



**Board of Directors  
Thursday, November 15, 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  
57317 (+165 in 21 days)  
AVERAGE OF 7.9 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, NOVEMBER 15, 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: November 15, 2018 Agenda Approval (New Items?)</b>  | Henkle           | X             |             |
|             |     | B. <b>ACTION: Minutes for October 25, 2018</b>  | Henkle           | X             |             |
|             |     | C. <b>ACTION: 2017-18 Fiscal Review<br/>Presenter: Roger Beebout, CPA, Balarsky &amp; Associates</b>  | Morin            | X             |             |
|             |     | D. <b>Draft 2017-18 Annual Report</b>   | Martin           | X             |             |
|             | III | <b>PUBLIC HEARING</b>   |                  |               |             |
|             |     | A. Annual Membership Rate Review  | Martin           | X             |             |
|             | IV  | <b>DISCUSSION ITEMS</b>   |                  |               |             |
|             |     | A. Board Special Meeting – Sun. Nov. 18 / 8am-10:30am<br>2017 Retreat SWOT Review and Tasks   | Henkle           |               | X           |
|             | V   | <b>STANDING COMMITTEE REPORTS (Discussion Items)</b>  |                  |               |             |
|             |     | A. THE Membership & Outreach Committee (Membership Chart)<br>a. Holiday Member Appreciation<br>b. 1 <sup>st</sup> Quarter 2019 Outreach<br>c. Radio Billboard | Smith            |               | X           |
|             |     | B. Operations & Finance<br>a. October. 2018 Ledger<br>b. Income Tracking Bar Chart  | Morin            |               | X           |
|             |     | C. Programming –<br>a. Radio Update<br>b. Television Update<br>c. Increasing TV Studio Productions Goal   | Fletcher         |               | X           |

|      |  |        |   |  |   |
|------|--|--------|---|--|---|
|      |  |        |   |  |   |
| VI   | <b>EXECUTIVE DIRECTOR REPORT (Handout)</b>   |        |   |  |   |
|      | <ul style="list-style-type: none"> <li>A. KUBU Advertising</li> <li>B. Radio KUBU – Music Prior to 1972</li> <li>C. Sound Exchange Stream Reporting</li> <li>D. KUBU App/Streaming performance</li> <li>E. A Place Called Sacramento Cable Premiere</li> <li>F. Game of the Week – CIF Playoff</li> <li>G. Banking Change Over</li> <li>H. Access Sacramento Ingest Portal</li> <li>I. Holiday Party</li> <li>J. Big Day of Giving Orientation</li> <li>K. Miscellaneous Updates</li> </ul>  | Martin |   |  | X |
| VII  | <b>Public Comment</b> (2 min. per person): Fill out request form   | Henkle |   |  | X |
| VIII | <b>New Business</b><br>Possible Agenda Items for Dec 20, 2018<br>Membership Data Review (Morin)  | Henkle |   |  | X |
| IX   | <b>ADJOURNMENT</b><br><br><b>Schedule</b><br>Board Strategic Plan Review – Sun. Nov. 18 8am-10:30 am<br>Orientation – Tues. Dec. 11, 6 pm<br>THE Membership & Outreach Committee – Wed. Dec. 12 5:30pm<br>Radio Producers Meeting – Wed. Dec. 12, 7pm<br>Programming Committee – Thurs. Dec. 13, 5pm<br>Executive Committee – Thurs. Dec. 13, 6pm<br>Regular Board Meeting – Thurs. Dec. 20, 5:30 pm<br>Radio & TV Studio Closure – Fri. Dec. 21 – Jan. 2, 2019 Radio<br>CLOSED – Christmas Holiday – Mon. & Tues. Dec. 24-25<br>Orientation – 4 <sup>th</sup> Wednesday - Cancelled | 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.**

**October Monthly Business Meeting Minutes**  
**Thursday, October 25, 2018**  
**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, Alexander Vasquez..

**Excused:** Robert Morin, Simone Vianna, Mark Freeman

**Staff:** Gary Martin, Executive Director, Isaac Gonzalez, AccessLocal.Tv Program manager, Ivan Caballero, Isabella Ignacio, Melissa Franco, Eli Meza, Carlos Davila-Viera, Arthur Kunert, Neighborhood News Correspondents, Marcus O. Jackson, production assistant.

