



**Board of Directors  
Thursday, Nov. 21, 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](http://www.AccessSacramento.org)**

COMMUNITY PROGRAMMING ODOMETER  
59843 (+348 in 56 days)  
AVERAGE OF 6.2 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, NOVEMBER 21, 2019 - 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>	Smith		
	II <b>DISCUSSION / ACTION ITEMS</b>			
	A. <b>ACTION: November 21, 2019 Agenda Approval (New Items?)</b>	Smith	X	
	B. <b>ACTION: Minutes for Regular Monthly Meeting October 24, 2019</b>	Smith	X	
	C. <b>ACTION; 2018-19 Fiscal Review</b> a. <b>Balarsky and Associates Accountant Presentation</b> b. <b>Receive and File</b> c. <b>Executive Director Authorization to Sign and File Federal and State ta documents</b>	Martin	X	
	D. <b>Receive &amp; File: Board Resignation from Laura Chick &amp; Ted Tenedoro</b>	Smith	X	
	III <b>DISCUSSION</b>			
	A. Draft 2018-19 Annual Report to SMCTC	Smith		X
	B. Membership Database a. Billing and Payments b. Timeline on Stages of Roll out	Martin		X
	C. Educational Ad Hoc Committee	Henderson/Price		X
	D. By-Laws Ad Hoc Committee Report	Vasquez		X
	IV <b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
	A. THE Membership & Outreach Committee (Membership Chart) a. 4 <sup>th</sup> Quarter 2019 Membership Holiday Party b. 4 <sup>th</sup> Quarter Initiatives – c. Revenue Generation – Tracking / Setting Goals	Smith		X

		<p>B. Operations &amp; Finance</p> <p>a. October, 2019 Ledger</p> <p>b. Income Tracking Bar Chart</p> <p>C. Programming –</p> <p>a. HTTP –</p> <p>b. Radio Update –</p> <p>c. TV Update –</p> <p>d. Grant Options –</p>	Henderson		X
			Fletcher		X
V		<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
		<p>A. Radio Studio 3 Buildout</p> <p>B. Alliance for Community Media</p> <p>C. TV Studio Cameras Install</p> <p>D. RoKu and Apple TV Roll-out</p> <p>E. KUBU App/Streaming Performance</p> <p>F. Staff Evaluations to Begin</p> <p>G. Miscellaneous Updates</p>	Martin		X
VI		<b>Public Comment</b> (2 min. per person): Fill out request form	Smith		X
VII		<p><b>New Business</b></p> <p>Possible Agenda Items for Dec. 19, 2019</p> <p>Board Recruitment</p> <p>Grant Goals</p>	Smith		X
VIII		<p><b>ADJOURNMENT</b></p> <p><b>Schedule</b></p> <p>Orientation – Tuesday, Dec. 10, 6pm</p> <p>THE Membership &amp; Outreach Committee – Wed. Dec. 11, 5:30pm</p> <p>Radio Producers Meeting – Wed. Dec. 11, 7pm</p> <p>Programming Committee – Thurs. Dec. 12, 5pm</p> <p>Executive Committee – Thurs. Dec. 12, 6pm</p> <p>Regular Board Meeting – Thurs. Dec. 19, 2019, 5:30 pm</p> <p>CLOSED (Half Day) – Tues. Christmas Eve Dec. 24 1pm</p> <p>CLOSED – Wed. Christmas – Dec. 25</p> <p>CLOSED (Half Day) – Tues. New Year’s Eve – Dec. 31 1pm</p> <p>CLOSED – Wed. New Year’s Day – Jan. 1</p> <p>No Second Member Orientation in November</p>	Smith	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.**

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

**Board Present:** Bob Smith, Alexander Vasquez, Ed Fletcher, Samantha K. Henderson, Kim Mims, Van Gordon, Robert Morin, Judi Price, Simone Vianna.

**Excused:** Laura Chick, Ted Tenedora

**Staff:** Gary Martin, Executive Director

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

**II. Discussion/Action Items**

**A. ACTION: Agenda October 24, 2019 Approval – Moved by Gordon, seconded by Henderson for approval. Approved.**

Announcement by Smith that a letter of resignation for board members Laura Chick and Ted Tenedoro have been received. Smith noted he expressed his regrets at their resignations and thanked and commended them for their contributions to Access Sacramento, and offered best wishes for the road ahead.

