



**Board of Directors  
Thursday, August 23, 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  
56672 (+183 in 28 days)  
AVERAGE OF 6.5 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, AUGUST 23, 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: AUGUST 23, 2018 Agenda Approval (New Items?)</b>	Henkle	X	
	B. <b>ACTION: Minutes for July 26, 2018</b>	Henkle	X	
	C. <b>Motion by Committee – Board of Directors Candidates</b> a. <b>Laura Chick</b> b. <b>Ted Tenedora</b>	Smith/Gordon	X	
	III <b>DISCUSSION ITEMS</b>			
	A. Board Retreat	Henkle		X
	B. Strategic Plan	Freeman		X
	C. Conflict of Interest Policy	Martin		X
	D. ACM Conference Programming	Henkle		X
	E. On-line Contest for PCS	Fletcher		X
	IV <b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
	A. <b>THE Membership &amp; Outreach Committee (Membership Chart)</b> a. Power of Voice b. 3 <sup>rd</sup> & 4 <sup>th</sup> Quarter Plans c. Membership Welcome Back Event d. Nominations e. Radio Billboard	Smith		X
	B. <b>Operations &amp; Finance</b> a. June, 2018 Ledger End of Year Update b. July, 2018 Ledger c. Income Tracking Bar Chart	Morin		X
	C. <b>Programming –</b> a. Hometown TV Applications b. Radio Update c. Game of the Week Schedule / Playoff Selections d. Place Called Sacramento Awards Judging	Fletcher		X

	V	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
		A. A Place Called Sacramento Update B. Hiring Update C. Marketing Director Job Description D. Radio KUBU & Sound Exchange E. KUBU App/Streaming performance F. Business Contract(s) Update G. Sec of State Statement of Information H. Certificates of Insurance I. Security Camera Installation J. GOTW Launch K. Car Donation Program L. Mariposa Room Remodel M. Handbook Revisions / Sick Leave Accrual N. Miscellaneous Updates	Martin		X
	VI	<b>Public Comment</b> (2 min. per person): Fill out request form	Henkle		X
	VII	<b><u>New Business</u></b> Possible Agenda Items for Sept. 27, 2018 Membership Data Review (Morin)	Henkle		X
6:50 pm	IX	<b>ADJOURNMENT</b>  <b>Schedule</b> Orientation – Tues. Sept. 11, 6 pm Radio Producers Meeting – Wed. Sept. 12, 7pm Programming Committee – Thurs. Sept. 13, 5pm Executive Committee – Thurs. Sept. 13, 6pm THE Membership & Outreach Committee – Wed. Sept. 19 5:30pm Orientation – Wed. Sept. 26, 6pm Regular Board Meeting – Thurs. Sept. 27, 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.**

**July Monthly Business Meeting Minutes**  
**Thursday, July 26, 2018**  
**5:30 p.m.**  
**Coloma Community Center- TV Studio**

**Board Present:** Don Henkle, Bob Smith, Ed Fletcher, Mark Freeman, Kim Mims, Robert Morin, Alex Vasquez

**Excused:** Van Gordon, Simone Vianna

**Staff:** Laureen Fallahay, Office Manager, Shane Carpenter, Radio Programming Director.

**Guests:**

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

**II. Discussion/Action Items**

**A. ACTION: July 26, 2018 Agenda Approval** – Added under IV.A add subpart c. Board Candidates and date change in the calendar moving the Member and Outreach Committee meeting to Wed. Aug. 8. **Approved.**

**B. ACTION: Minutes for May 24, 2018** – **Approved.**

**III. Discussion Items**

**A. Power of Voice Gala Dinner Follow Up** –

- a. Strengths
- b. Weaknesses
- c. Opportunities
- d. Threats

Bob- Kim did Spectacular job so I am deferring to Event Chair Kim

Kim – Importance of event to play out Live was Interesting to hear about Gina and her career with the city and all the people who came out in support of her it was a good event something we can build on going forward.

Bob- it was a great time everyone had fun. This is a place to show case Access Sacramento with one of our biggest events. 90% I felt went well, presentations went well – a few disappointments with some technical glitches similar to last year's microphone issue. The major sponsor had a skewed message which was a bit of a disappointment. But we can learn from this for opportunities to improve. The presentations were great, Steve Hansen and others who spoke biggest win was front street animal shelter was recognized for all they do it was a feel good thing for Gina and Front Street and the community. We had 100+ people in attendance. We had a good number of VIPs there, Steve Hansen, Sara Pollo Patrick, it was a great event we had sponsors seats giving a nice turnout. Ticket sales were not as good as we hoped we had sponsors but may have missed out on revenue opportunities. Maybe drop ticket to \$100 price point or price to fit who would attend for a POV event.

Bob/Don asked when show would air I said I would check with Jim on edits when complete POV air times – Don Asked about Live Wire said that is separate and would already be available as it was a Live Show.