**Guests:** Lee Welter, “Libertarian Counterpoint”

- I. Call to Order Regular Board Meeting 5:30 pm. Quorum present.**
  
- II. Discussion/Action Items**
  - A. ACTION: October 25, 2018 Agenda Approval** – Moved for approval by Gordon, Seconded by Chick. **Approved.**
  - B. ACTION: Minutes for September 27, 2018** – Moved for approval by Smith, Seconded by Morin. **Approved.**
  - C. ACTION: Conflict of Interest Policy** – Henkle made a brief review of the process, that the policy was first presented by attorney John Davis in July. It was reviewed by the board and the Executive Director and given a first reading on the September agenda. No questions or comments from the board. Moved for approval by Chick, Seconded by Gordon. **Approved.** Since training was already provided in July, no further action is required at this time. Later in the fiscal year, a board committee will monitor the collection of a conflict of interest sign-off from each board member per the new policy.
  
- III. Presentation – AccessLocal.Tv Youth Journalism Training Program** – Executive Director Martin explained this program is primarily funded by an annual grant of \$25,000 from The California Endowment (TCE) and allows the hiring of a program manager and 4-6 minimum wage employees aged 16-22 for training on a four-month program before another group is hired.  
  
Program Manager Isaac Gonzalez provided a power point presentation and introduced the six current Neighborhood News Correspondents: Ivan Caballero (mentor), and trainees Isabella Ignacio, Melissa Franco, Eli Meza, Carlos Davila-Viera, Arthur Kunert.

The program began discussions in 2010 under former Executive Director Ron Cooper and was launched with the grant in 2012. The content of AccessLocal.Tv includes web articles, pictures, videos, podcasts and a summary TV show on the cable channel. With 50 trained over the years, the deliverables for the California Endowment Grant includes content related to social justice and improved health outcomes as defined by the “Building Healthy Communities” initiative. The grant mandates 36-55 posts per quarter.

More than 1,000 posts have been created, with much of the content repurposed by TCE newsletters and websites. TCE also pays for travel to statewide conferences by the correspondents.

AccessLocal.Tv routinely partners with 14 non-profit sites, many of which are also grantees of TCE, to gather content. Correspondents use iPads and Laptops provided by Access Sacramento to produce the videos and articles.

The 10-year program by TCE will expired in 2020, but the newly announced redesign of TCE priorities includes a youth focus and Gonzalez and Martin are already strategizing on how best to prepare for the reset.

The six employees in the training program briefly introduced themselves to the board of directors. The correspondents and program manager explained the program has been housed at the Fruitridge Community Collaborative but will soon move to a site sponsored by the YMCA at the Tahoe Community Center.

Henkle thanked the participants on behalf of the board as being a pivotal part of the organization.

- IV. Public Hearing – Annual Membership Rate Review** – Executive Director Martin explained the history of membership pricing. No Fees in 1986 when Access Sacramento was founded. A \$25/year fee was created in 1987. It was increased to \$30/year in 2002 with no changes since that time.

Henkle commented on the significant expansion by Access Sacramento in the last three years including the move to high definition production, a remote HD broadcast truck, the addition of an over-the-air radio station KUBU-LP 96.5 FM, and the upcoming remodel of the digital media lab.

Henkle opened the public hearing. Two speakers present.

Marcus Jackson, an Access Sacramento production assistant, commented that some members are on fixed incomes, and hopes any decision will be the best for the organization. He felt having Access Sacramento out in the community

more would inspire the masses to know more about what Access Sacramento can offer.

Libertarian Counterpoint Producer Lee Welter suggested more marketing to bring in more members might do better than a fee increase. He worried higher prices would be a barrier to entry. He wished there would be more underwriting and sponsorships instead of higher membership or training fees.

Henkle Closed the public hearing.

#### Board Discussion

Chick said its time to stop being a secret. She hoped for quality productions saying we will attract people by being attractive. She said a \$60 annual fee might include a veteran's discount, similar to the current student and senior discount.

Fletcher noted that with inflation since 1985, the \$25 fee would now be \$56. He suggested 10% of the new monies might include 10% set aside for scholarships.