**B. ACTION: Minutes the Regular Board Meeting September 26, 2019 – Moved for approval of the minutes by Gordon, Seconded by Morin. Approved.**

**III. Discussion Items**

**A. Chief Financial Officer Discussion --** Ed Fletcher has been the interim Chief Financial Officer since July. In discussions with new board member Samantha K Henderson over the last several months, she has indicated with her banking background that she would be willing to take on the post. **Moved by Gordon, Seconded by Vianna for Samantha K. Henderson to join the Executive Committee as Chief Financial Officer and Treasurer. Approved.**

**B. Membership Database –** Martin reported on plans to send an e-mail to all members of the RueShare database encouraging them to set passwords and buildout their profiles. Currently classes are available for registration and payments for those in the RueShare system. Membership renewals have been possible for several months. A brief discussion was held on why membership was up but that the financial general ledger was flat for membership, and the board recalled that a two-years-for-one promotion had been implemented when membership fees were increased. The Executive Director was asked to get clarification on the membership report to clarify differentiate between prospective members, inactive members and non-renewing members. A further question was

whether there should be a more formalized exit-survey as an outreach for those members who do not renew. This information would be valuable in creating a retention plan for keeping more active memberships overall.

- C. A Place Called Sacramento** – Smith praised the variety movies and valuable content of this year’s festival. He was pleased by the positing spirit, offering thanks to Executive Director Martin and the Access Sacramento staff. He also praised board member Mims for her work on the Hollywood Connection evening and for security the City of Sacramento Cultural Arts and Convention departments support. He also thanked two board members who are also among the winning filmmakers this year, Judi “JP” Price and Samantha K. Henderson. Other successes this year include the large write-up in the Ticket section of the Sacramento Bee, and the ads in both Comstocks Magazine and Humor Times. Specific ideas about some of the new events included whether the “My Neighborhood” Youth mini-festival and the Hall of Fame should possibly become televised-events only or whether they should continue on the big screen at the Crest. Perhaps one-day only at the Crest is sufficient. Other comments included possible adjusting the sell-out amount in order to allow groups the ability to have a higher chance of sitting together, or to switch to a “reserved” seats. Another thought was for an announced “encore” event where the movies might be shown without the stage show, speeches and awards as a financial boost, especially since there’s been an announced sell-out the last three years. The Hollywood Connection panel was viable because of a sponsor. Should PCS model other festivals that use multiple venues for their side-on events? We should be soliciting alcohol donations now for next year. Smith also reminded the board of their personal commitment forms signed when they become board members to buy or sell a minimum of 10 PCS tickets each year and that returning them to the office unsold does not relieve the personal financial obligation to raise that money for Access Sacramento. Anyone with an issue about the policy should talk to Bob. Mims hoped a City of Sacramento resolution recognizing the festival might still be requested. She noted that there are 11 open seats on the City’s Arts Commission and hoped more filmmakers would apply from the districts in the city with openings.
- D. Educational Ad Hoc Committee** – With the resignation of committee chair Chick, both Henderson and Price expressed a desire to continue the work with others. Henderson said she would reach out to Chick to smooth the transition.
- E. By-Laws Ad hoc Committee Report** – Vasquez reported that he, Gordon and Henderson were reviewing what sections of the by-laws needed to be updated. A meeting with the Exec. Director will be planned.
- F. Class Fees** – Vice Chair Vasquez during the last executive committee asked for a review of class fees as a way to increase revenue. He said the fees are very affordable and that perhaps now is the time to raise the class fees. The basic policy currently is for members to pay \$10 per class session. For example, six

three-hour class sessions would be \$60 total. Morin noted that any increase in fees will also always decrease enrollment as people are priced out based on their ability to pay. Morin described Access more like a library, where the fee is mostly used as a way to ensure the student shows up, but not as a profit against the cost of the class. Mims suggested leaving class fees at the same rate, but to offer more services as a value-added benefit, i.e. a Workshop o creating a new show. Fletcher suggested a member-survey on whether fees should change – noting that the board vote for a membership fee increase after members’ voting rights were removed in a bylaws change several years ago. He also noted the board financial hardship policy for membership might be expanded to include class fees. Smith thanked the board for the discussion and said the topic could be raised for a decision at a later date since revenue generation now should likely be focused on underwriting.

