



**Board of Directors
Thursday, September 28, 2017
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
54263 (+258 in 35 days)
AVERAGE OF 7.4 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, SEPTEMBER 28, 2017 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	X	
	II DISCUSSION / ACTION ITEMS			
	A. ACTION: Agenda Approval (New Items?)	Henkle	X	
	B. ACTION: Minutes for August 24, 2017	Henkle	X	
	III DISCUSSION ITEMS			
	A. First Draft Annual Report (Covering Jul 1, 2016-June 30, 2017)	Martin		X
	B. 18 th A Place Called Sacramento Film Festival	Martin		X
	C. Power of Voice Financials	Martin		X
	D. ACM West Conference a. Participation March 15-17, 2018 b. ACM West Conference Committee c. Artwork/Vendors/Registration	Martin/Henkle		X
	E. Strategic Planning Process	Henkle		X
	IV STANDING COMMITTEE REPORTS (Discussion Items)			
	A. Membership & Outreach (Sept. Membership Chart) a. Power of Voice Fundraiser b. Member Retention & Persistence c. Outreach Event d. Video Pitch	Smith		X
	B. Operations & Finance a. August 2017 Ledger b. 2017 Fiscal Year End Ledger/Financial Review c. Profit & Loss Report Modification / Cash Flow	Crone		X

		C. Programming a. Hometown Television Applications b. KUBU Broadcast Handbook c. Access Remote Digital Transfer II d. Community Memory	Fletcher		X
V		EXECUTIVE DIRECTOR REPORT (Handout)			
		A. SMCTC Sept. Meeting Update B. Coloma Center Lease (Oct. 24 Sac City Council) C. Oates Family Grant / The CA Endowment Grant D. Delta Dental / Allied Administrators Renewal E. ASCAP KUBU Internet Licensing / FCC Filing Emergency Action Notification Submission F. Equifax Breach / No Effect on Ac Sac G. Google Ad Words H. Umpqua Money Market Interest Increase I. On-Call Hiring J. Equipment Purchasing / Remodel Timelines K. HS PSA Competition L. Big Day of Giving Orientations Coming M. Miscellaneous Updates	Martin		X
VI		Public Comment (2 min. per person): Fill out request form	Henkle		X
VII		CLOSED EXECUTIVE SESSION			
		Member Disciplinary Action Update	Martin		X
VIII		New Business Agenda Items for October, 2017	Henkle		X
IX		ADJOURNMENT Schedule A Place Called Sacramento Film Festival – Sat. Oct. 7, 7pm Orientation – Tues, Oct. 10, 6pm Radio Meeting – Wed. Oct. 11, 7pm Programming Committee – Thurs. Oct. 12, 5pm Executive Committee – Thurs. Oct. 12, 6pm THE Marketing & Outreach Committee, Wed. Oct. 18, 4:30 pm Orientation – Wed. Oct. 25, 6pm Sacramento VIPs – Wed. Oct. 25, 7pm Regular Board Meeting – Thurs. Oct. 26, 2017, 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.

August Monthly Business Meeting Minutes

Thursday, August 24, 2017

5:30 p.m.

Coloma Community Center- Gold Run Room

Board Present: Don Henkle, Bob Smith, Robert Morin, Tim Crone, Charlena Henderson, Van Gordon, Simone Vianna

Excused: Ed Fletcher

Staff: Gary Martin, Executive Director, Lauren Fallahay, Office Manager

I. Call to Order Regular Board Meeting – 5:37 PM

II. Discussion/Action Items

A. ACTION: August Agenda Approval (New Items?) - Approved

B. ACTION: Minutes for July 24th, 2017 - Approved

C. ACTION: Resignation of Robin Scott Peters – Received & Filed

D. ACTION: 2017-18 Final Budget – Approved Option Z

The Executive Director was notified by the Cable Commission it had made several small adjustments to Access Sacramento's budget proposal. Page 11 of the board packet shows what was proposed to cable commission. Page 13 of the board packet show what was approved. – Several items were adjusted because the provided quotes attached to the budget proposal used the incorrect sales tax rate for the City of Sacramento, using 8.5% instead of 8.25% in the Capital Outlay portion of the proposal. **Moved and Seconded to approve the technical corrections for use by the Accountancy in the general ledger. Approved.**

III. Discussion Items

A. Board of Directors Nomination Guidelines & Process -

The nominations process which was discussed in depth last month including a flow chart of committee and board review processes is proposed. Moved by Morin, Seconded by Smith to approve the internal process. Approved. Morin to e-mail the original document/flow chart to the Executive Director.

