



**Board of Directors  
Thursday, June 27, 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  
58950 (+300 in 35 days)  
AVERAGE OF 8.5 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, JUNE 27 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>	Henkle		
	II	<b>DISCUSSION / ACTION ITEMS</b>			
		A. <b>ACTION: June 27, 2019 Agenda Approval (New Items?)</b>	Henkle	X	
		B. <b>ACTION: Minutes for Regular Monthly Meeting, May 23, 2019</b>	Henkle	X	
		C. <b>ACTION: Receive &amp; File – Board Resignation from Don Henkle effective at the conclusion of Membership Meeting</b>	Henkle	X	
		D. <b>ACTION: Selection of Officers for Fiscal Year July, 2019 through June, 2020.</b>	Henkle	<del>X</del>	
		E. <b>ACTION: Fiscal Year 2019-20 Budget</b>	Martin	<del>X</del>	
	III	<b>DISCUSSION ITEMS</b>			
		A. Membership Database	Martin		X
		a. Billing and Payments			
		b. Full Roll Out Timing			
		c. Crew Finding	Martin		X
		d. Radio Studio Scheduling			
		B. A Place Called Sacramento			
		a. 20 <sup>th</sup> Anniversary Activities			
		i. Thursday – Retrospective			
		ii. Friday – Speaker/Coloma Reception	Martin/Fletcher		X
		iii. Saturday – World Premiere			
		iv. Saturday – After Party			
		v. Music Video or Other Film Ideas			
	IV	<b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
		A. THE Membership & Outreach Committee (Membership Chart)	Smith		X
		a. 2 <sup>nd</sup> Quarter 2019 Membership Initiatives			
		b. Samantha K. Henderson Board Application			
		c. Power of Voice Update			
		d. Revenue Generation			

	<ul style="list-style-type: none"> <li>B. Operations &amp; Finance <ul style="list-style-type: none"> <li>a. May. 2019 Ledger</li> <li>b. Income Tracking Bar Chart</li> </ul> </li> <li>C. Programming – <ul style="list-style-type: none"> <li>a. HTTPV – Pops in the Park</li> </ul> </li> </ul>	Morin		X
		Fletcher		X
V	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
	<ul style="list-style-type: none"> <li>A. Kaiser &amp; Delta Dental Summary of Health Benefits</li> <li>B. Listen Up Sacramento Host</li> <li>C. Summer at City Hall Interns</li> <li>D. Futures Explored Interns</li> <li>E. State Farm Neighborhood Assist Grant</li> <li>F. KUBU App/Streaming Performance <ul style="list-style-type: none"> <li>a. Surfer Network</li> <li>b. QR Code usage</li> </ul> </li> <li>G. Additional Distribution: TV-RoKu and Apple TV, Radio-Alexa</li> <li>H. Miscellaneous Updates</li> </ul>	Martin		X
VI	<b>Public Comment</b> (2 min. per person): Fill out request form	Henkle		X
VII	<b>New Business</b> Possible Agenda Items for July 25, 2019 Access Sacramento Digital Footprint Board Recruitment KUBU Promotional Liners	Henkle		X
VIII	<b>ADJOURNMENT</b>  <b>Schedule</b> Independence Day Holiday CLOSED – Thurs. July 4, 2019 Orientation – Tuesday, July 9, 6pm THE Membership & Outreach Committee – Wed. July 10, 5:30pm Radio Producers Meeting – Wed. July 10, 7pm Programming Committee – Thurs. July 11 5pm Executive Committee – Thurs. July 11, 6pm Orientation – Wednesday, July 24, 6pm Regular Board Meeting – Thurs. July 25, 2019, 6:00 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.**

**April Monthly Business Meeting Minutes**  
**Thursday, May 23, 2019**  
**5:30 p.m.**  
**Coloma Community Center- Gold Run Room**

