



**Board of Directors
Thursday, March 28, 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

COMMUNITY PROGRAMMING ODOMETER
58240 (+438 in 63 days)
AVERAGE OF 7.0 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, MARCH 28, 2019– 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		
	II	DISCUSSION / ACTION ITEMS			
		A. ACTION: March 28 2019 Agenda Approval (New Items?)	Henkle	X	
		B. ACTION: Minutes for February 28, 2018	Henkle	X	
		C. 2019-20 Budget Timeline – a. SMCTC Capital Outlay b. General Fund c. Business Management d. Strategic and Sustainability Planning e. Add a Special Budget Meeting April 18, 2019	Martin	X	
	III	DISCUSSION ITEMS			
		A. Reorganization Plan & Staffing	Martin		X
		B. New and Lapsed Member Open House – March 7	Smith		X
		C. Membership Database a. Billing and Payments b. Crew Finding c. Radio Studio Scheduling	Martin		X
		D. Membership Definitions & Series Contract Feed	Martin		X
	IV	STANDING COMMITTEE REPORTS (Discussion Items)			
		A. THE Membership & Outreach Committee (Membership Chart) a. 1 st Quarter 2019 Update b. 2 nd Quarter Outlook	Mims		X
		B. Operations & Finance a. February. 2019 Ledger b. Income Tracking Bar Chart	Morin		X

		<ul style="list-style-type: none"> C. Programming – <ul style="list-style-type: none"> a. HTTPV- Optimist Basketball Tournament b. Radio Update c. Television Update 	Fletcher		X
	V	EXECUTIVE DIRECTOR REPORT (Handout)			
		<ul style="list-style-type: none"> A. AccessLocal.TV Website Redesign B. Cartvertising C. Washington DC Informational Meetings D. ACM National Board Meeting E. A Place Called Sacramento Judging F. Travel to the NAB Show G. Hometown & Game of the Week Program List H. KUBU App/Streaming Performance <ul style="list-style-type: none"> a. Surfer Network b. QR Code usage I. Additional Distribution: TV-RoKu and Apple TV, Radio-Alexa J. Miscellaneous Updates 	Martin		X
	VI	Public Comment (2 min. per person): Fill out request form	Henkle		X
	VII	New Business Possible Agenda Items for April. 25, 2019 Social Media Training – Mark Freeman	Henkle		X
	VIII	ADJOURNMENT Schedule CLOSED – Chavez City Holiday – Mon. April 1, 2019 Orientation – Tues. April 9, 2019 THE Membership & Outreach Committee – Wed. April 10, 5:30pm Radio Producers Meeting – Wed. April 10, 7pm Programming Committee – Thurs. April 11, 5pm Executive Committee – Thurs. Apr. 11, 6pm TBD – Special Board Meeting on Budget - Thurs. April 18, 5:30pm Orientation – Wed. Apr. 24, 6pm Regular Board Meeting – Thurs. Apr. 25, 2019, 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.

February Monthly Business Meeting Minutes

Thursday, February 28, 2019

5:30 p.m.

Coloma Community Center- Gold Run Room

Board Present: Don Henkle, Robert Morin, Van Gordon, Ed Fletcher, Laura Chick, Mark Freeman, Kim Mims, Ted Tenedora, Alex Vasquez, Simone Vianna (by phone).

Board Excused: Bob Smith.

Staff: Gary Martin, Executive Director; Laureen Fallahay, Office Manager; and TD Trice, TV Programming Director.

- I. **Call to Order Regular Board Meeting 5:31 pm. Quorum present.**

- II. **Discussion/Action Items**
 - A. **ACTION: February 28, 2019 Agenda Approval** – Chair Don Henkle announced the Closed Session was cancelled. **Gordon made a motion for agenda approval, Seconded by Chick. Approved.**
 - B. **ACTION: Minutes for Jan. 24, 2018 – Moved for approval by Gordon, Seconded by Chick. Approved.**
 - C. **ACTION: motion from Committee for Approval of Board of Director Application from Judi Price** – Nominations chair Gordon explained that Price had submitted an application in December, 2018 but was unable to attend the January, 2019 meeting. In the intervening time, he had spoken with Price several times at Access Sacramento. During its February Membership and Outreach Committee meeting, Gordon and committee members (serving as the nominations committee) praised Price for the depth of her background and for her dedication to helping other members who create Access Sacramento programming.