B. ACM West Conference-

The ACM West has a programming planning committee working. Both the WAVE Award and Conference promotion documents are being prepared and the ACMwest.org website will be updates. The conference rates will remain the same as in 2017. The link for registrations at the Embassy Suites is available. Theme: Empowering Voices, Bridging Communities. Access Sacramento is the hosting site and staff member Liz Harrison is designing the promotional postcards. ACM west covers costs of printing and mailing. Martin in the conference committee chair, Lauren Fallahay will be involved in logistics, Roniecia Harris in production and streaming of plenary sessions, Liz Harrison on documents.

ACM West regularly sees about \$25K in profit after vendor sponsorships. Access Sacramento will host a tour meet and greet Thursday night at the Coloma Center. Friday and Saturday are the full conference and trade show. Comrex is already on board as a sponsor. Other ideas include touring the Golden One Center, and possibly hosting the WAVE Awards at the Crocker. Tightrope generally does a vendor party the 1st night. Local staff, Point person to handle logistics for site. Board Chair Henkle encouraged all Board members to set the dates aside for participation, training and helping with the conference.

C. **Website (Board of Directors) Info Sheet & Photos**-Photos and Bios still needed.

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

A. **Membership & Outreach (July Membership Chart) –**

- a. Member Alexander Vasquez has submitted an application to rejoin the board of Directors. Alex Vasquez and the board discussed expectations by both. **Moved and Seconded to Appoint Alex Vasquez membership to the board. Approved.**
- b. Power of Voice Fundraiser – POV Premiere event, Mayor, Ken Cooley, Steve Hansen, room full of civic leaders. The goal is to build the brand and be more visible. Project is going well, given there was only 6 weeks to get things going for POV event. Smith reported being proud of the team. So far 89 confirmed for POV event, leaving registration open til noon. Expecting more than \$4,000 in profit. Registration table will be Lauren Fallahay and Liz Harrison. Video and Public Address from Roniecia Harris. Smith would like to have it as an annual event.
- c. Member Retention & Persistence – The committee notes retention is down 2 members. Vasquez wants to reach out and welcome back members. KUBU underwriting packets are available and Alex hopes to sell more. The goal would be to meet the \$6,250 line item cost radio brings to the budget. Van and Bob part of membership committee. Donors list needs to be vetted – up to date
- d. Outreach Event – Don/Bob are working to do a Front Street Live Remote on KUBU October 13th Friday/Paws party. Additional outreach through Sac Valley News will help make sure we don't let our friends get away. With a desire to flood this place with talent.
- e. Video Pitch – With Robin Scott Peters off the board, this project needs to be reassigned. Martin indicated a staff developed video might be the foundation.

B. **Operations & Finance**

- a. July 2017 Ledger
- b. 2017 Fiscal Year End

- c. Profit & Loss Report Modification /Cash Flow: Tim Crone has developed a new report to examine cash flow compared to historical elements. This will assist the board in tracking revenues and expenses overall. This way the board and get information about why things are either above or below expectations. The board is likely then to ask for tighter breakdown on events not lumped into unified line item. 1 sum-would like better breakdown by each event.

C. **Programming** – No report No Meeting

V. Executive Director Report (Handout attached below)

VI. Public Comments – None

VII. New Business –

- A. Agenda Items for August 2017 –
- B. First Draft of the Annual Report –
- C. Report on the Google Ad Words project for non-profits. Also idea of putting football on our Facebook Stream. 500 views can get money back GOTW most viewed.