**Board Present:** Don Henkle, Bob Smith, Robert Morin, Kim Mims, Alexander Vasquez, Simone Vianna.

**Board Excused:** Van Gordon, Ed Fletcher, Laura Chick, Judi Price, Ted Tenedora.

**Staff:** Gary Martin, Executive Director

**I. Call to Order Regular Board Meeting 5:32 pm. Quorum present.**

**II. Discussion/Action Items**

- A. ACTION: April 25, 2019 Agenda Approval** – Henkle added a resignation notification from Board member Mark Freeman. **Chick made a motion for agenda approval with the addition, Seconded by Tenedora. Approved.**
- B. ACTION: Minutes for Special Board Meeting April 28, 2019 and Regular Board Meeting April 25, 2019** – **Moved for approval by Smith, Seconded by Vasquez. Approved.**
- C. ACTION: Selection of Officers for Fiscal Year July, 2019 through June, 2020** – Board Chair Don Henkle presented a letter announcing his intention to step down from the board of directors at the conclusion of the June Members meeting so he can focus more on his TV and Radio shows. Discussion followed on the regular selection of officers process. Based on Henkle’s announcement and with several board members being excused from this meeting, there was concern the timing for the selection of new officers was not viable for this meeting. **Moved by Viana, seconded by Mims to postpone the selection of officers until the June 27, 2019 Regular Board Meeting. Approved.**
- D. 2019-20 Budget Draft and Update** – Executive Director Martin noted he had received a response about our grant funding request to the Sacramento Metropolitan Cable Television Commission. SMCTC Executive Director Bob Davison said there was a high volume of requests for PEG funding and Access Sacramento was asked to reduce our equipment ask by \$200,000. Since the time the board was notified of the reduction request by e-mail earlier in the week, several board members have offered suggestions about which items might be delayed. Martin reported on a meeting with the commission staff to clarify some purchases which were determined to not be PEG Fund compliant, including some cloud services and the entire request

for cablecast radio. A response to those issues included a letter from one of our accountants explaining how cloud services are capital outlay and from one of the vendors outlining the decision in 2016 by SMCTC staff approving cloud services. Martin also provided a defense for cablecast radio on channel 17 and 18 and the SAP “Secondary Audio Program” and its 32-year history of approved PEG Funding for the production of community producer radio programs. The letter noted that we agree PEG fund money cannot be spent on the over-the-air distribution of cablecast radio on KUBU-LP 96.5 FM. Martin explained a PEG FUND reduction of \$226,000 was submitted cutting a new lens for HD truck and a variety of other requests to meet the request. A final determination of projects that would be recommended to the commission for funding has not been received.

The draft Access Sacramento budget for fiscal year 2019-20 is still in development. The anticipated SMCTC 2.4% Cost of Living Adjustment increase and the 1.08% minimum wage/tax adjustment to the General Fund will generate about \$19,000 in increase revenue. This further tightens the budget on the unrestricted side. As an example, the cost for medical insurance is going up 9.8%. Other balancing will be necessary and additional fundraising or profits from events will be required.

A draft budget for board discussion and approval will be presented at the June regular board meeting.

### **III. Discussion Items**

- A. Staffing Update** – Martin indicated the need for a benefitted 32-hour instructor-producer-director position would be delayed at least until the final budget is presented.
- B. Membership Database** – This process continues to go well. The crew-finding function continues to be the most desired outreach option, particularly for newly trained studio operators.
- C. A Place Called Sacramento** – The world premiere night is Sat. Oct. 5, 2019. Other promotional elements are being moderated in regular phone calls by the PCS at 20 work group including Ed Fletcher, Kim Mims, Laura Chick, Bob Smith, Gary Martin, Laureen Fallahay, Rebecca Rielly, Liz Harrison and Matthew Gilliam
  - a. Movie writer/producers are underway with casting, rehearsals and shooting location selections. Some films will begin shooting in the next few weeks.
  - b. 20<sup>th</sup> Anniversary Activities

1. Thursday – Planning a retrospective event at the Crest with previous PCS films.
2. Friday – A speaker event with an after party with a roaring ‘20s theme for our 20<sup>th</sup> year.
3. Saturday – World Premiere at the Crest.
4. Saturday After Party – An agreement with the Social Night Club across the street from the Crest appears promising both as an event and as a fund raiser.
5. Music Video or Other Film Ideas – Current thought is to include a Film Freeway directed project for generating short music videos or other projects suitable for being played on the big screen on Thursday, Friday and Saturday to generate interest in the event and to bring the event to a larger audience.

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

**A. THE Membership and Outreach Committee** -- Smith reported. 1) the primary work of the group is with the 7<sup>th</sup> annual Power of Voice gala fundraiser event honoring WEAVE executive director and Chief Executive Officer Beth Hassett. As one of Access Sacramento’s premiere events, he’s looking for great support and profit. He said Hassett’s network would be willing to support with the promotion and support of the event. He said this is a great way to showcase Access Sacramento in front of many influential people and the get the message of value for our community media center and to amplify both sides of the event. Promotional artwork is being developed by Liz Harrison with graphics for social media, on-cable and other announcements in June. Kim Mims is the event director for site, decorations, and the program. 2) The committee is also looking at renewing a KUBU Billboard promotion to start in early September for a six week run. The Cartvertizing project is getting a new ad design for the Alhambra Safeway store, and the promotion at the 19<sup>th</sup> Street Safeway store is about to launch. The question of how to get the announcement of our live broadcast of the Sacramento City Council and Board of Supervisors into the clerk’s announcements at the beginning of each meeting. Vasquez said he has the clerk’s contact information and can provide it.