Gordon introduced Price who introduced herself. She described her work as an actor and puppeteer. That she had three college degrees and had worked as a Physicians Assistant. She originally heard about Access Sacramento from the Capital Film Arts Alliance in its discussion about “A Place Called Sacramento.” She hope for Access Sacramento to be considered a center for excellence. She hoped for expanded interactions with high school training programs. Having recently completed the radio training for KUBU, she hoped television and radio would be a voice for the homeless and that a partnership with the mayor’s office would be valuable.

She noted that quality organizations draw quality people by paying appropriate wages. She hoped training would not just be safety training but also how to use it for telling stories.

After several questions from board members, Henkle reminded Price that the board is advisory and that new initiatives must be implemented by the staff under the authority of the Executive Director.

Motion by Committee for Appointment of Judi Price to the Board of Directors. Approved.

- D. ACTION: Receive and File Surplus Inventory Request.** Martin explained the list contains items that do not function, are beyond repair, are technologically obsolete, are no longer needed by Access Sacramento, and are fully depreciated with no residual value. **Received and Filed.**

III. Discussion Items (Reordered)

- E. Google Website Analytics** – Executive Director Martin explained that the newly upgraded Cablecast software from Tightrope allows for much better analysis of video-on-demand viewership, and that TV Programming Director TD Trice had also connected the AccessSacramento.org website into the tracking process provided by Google Analytics, which provides some fascinating and in-depth abilities to see who is visiting our page and demographically who those viewers are.

Trice showed several report examples that showed the number of overall viewers in a target week, and then also how many people had visited the live stream from within the website. Trice shared the story that examined how many people, for example, had tried to tune in to the stream for the latest CIF Basketball game at exactly 7pm (14) only to instantly be redirected to our partner site at the NFHSnetwork.com since those playoff games are only licensed for the cable channel and not for the stream. This level of review and analysis provides new opportunities for us to seek underwriting and improved viewership numbers since cable ratings are not available to us as a non-commercial broadcaster.

Trice has completed two of four on-line training sessions on how to better read and gather website usage reports.

Martin thanked Trice for his efforts to provide better analysis of our viewership.

- A. Radio Remote – KUBU Promotional Event** – Member Vasquez reported it was a great event and that the community of broadcasters felt supported and appreciative of the billboard and live remote broadcast opportunity. Many noting this was “my” station and thanking all of those involved in making it happen. There was also thanks and appreciation to Dimple Records for supporting our event in their parking lot.
- B. New and Lapsed Member Open House** – Mims indicated all was in order for the event in one week. All of the board members will attend to greet members and encourage them to renew expired memberships. Gordon indicated he has a previous appointment. Reservations are being tracked in EventBrite with a push to that site from Facebook and the AccessSacramento.org website.
- C. Membership Database Billing and Payments** – Office Manager Fallahay reported the first successful on-line payments linking the RueShare membership Database, the Stripe credit card payment process and Access Sacramento’s Bank of America checking account had been successful. Additional roll-out tests for March and April expirations are underway.
- D. Alliance for Community Media – West Region Conference and Trade Show – Attendee Debrief** –

Henkle was very happy with the conference noting there was quite a bit of information about the politics on Capitol Hill affecting PEG channels and that, as his 3rd conference, he felt it was a very powerful experience. He was particularly interested in hearing about an idea for shared content among Western Region access centers, about a PSA Day to support local non-profits, and about ways to better use and promote Access Sacramento’s YouTube channel.

Mims was also intrigued by Calaveras County’s channel using YouTube and by Portland Open Source Media’s grant partnership with the city for Youth Training. She also wondered about Access getting pop-up programming and funding under recent civic-engagement initiatives like the Teen Friday Night events.

Freeman noted his interest on being an organization that was agile in working on meeting people’s needs. He mentioned other access centers like Pasadena, Metro East, MidPen (Palo Alto) and Pacifica that make programs to meet needs of grant opportunities. He also shared ideas where members “Bring Your Own Equipment” and where young people train on newer technology. He also was intrigued how the hosting Long Beach access site PADNET was a small project of the Community Action Partnership, a nationwide program supporting low-income and disadvantaged citizens.

IV. Standing Committee Reports

- A. THE Membership and Outreach Committee** -- Mims (reporting for Smith) indicated that the committee work was already covered earlier in the meeting.

- B. Operations and Finance** – CFO Morin indicated he was working with Martin to ensure the bookkeeping alignment of payroll assigned to projects was perfected. Several ledger expense categories are ahead of the projected even monthly expenditures but also noted that was normal for this time of the fiscal year.