Mims agreed Access needs to be out in the community more. She was encouraged by coverage of the Latino Festival in partnership with Sacramento City Councilman Larry Carr's office. She hopes for more partnerships with additional organizations.

Vasquez suggested a \$75 fee starting Jan. 1. Hesays we have the equipment and customer service and says this fee will help bring serious people. With board and staff to make members happy, this feel will help fulfill that opportunity.

Gordon suggested an inflation adjustment might be best. He suggested a \$40 fee in 2019 and a \$50 fee in 2021.

Smith suggested a \$60/year fee, with \$50 for those who renew before March 31, 2019. He suggested billing at two-times a year, on March 15 and Sept. 15. He said a membership assistance program for those who have special needs and each case should be handled individually. He said "We don't want to tell anyone their voice can't be heard." Mims was concerned the twice a year billing was not viable since she had not received a renewal notice.

Henkle asked for information about what other access centers charge. He commented on other ideas including automatically having a class enrollment

included in membership, or other membership events be included. Some places bill monthly (including KVIE.) He also noted this general membership fee discussion does not yet involve a broader discussion of series contract fees.

Moved by Fletcher, Seconded by Smith to hold an additional public hearing at the Nov. 15 board meeting on the \$30 on March 30 and \$30 on Sept. 30 (twice a year billing plan) with early annual renewals of \$50 before March.

The board asked whether Hallway signs and channel bulletin board mentions about the Nov. 15 public hearing are possible. Staff should be briefed as soon as possible.

#### **IV. Discussion Items**

**A. Board Retreat Meeting Date** – The board asked for another doodle poll to consider when to have an update on the goals and SWOT analysis from last January's board retreat.

**B. Electronic Programming Guide** – Executive Director Martin explained the television electronic guide process is being revised. There is a new policy by the company who provides this updates that prohibits the use of a internet website url in electronic listings without an additional fee. Martin also noted the EPG's deadlines don't work well with our request for members to submit programming only 48-hours before air. This process continues to be refined.

#### **V. Standing Committee Reports**

**A. THE Membership and Outreach Committee** -- Smith reported on fourth quarter initiatives including a KUBU billboard and cartvertising program. Work may begin with the Sacramento New and Review. The Ambassador program is also moving forward. Hometown TV will be doing a remote for the California International Marathon. A 1<sup>st</sup> quarter new members initiative is being considered.

**B. Operations and Finance** – Martin spoke for Morin with intentions to implement a revised budget for October given new potential hiring and new board initiatives.

**C. Programming Committee** – Fletcher gave brief comments about his committee and then proposed a new idea. He challenged board members to executive produce three new shows and to help increase the level of the on air programs. He called in a board challenge. He proposed board

points to track “superior” board member activity. Henkle appointed Chick and Tenedora to the programming committee.