#### **IV. Standing Committee Reports**

##### **A. THE Membership and Outreach Committee --** Smith reported.

1) The committee’s focus now is on revenue and relevance. 2) A Member Appreciation Holiday Party is sent for Thursday, Dec. 5 5:30pm to 8pm. Primary communication is with Smith, Mims, Gordon and Exec. Director Martin with Operations Director Laureen Fallahay and Membership and Outreach Coordinator Rebecca Reilly. A RSVP ticket for the party should be created to plan for the number of attendees.3) Smith and Martin have send a letter to Hugh Bower, Chief of Staff to CA Assembly Speaker Pro Tem about picking up some of the Assembly video now that the CA Channel has shutdown. 4) Smith and Martin have met with CSUS Communications Dept. Chair Gerri Smith about expanding the connectivity between students and Access Sacramento’s production capability. 5) it is hoped new CFO Henderson can work with Martin to provide more detail on projects in the financial reporting to see profitability comparisons. 6) Other outreach may again include radio coverage of the CA International Marathon. Broadcasting closer to the finish line, and gaining underwriting sponsorship are hoped.

**B. Operations and Finance –** Martin reported on the ledger and made note of a grant opportunity with the CA Arts Coucil for Public Media, but that it requires a 1:1 match. Several ideas focusing on new content for Live Wire were offered.

**C. Programming Committee –** Fletcher expressed a desire to get more Hometown TV applications. He also said the committee desired to help members improve the overall quality of their shows.

##### **V. Executive Director Report –** A written report was summarized. (Attached).

**VI. Public comment** – None.

**VII. New Business** – KUBU's 5<sup>th</sup> Birthday was noted.

**VII. Adjournment** – Meeting adjourned at 7:27 pm.

## Item V

### Executive Director's Report to the Board of Directors

October 24, 2019

- A. Radio Studio 3 Buildout** – The new furniture for the sound board and computers for the call-in radio show feature is being installed this week. The full installation of the audio equipment will be completed in the next several weeks. The audio equipment supporting remote broadcasting was in use earlier this month at the Full Moon Festival in Rancho Cordova, so radio's capital outlay purchasing for this year is nearly complete.
- B. Sacramento Magazine / Comstocks Magazine** – Both magazines have shared a page of images from our Power of Voice awards night. See attached.
- C. Mindshift Servers Contract Change** – We are cancelling early our contract with Mindshift, and are in transition now collecting passwords and taking control of the firewalls and other security directly for the visible servers. There may be incidental overtime for repair or software that would have been handled remotely for the ingest portal and AccessLocal.Tv. We are monitoring.
- D. Yennie Zhou Art Bench** – The original purchaser of the art bench donated it back to Access Sacramento. It has been resold to filmmaker Todd Bull and was delivered this week.
- E. 2020 Calendars** – The 2020 Access Sacramento calendars have arrived. Please pick one up at the board of directors' meeting or from the main office.
- F. WAVE Award Entries** –
- G. RoKu & Apple TV Rollout** – Our video stream can now be seen on both RoKu & Apple TV. These are viewer paid services, and our connection to these is provided under the existing streaming contract Cablecast by Tightrope. In order to see Access Sacramento on these services you have to search for "Cablecast Screeweave" and then scroll to "Access Sacramento."
- H. KUBU App. Streaming Performance** – Surfer Network on-line usage reports attached.
- I. Miscellaneous Updates:**
  - a. The CA Endowment** – The \$25,000 funding by The California Endowment for 2020 has been received. This will reflect in the grants portion of the monthly ledger as \$12,500 for Jan. to June, with an additional \$12,500 on the balance sheet as accounts payable for the July, 2020-21 fiscal year.
  - b. ASCAP/BMI Music Reporting** – The quarterly report for music usage that goes to Sound Exchange for music licensing on cablecast radio KUBU-LP has been submitted for the 4th Quarter in our normal process. Thanks to Shane Carpenter for attending to this task and to both Shane and Tim Parish for finding a way to manage this music logging/tracking/reporting in a way that can be mostly automated without inconveniencing our volunteer announcers. The next survey period is Jan. 5-18, 2020. We get a 50% discount on Sound Exchange licensing/reporting because of our partnership with the National Federation of Community Broadcasters.



## **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)