Application**

The board of directors received the grant budget and back up submitted by Executive Director Martin to the cable commission staff by the deadline. Martin explained the foundation of the budget requests as regards the difference between unrestricted Franchise Fee requests and the restricted Capital Outlay funding from the PEG fee. Martin explained how the nature of the request for a Cost of Living Allowance (COLA) is a prediction on the amount of funding the cable commission might approved based on its policy which links the COLA to the Sacramento County employee funded COLA by the Sacramento County Board of Supervisors. Martin also explained of the PEG fee is a capital outlay fund that may only be expended by the PEG channel licensees and the cities and county cannot claim those dollars. Martin indicated the SMCTC Budget hearing was postponed from June 7, 2018 to June 28, 2018 for a funding/operational window starting July 1, 2018. Payment for this funding cycle would not be provided until Sept. 1, 2018. By our normal procedures, the executive director and board members who wish

to attend will schedule meetings with the cable commissioners to do an update on Access Sacramento services, successes and the current budget proposal. **Moved by Gordon, Seconded by Morin, to approve the SMCTC funding letter, budget request and supporting documentation. Approved.**

**E. Equipment Surplus List**

Per Access Sacramento Policy, a surplus list of outdated, expired of inoperative/replaced equipment needs board of directors approval to be forwarded to the SMCTC executive director for permission to complete the process of donation or destruction. Once approved by SMTCT staff, items will be removed from the inventory and reported to the accountant as necessary. **Moved by Smith, Seconded by Gordon, to approved the provided surplus list and authorizing the executive director to complete the process.** Fletcher referenced a proposal in the programming committee to consider taking some of the surplused items and to retrain/store them temporarily for a legacy art display. Martin will work with Fletcher before e-wasting items that might be needed for the art project.

**F. Bank of America Credit Card Reauthorization**

The executive director has been in discussion with the chief financial officer about the benefits of changing banks with the option of gaining higher benefits. During the investigation of this possible change over, it was discovered an existing credit card with Bank of America is connected to the dba name of Access Sacramento and not to the legal name of Sacramento Community Cable Foundation. The executive director recommended resetting the credit card based on new Banking laws, and increase the credit line in order to gain card benefits and to essentially stop using a different credit card with no benefits with Union Bank. This would be the first step in moving the savings and checking accounts out of Union Bank and moving them over to Bank of America. A letter to Bank of America about the credit card request was provided, and requires the signature of two board members. **Moved by Fletcher, Seconded by Morin, authorizing Henkle and Crone to sign the necessary letter and authorizing Martin to continue with the banking change over process. Approved.**

**III. Discussion Items**

**A. 2017-18 Draft Access Sacramento Budget** – Executive Director Martin provided two versions of an early first draft budget for the board’s review. The first version reflects a simple 2% income COLA and a 1% staff payroll improvement for comparison purposes. The second version

provides income options that reflect the current SMCTC COLA of 2.5% as a projection for a possible funding for Sacramento County employees, and for an additional 1.5% under the SMCTC COLA policy that provides for support in the next few years for minimum wage increases and required business expense for state and local tax coverage impacts from the general COLA. Martin indicated expense projections for Health and Property/Liability Insurance are being collected. The board will see the next budget projection at the next board meeting in May. The June board meeting will follow the SMCTC Budget hearing (on the same day) and will be the time to adopt an initial 2018-19 Access Sacramento working budget.

- B. Radio Meeting Report Out --** Bob Smith reported the radio members are excited about the upcoming remote for WEAVE's Walk a Mile in Her Shoes fund raiser. They wonder if it could be a training opportunity for those interested in doing remotes. The intention is to have video shot of the event too, so that a promo might be done about KUBU in the community.
- C. Grant Considerations –** Kim Mims reported that executive director Martin had submitted a grant to the Ford Motor Company for support on a capital project connected with the digital media lab. State Farm Insurance has a new opportunity that will be due in early June. Sol Collective has a mini-grant available that might support AccessLocal.Tv. and she is working with Ed Fletcher and Martin to prepare a City of Sacramento RAILS grant application connected to an earlier design project within the programming committed called Show Lab, a business support TV program incubator that would generate content for the channels while also teaching new and existing business owners how to better promote economic development in the city with video on cable and social media. Decision on the Ford and RAILS grants will not come until July or after.
- D. ACM West Conference Content Impressions –** Postponed to the May meeting.
- E. Big Day of Giving Donations and “Day of” Participation –** Henkle reminded the board members of the minimum \$25 donation to Access Sacramento's “Big Day of Giving” promotion, and invited the members to join Access Sacramento on Thursday, May 4 for an 11am live broadcast and to pre-tape messages for use throughout the day.

#### **IV. Standing Committee Reports (Discussion Items)**

##### **A. Membership & Outreach –**

- a.** Membership and Outreach Survey was sent to 707 former and current members and reminders were sent to 522 non-responders after one week.

Committee members hope to begin calls to responders after May 10 to encourage renewals, Friends of Access Sacramento donations and to share and encourage all to join a remote and promo team under the goal of creating new set of trained field ambassadors.

- b. Planning POV – A planning meeting on March 10 will include the PR promoter from Wordsmith Communications Rachel Smith and last year’s POV winner Patrick Harbison.
- c. Radio Remote – Next one is May 20 with WEAVE’s Walk a Mile in Her Shoes in downtown Sacramento. It will be the “Donny and Mark” show featured in the live remote with Bob Smith engineering. Laureen Fallahay will shot promotion video for use later.
- d. Mobile App – New numbers will be available next month.
- e. Power of Voice Gala – the working team will be Smith, Henkle, Mims and Exec. Dir. Martin. Several member commented on possible sites for the Gala.
- f. Board members profiles should all be up on line with the website.

**B. Operations & Finance** – The March 2018 ledger was presented to the finance committee previously. CFO Crone a separate report providing input on specific line items was presented.

**C. Programming** – Several Hometown TV applications were approved, completing the scheduling for the grant through June. A discussion of the Show Lab ideas was outlined by Fletcher. Funding strategies include working with the City of Sacramento to provide funding. Upward of \$30,000 would run the program under the original design. The goal would also be to attract business and non-profit partners to increase visibility with programming on our cannels and for redistribution in a variety of ways.

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

**VI. Public Comments** – Board of Director Applicant Mark Freeman greeted the board, described his background and noted his membership with Access Sacramento dating back to the late 1980s. His background includes non-profit leadership with Nehemiah Corporation and he has a particular interest in marketing for non-profit organizations and community-based organizations.

**VII. Executive Session** – The board of directors went into executive session at 7:35 for a meeting with the Executive Director on a personnel matter. There was no report out.

**VIII. New Business** – None added.

**IX. Adjournment** – 8:08 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](http://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](mailto:postmaster@AccessSacramento.org)