VIII. Adjournment – 7:18 PM

Schedule

Office Closed – Mon., Sept. 4 (Labor Day)

Orientation – Tues, Sept. 12, 6pm

Radio Meeting – Wed. Sept. 13, 7pm

Programming Committee – Thurs. Sept. 14, 5pm

Executive Committee – Thurs. Sept. 14, 6pm

Orientation – Wed. Sept. 27, 6pm

Sacramento VIPs – Wed. Sept. 27, 7pm

Regular Board Meeting – Thurs. Sept. 28, 2017, 5:30 pm

Item V

Executive Director's Report to the Board of Directors August 24, 2017

- A. The 2017 Game of the Week schedule as been set (attached). Opening with Girls Volleyball Tuesday Aug. 29. A potential award winning football retrospective show Sept. 1, then Friday Night football regular season and CIF Playoffs. Partnership with NFHS network will continue. Coach Jim Dimino and Rick Stewart represented us at the National Football Federation's local meeting of coaches last Sunday.
- B. Tickets for the 18th Annual A Place Called Sacramento Film Festival are selling faster than ever before. Not an exaggeration. 652 Seats of 920 sold or committed. [10 sales at \$12 each expected from each board member.] Tickets available in the office and on-line. We are beginning the process of adding credits to IMDB.com. Films are Due Tuesday, Sept. 5 and final artwork Wednesday, Sept. 6. World Premiere Sat. Oct. 7 at the Crest Theatre downtown.
- C. We have signed an agreement with Balarsky and Associates to do our Financial Review and Taxes. Malkasian Accountancy will transfer our books and information over for that review soon.
- D. We are currently in the midst of providing payroll audit documents to our Worker's Compensation insurance company The Hartford. Could mean a shift in anticipated pricing this year. This is routine after our first year with the company.
- E. The board asked about whether the minimum wage increase actually will apply to us on Jan. 1, 2018 as a small business. The answer is yes. We routinely have more than 25 paychecks (the cutoff) each month when you include the youth for AccessLocal.Tv, our on-call production staff and 10 permanent employees.
- F. Negotiations have shifted a bit on the Coloma Community Center Lease. The City Parks and Rec supervisor has written in a rider that we now have to pay for janitorial services – unlike the situation for the last 31 years. I have argued this last minute add/change is unfair since I asked for these details last January to be resolved before the May SMCTC funding request. Although not finalized, it appears they'll agree to keep things status quo through this fiscal year and then add a rent increase from \$1.10 per square foot to \$1.20 per square foot. That's \$438.30 a month from \$4561.70 in rent to essentially \$5,000 even.
- G. The Cable Commission has postponed its Sept. 7 meeting to Sept. 11. Our funding check from them is expected at the end of August for both unrestricted and PEG Fee restricted operations.
- H. We have several on-call at-will production assistant applications to review. Some hiring to expand our available on-call list will be needed.
- I. Purchasing to support KUBU and the HD truck is moving forward as a top priority.
- J. In response to a Fire Marshall review of our facility, we have done some initial electrical work in the TV Studio as part of the newest dollars for lighting and studio improvements. Four new wall sockets were installed to decrease the use of

lighting-system extension cords. The City Electricians this Friday (Aug. 25) will also begin a revamp of the power for the Digital Media Lab in advance of doing the upgrade to that space with money allocated under last year's funded COB Budget.

- K. Our HS PSA competition will launch officially next week. Our non-profit partners this year are the League of Women Voters, American Red Cross – Gold Country Region, and Sacramento County Animal Care and Regulation.
- L. Miscellaneous Updates
 - a. The CA Endowment Grant application for \$25,000 has been submitted as a proposal to our project officer. This should not be an issue for renewal. This usually happens closer to December but they wanted to process this mini-grant earlier this year.
 - b. A variety of Alliance for Community Media work at the national level continues. I'm on the Foundation Audit Committee and Member Relations Committee. I will participate in a Hill visit and two-day national board meeting in November in Washington DC.
 - c. We are changing our Credit Card Processing Company to save dollars and resolve some service issues.
 - d. The first KUBU show underwriting request has come in. A meeting with the radio producer on process is set for next week (Aug. 30).
 - e. We decided not to bid with VSSC on a in-stadium and internet video show for CSUS football and basketball.



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