Ed – just like to say many kudos to your committee on this event and where that event is going I would just like to have seen us produce a nicer contained version with animals and stuff we could show up on social media to profess our skill and activist in the world of digital video so there were missed opportunities there but overall kudos to the group but it's becoming a respected thing in the media community the Power of Voice the stations are treating it as it is real.

Mark-The program was good – great contacts for Access how to create and afterwards network how to keep people around to socialize where we are talking more about access through our networking.

Don-one of the things that came up when we were talking to people they were wondering how they could sign up to be a friend of access that night or member – how would we take these folks as friend of access or as member because technically if member they would have to go to orientation and I could see glimmer would drop in the person just rather be a friend we need to come up with a way to have friends of access. Mingle if you like what we are doing support us or donate. This is opportunity we missed. Venue was perfect at a nominal price, ticket prices where a hindrance. As Bob said earlier ticket price we need to look at would that nominees following support that ticket price or adjust ticket price. Overall good event next year maybe go in an hour earlier to test equipment.

Ed- why not here in the auditorium

Don-was because McKinley had full kitchen were this is a City Building and does not have full kitchen here more for buffet event difference in contract negotiating and pricing.

Kim-we should be looking for sponsor's/sponsorships way before to help keep the price point low.

Bob- Sponsorships-underwriting-ongoing-building relationships with businesses – we had 61 business partners is what we had-disappointed in response rate rebuild donor list – we need rebuild and current relationships every board member should be walking talking access Sacramento to build those relationships

Mark- Since this was a successful event we should package use as marketing package – introduce people who may not be aware use as talking points -testimonials-Petco and State Farm were involved would give a feeling of safety for other sponsors.

Don-KUBU marketing, bob came up with a great marketing kit for radio story boils d we need to pull together POV PCS as our main events – last year's event to show-we have the programs from last couple of years to give to people. Having a marketing package for pcs – maybe defer to staff – staff manages pcs in confined – Don-asked if Liz could pull together a promotional package I know staff is overwhelmed Laureen-she probably could with her skills but between now and then it's really pushing it.

Don- we don't have to have before PCS but would be great –Laureen to your point we do have videos and tools to put together.

Don – We have to figure out/step outside of box for underwriting do we have another committee for underwriting since GOTW is such a big component. HTTPV much like GOTW we really need to have underwritten whenever we go to schools to underwrite so those costs are not being absorbed by Access. If we take truck there to film game we should get kick back.

Alex – All not since Ron Cooper advertising has it been our forte-we should look to hire a body to do marketing - I was passing out cards for app and bumper stickers people wondering who I was but no cards of my own to give them nothing to say this is how we do this. I was doing PR all this we need marketing person

Don-Need to brainstorm in another meeting-was out in Raley field saw banners, college football you see advertising something to think about.

Don-HTTPV people would like to see events covered-can we simplify the process or do we really need to stick to what we do. Do we have a link that talks about what it is etc.

Ed-all this automation is possible you can do a Google Form and they submit and email and it sends a link or pops up a link here's the HTTPV application to complete. It's just having the capability for that type of personnel, do we empower the staff or board to do it.

Don-Current philosophy is set up 3 cameras and shoot

Ed-Currently you fill out an application if we like it we set up cameras and help with production

Don-We could have a community Producer who has an eye to shoot/produce event. I think we limit ourselves

Ed-Person filling out app is event lead and don't have bandwidth

Don-It would be Access community producer

Mark-with scheduling we could calculate best scenarios create synergy of new talent and talent – our content on the channel is the upstream issue from the beginning

Don- we limit ourselves as we have a 1.5 million dollar truck out there better than most stations we have to be able to elevate those resources-training-get experience by working on a show.

Kim-needs to be some level of outreach instead of waiting around for people to come in-like wide open walls.

ED Mural festival – HTTPV must be 6 months in advance what extent do we direct our resources

Don-25% of our annual budget can generate for profit for us or will jeopardize our nonprofit status-different topic can't get into tonight. What are restrictions we need to abide by?

Mark-need to understand economics of truck – it can reinforce us to the community – go out to events – council members have events with discretionary dollars we could find 5 festivals per city council. We could cover or make revenue for being at festivals it's our big billboard – we could produce good content. Then they are force to look at us and our services.