**VI. Executive Director Report** – A written report was summarized.

**VII. Public comment** -- No additional speakers cards were submitted.

**VIII. New Business** – Holiday Party for December.

**IX. Adjournment** – Meeting adjourned at 8:08pm

## Item VI

### Executive Director's Report to the Board of Directors October 25, 2018

- A. A Place Called Sacramento Update – Access Sacramento's 19<sup>th</sup> annual event was a rousing success with 920 seats sold and a energetic and enthusiastic crowd filling the Crest Theatre. All 10 films were amazing, and William Mendoza's "Justin Time" won top honors for both Producers' Choice and Audience Favorite Films. The cable TV premiere will occur in the first or 2<sup>nd</sup> week of November.
- B. KUBU Billboard Sample –
  - a. A draft of the KUBU artwork will be in the room. The contract puts the billboard in the Dimple Records parking lot on Broadway from New Year's Eve Dec. 31 for a two month run, courtesy of board members Bob Smith and Alex Vasquez.
  - b. The Cartvertizing KUBU project will launch in December. Artwork is due Nov. 9. KUBU artwork sized 8x10 and 5x7 will be on shopping carts at the Alhambra Safeway store from Dec 2018 through November 2019.
- C. Radio KUBU and Sound Exchange – Music usage reporting for the required two-weeks in Quarter 3 were reported by the Oct. 2 deadline to NPR Digital Services. A 2<sup>nd</sup> two-week reporting window from Oct. 7-20 was being tallied by computer for the 4<sup>th</sup> Quarter report due at the end of the calendar year. This capacity has been significantly improved by playlist reporting by Access Sacramento members in the Spinitron website, by our KUBU automatic recording system, and by brand new music-identifying software connected with Spinitron that can provide required reporting data based on the processing of our online audio stream. Once this 4<sup>th</sup> Quarter report is completed we will be done for the 2018 copyright reporting cycle.
- D. KUBU App / Streaming Performance – Total Streaming usage is down for KUBU in September compared to August by 18%. Usage on Apple devices iOS is equal, with the drop primarily by Android or desktop streaming users. While the number of users may be down slightly (too soon to know if this is a trend), the overall time spent once the stream is opened is higher from an average of 39 minutes to nearly an hour at 56 minutes. That means the Aggregated Total Tuning Hours is actually up 51%.
- E. Game of the Week Viewership – A spot check of NFHS Viewership so far this season shows more than 1,000 views so far this season, with one regular high school game and three CIF SJS playoff games to go. As a reminder, our CIF playoff games air live on our cable channel but not on our own stream – as part of the partnership with the NFHS Network and our agreement with the CIF-SJS office. So far, 677 live views and 371 video on demand from the nfhsnetwork.com website.
- F. Sexual Harassment Training - Employers of all sizes in California will need to ramp up their sexual harassment prevention training in 2019, thanks to a new law signed by Governor Jerry Brown. Brown signed SB 1343 on September 30, 2018, a bill that adds new requirements for Sexual Harassment Training. With the passing of SB 1343, employers with at least five employees will be required to provide sexual harassment prevention training and education to both supervisory and non-supervisory employees in California during calendar year 2019.
- G. **Orientation Demographic Form** – On board direction, a "How did you hear about us?" question has been added and has already been implemented by office manager Laureen Fallahay. As assessment of the survey results, and a comparison to demographic data from Sacramento County will help in our annual reapplication process to the cable commission and for other grant applications.

- H. **Credit Card Machine Change Over** – As the next step of moving to Bank of America for operations and replacing Union Bank, a new credit card machine linking our office charges into our Bank of America accounts has been completed.
- I. **Access Sacramento Ingest Portal** – During the month of September, 75 videos were uploaded, the largest number for any month so far. All of the automated e-mail notifications and processing for all file types appears to be working.
- J. **Miscellaneous Updates:**
- a. **SMCTC Staff Visit** – The Executive Director, Administrative Liaison and likely others from the cable commission office are scheduled on Nov. 5 at 1:30 pm for a visit to Access Sacramento.
  - b. **SNR on KUBU** – With some facilitation by board member Alex Vasquez, the Sacramento News and Review is interested in possibly doing a trade out of advertising space for a membership and the opportunity to do some “Community Calendar” type announcements on a weekly basis on KUBU. A possible non-profit connection to a hometown event is also being considered.
  - c. **KUBU 5<sup>th</sup> Anniversary** – November 13, 2018 is the 5 year anniversary of the over-the-air FCC portion of the FCC launch of KUBU-LP 96.5 FM. It is a complicated day since it’s a Tuesday, including two radio classes, orientation and taping of Listen Up Sacramento! (This is also Shane Carpenter’s Birthday.) At a minimum, cake in the office for a drop in with a small thank you gift for KUBU producer/providers is likely. More on this as it develops.
  - d. **Holiday Party** -- Dec. 6 2018 6-9pm has been contracted with the Coloma Community Center Auditorium. As a private party with alcohol, the full rate with a security guard has been paid for. Catering and managing the beverage table must be arranged.
  - e. **Big Day of Giving Required Orientation** – Gary will attend the session with Laureen Fallahay at the KVIE community room on Nov. 13 from 2:00 pm to 3:30 pm. Once attendance is recorded, we will be sent the invitation to pay the required participation fee. The Guidestar profile is due by Dec. 31.
  - f. **Election Day Programming** – On election Day, Nov. 6, 2018 1) the HTTV crew will broadcast live 3 sessions of the CRC/CSUS Philosophy Ethics Forum from approximately 9am to 2 pm and 2) Special election coverage will air from Democracy Now as a live satellite feed from 3pm until 7pm when the replay of Game of the Week’s first CIF playoff game will begin.



## **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)