- C. Programming Committee** – Fletcher reported several Hometown Television applications had been approved. He reminded board members of the shows Access Sacramento produces itself: Live Wire, Listen Up, Sacramento, and Hometown Television / Game of the Week. He encouraged board members to encourage local non-profits to apply for the hometown grant. The programming committee members are considering a different time to meet in hope a higher number of members might be able to participate. A sub-committee of programming to specifically work on a “PCS at 20“ group to promote the 20th annual “A Place Called Sacramento” Film Festival is being developed.

V. CLOSED SESSION – Cancelled.

VI. Executive Director Report – A written report was summarized. (Attached).

VII. Public comment -- Office Manager Fallahay reported on the WAVE Award for “Live Wire” this year, and indicated the winning show about the Sacramento Zoo was from an idea provided by board member Vasquez. She encouraged board members to share ideas for show content with her.

VIII. New Business – For a future meeting; Social Media Training

IX. Adjournment – Meeting adjourned at 7:35 pm

Item VI

Executive Director's Report to the Board of Directors
February 28, 2019

- A. AccessLocal.TV Website Redesign** – The launch of the new design is scheduled for April 16, 2019. A similar and refreshed design was demonstrated a couple of weeks ago. A different number of columns, a less prominent map and a more friendly top-news carousel were demonstrated. Individual pages designs are being created for the specific articles and content. A variety of specialty plug-ins are needed to facilitate our news site's individual needs.
- B. KUBU Antenna Site** – We will not be required to move our KUBU antenna to a lower floor in the building where we rent mast space. We have agreed to change from open access to transmitter site to normal business hours access, with on-call emergency access for nights and weekends when needed. Thank you to Tim Parish for explaining our situation and the possible cost to the building owner if they had implemented their right to move us within their space.
- C. KUBU Billboard Extension** – An additional 6 week run has been approved. Several radio producers have made donations specific to this extension since the Saturday radio remote below the billboard. \$200 against \$1,500.
- D. KUBU App and Streaming Performance** – See attached documents. As a general trend, from my point of view, is that usage of our stream is appears to be growing. I have not done any statistical extractions to test for significance, but this type of review is likely to be valuable as we move through the “promotional” period to see if there's any evidence of improvement over time.
- E. Game of the Week Wrap-up** – The final event of the season was Tues. Feb. 19 with the Girls Div. II Semifinal between Whitney of Rocklin and Sacramento HS. Game of the Week's 21st season is concluded. I presented the two WAVE Awards earned by Game of the Week in the final segment of the post game show on-air. Some events over the next few months may still be classified as Hometown Sports (Chess for example). The ramp down of expense begins through June's end of the fiscal year. See attached document for viewership data with the NFHS Network live streaming and Video on Demand.
- F. Second Semi-Annual SMCTC Funding Check Arrives** – Check arrived Feb. 22, 2019.
- G. Miscellaneous Updates:**

 - a. OSHA Form 300** – The required annual summary posting of Workers Compensation claims in the last year has been posted to the Staff bulletin board in the main office and will remain on display through April 30.
 - b. City of Sacramento - Procurement** – I have completed our entry into the bidding website for the City of Sacramento. All work for the city will now come through this website.
 - c. City of Sacramento – Workforce Investment Opportunity Act** – We are likely to take on one or two interns under a City of Sacramento youth training program in July, 2019. City pays to provide workforce readiness help and support for youth. Students are typically High School seniors

who attend bi-weekly training sessions, but then put in 10-12 hours paid by the grant to be on a job site.

- d. **MCAC v. Halleck** – Several access centers in the DC area waited hours to see a portion of the oral arguments in this case regarding free speech and private business rights as they pertain to non-profits like us. Here's what ACM President Mike Wassenaar wrote: "Well it was a windy, cold and interesting day in Washington DC at the US Supreme Court's oral argument in MCAC v Halleck. Several folks from different area access centers (Brooklyn, Philly, DC) and yours truly waited 3-4 hours in line in 50 MPH wind gusts and frigid temperatures to see the argument. Because of the lines (a tour group from China got to the Court yesterday night!), most of us got only a few minutes in court to observe the argument. I'll pass along observations from ACM Board member Jim Horwood who saw the entire hearing later today. But if you want to read the transcript, it's here: https://www.supremecourt.gov/oral_arguments/argument_transcripts/2018/17-1702_3d93.pdf Recordings of the arguments will be released on Friday. Here too is the summary of the case: <https://www.scotusblog.com/case-files/cases/manhattan-community-access-corp-v-halleck/>
- e. Gary will be traveling for Access Sacramento and as the ACM West region representative from March 12 to 15, 2019. March 13 is a visit to Capitol Hill for talks with staffers for our US Senators and Representatives, plus the FCC. March 14 is the quarterly in person board meeting of the national ACM Board. This trip is paid for by ACM West Region.



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