Don-as long as every political person is offered the same services-Access is not political. We can have a brainstorming session at another time just get back to me what a for profit part would look like

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

##### **A. Membership & Outreach –**

- a. Membership Campaign. 2<sup>nd</sup> quarter campaign – we focused on POV and not campaign – stay tuned for membership campaign 2.0 at next meeting on Aug 8. We had initial email out reach. Enhance KUBU visibility to broader sac co Alex/Bob Radio billboard introducing KUBU coming in 3<sup>rd</sup> quarter- GOTW underwriting like to reach out to the schools as they have good idea who their fans are. We will explore. Would like to have another radio Remote in community in 3<sup>rd</sup> quarter – Paws to Party plan 6 weeks out. Cost about 200-250 Shane in Studio/Tim in field people certified to operate broadcast. Like to get programs that get us out there.
- b. Membership Chart -- Bob- good news adult membership is at an all-time high of 295 with a total membership of 436. Radio is consistent at the low to mid 50's much the same as our series. Students 30-35. We had a jump of 100 members since last October. People are hearing about it and people coming back.
- c. Board of Directors Candidates -- Laura Chick – Legal Background with strong business background working with corporations but my main interest tonight is in serving we have been members of several boards VIP, CFAA and Playmakers that work with underserved youth with football. We have helped with 3 different shows here. Like to help get newer content out focus on millennials. Have helped Playmakers with their financials. Likes looking at numbers and what they mean and marketing how do we get our message out. Donor management

Ted Tenedora- Legal Background – Visual/Hearing impaired been involved with the boards of CFAA, VIP and Blind Veterans group. Certified Blind cameraman. Memorized controls. Was flight engineer memorized controls as part of training. Came to see if this would be good fit. Have Military background. Area of interest is

business development. Meet with people to help get sponsorship for folks and their business. There is a need for disabled people/veterans to feel like they are part of something.

Bob-Your applications will be forwarded to Van Gordon our board secretary and he will contact you and invite you to August Board meeting.

**B. Operations and Finance** – Robert – Didn't have chance to connect with Gary refer to items on page 12 so we can see where our fiscal year ended. Things that need reflections are on page 17. Production low per Gary difference AFI, ACM payments, over on POV came up short on donations and short on underwriting.

**C. Programming** – No Meeting held. Ed made the following comments

Programming chair for long time and we haven't blown much up

Organizational inertia is strong

We talked a lot about programming

We Added producer mentor class on schedule now – new set and new training

Momentum in changing or increasing the volume of local programming not increased

We came up some Initiatives we thought were good but did not get funded

Van and I (Ed) put a lot of time on this committee and are willing to listen to other suggestions

Maybe do a specialize retreat just to talk about programming

Challenges have always been not producing an idea that would streamline or make things better but getting it from the idea phase to implementation has been challenge

Increase our volunteerism to create additional manpower personnel and that's been a challenge to get that along

Was talking to Mark today DW German programming he asked does that have to be there – no but programming committee decide to share with Sacramento to add to variety of what they have comes to us free– if we thought it diminishes from what we are doing we would take it off immediately – challenge is to get more folks to produce more programming to put on access TV how do we outreach to people who are producing programming – maybe by creating web products/marketing material but we are outreaching and talking about it only as board members but not making marketing materials and not stepping into the staff role.

Concentrated discussing on programming - Game of the week and how do we get underwriting there

PCS moves along as a staff thing and not talked about in programming staff doesn't bring it to programming - what we need to do to make it better we should have a discussion



about implementing adjustments to that – judges vs electronic voting – not sure if Gary has committed to changing this year People feel popularity contest – Ron would say that’s producing build your house with your people

It would elevate status if we brought outside people in notable faces – from LA SF Evening with stars – double up on events – wine and cheese with the stars - Local Sacramento talent might be hard to find -Remote outside jurors using film freeway - Consensus change how voting is done on PCS

Show lab was not awarded rails grant – that effort is dead – continue discussion if Sarah Pollo and Eric G would find funding. They don’t see it as we see it. Maybe look at grants specific to community improvements. Met with movers and shakers and arts commission.

Don- we are committed to making changes with PCS voting we want to fill the house we are looking at ways to step outside the box.

Alex-Just have to say with all my time on the board you and Bob have been the best team. We need to change the culture reboot/reload/reorganize. We need to emphasize change of culture throw out ideas. This company is important. This company is dying. You and Bob brought it to life. With Bob and Don we have accomplished more in a short time than in all the years. We need to as a board whole board see the vision.

Don-It’s about seeing the vision and driving towards it staying on course as a board. It’s not our role to tell Gary who to hire or to tell staff what to do we have chain of command to follow but if chain of command is not working we change the chain of command. The past chapter has been closed we move forward.

Mark-we need to be on the creative edge for funding we need to know where our new business is-develop tours have people come see the place. From board perspective people who are funding or decision makers they want to see the place or hear about it like Stewart for the rails grant I know him personally and would want him to see this. I have people who want to tour and see the truck I will work with Don. It is people who want to come on their schedule.

Don-We need to have folks to be available can’t just show it without folks available

Mark-We could have formal or informal.

Alex-if you have Gary schedule he will meet them.

**V. Executive Director Report** – Written report provided.

**VI. Public Comment** – None.

**VII. New Business** – Discussion Items: ACM Conference Programming 2018-2021 as new staff maybe look at revamping. Online contest for PCS.

**VIII. Adjournment** – 7:00 pm



## **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)