**B. Operations and Finance** – Martin reported that the general ledger was showing income at or above targets except in the area of KUBU support and for contract services since two of the programs in the studio had cut back by one production date during the year.

**C. Programming Committee** – Committee Chair Fletcher was absent.

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

**VI. Public comment** -- No Comments.

**VII. New Business** – 1) Board recruitment – a possible event and announcements on Facebook or the newsletter. 2) KUBU liners for our campaigns to promote events on “the Voice of Sacramento” cablecast radio. 3) Continued from May - Examine Access Sacramento’s digital footprint for streaming, Video on Demand and how member/producers might benefit from the Access Sacramento YouTube Channel.

**VII. Adjournment** – Meeting adjourned at 7:05 pm

Item V

Executive Director's Report to the Board of Directors  
May 23, 2019

- A. Walk a Mile in Her Shoes Radio Remote** – Because of inclement weather, the Sunday, May 19 remote was cancelled by WEAVE. Plans to reschedule are being prepared. We will attempt to do the remote on the rescheduled date if possible.
- B. Power of Voice logistics** – WEAVE Executive Director Beth Hassett has accepted our “Power of Voice” selection and set aside the Aug. 1, 2019 preferred date. One of the WEAVE planners has contacted me about table pricing for their planning. The Friends of East Sac that operates the Clunie Center has put a hold on the Aug. 1 date for our use like last year for Gina Knepp’s POV award dinner. I have contacted the Plates Catering group that provided the table set ups and food for last year’s event in order to get a quote for this August.
- C. State Farm Neighborhood Assist Grant** – The application period of the neighborhood assist grant worth \$25,000 opens in June. In a discussion with Bob Smith, we hope to have the application in within the first week and will likely focus of youth related education.
- D. KUBU App and Streaming Performance** – See attached documents.
- E. Additional Distribution** – TV-RoKu and Apple TV, Radio-Alexa. I have been in contact with the national rep for Tightrope and he should be able to assist.
- F. Miscellaneous Updates:**
  - a. Medical Plan Notifications and Attestation Request** – Full time benefitted staff have received the updated Summary of Health Benefits and pricing information for our Kaiser Silver Plan. They have until June 11 to reselect participation or to opt-out in favor of the in-lieu plan for those covered by company-sponsored health benefits from a spouse. Staff have until June 29 to add domestic partners, spouses and children or other eligible dependents into our plan at their cost.





## 2019 ANNUAL MEMBERSHIP MEETING

Thursday June 27, 2019 7:00 PM to 8:00 PM

Coloma Community Center TV Studio and “LIVE” on Channel 17

<u>Time</u>	<u>Item of Business</u>	<u>Presenter</u>
7:00	<b>Welcome to Live TV Program</b> 2019 Membership Meeting	Gary Martin Don Henkle
	A. Board of Directors Overview of 2018	
	B. Brief Comments from each board member	
	C. Overview of Past Year	
	D. Plans of Year Ahead	Gary Martin
<b>ANNUAL REPORT TO THE MEMBERSHIP</b>		
7:15	Review of 2018-19 Operations -- Overview	Gary Martin
7:20	A. <u>Programming Committee</u> Annual Programming Report	Ed Fletcher
7:25	B. <u>Operations and Finance Committee</u> Annual Financial Report	Robert Morin
7:30	C. <u>Membership and Outreach Committee</u> Member Support / Power of Voice	Bob Smith
<b>HONORS FOR 2018-19 MEMBER VOLUNTEERS</b>		
7:35	Honoring Our Members	Henkle & Martin
	<ul style="list-style-type: none"> <li>• <b>Channel 18 Series Producer – Aleksandr Vivsik, “Word of Grace”</b></li> <li>• <b>Channel 17 Series Producer – Dr. Lee Welter, “Libertarian Counterpoint”</b></li> <li>• <b>Channel 17 Program Producer – Katelyn Ellis, “SacTown Underground”</b></li> <li>• <b>Channel 17 Program Producer – Vee Ellis, “SacTown Insider”</b></li> <li>• <b>Channel 17 Program Producer – Connie Fishbaugh, “The Connie Bryan Show”</b></li> <li>• <b>Channel 18 Best New Series – Sony Walebowa, “A Fathers Heart”</b></li> <li>• <b>Radio Producer of the Year – Felicia King, “1<sup>st</sup> Lady POV”</b></li> <li>• <b>Radio “Rookie” of the Year – Michael Edwards, “Serendipity”</b></li> <li>• <b>TV “Rookie” of the Year – John Jackson, “Uplifting Communities”</b></li> <li>• <b>TV “Volunteer Helpers” of the Year – Mark Treacy, Kimberly Spears</b></li> <li>• <b>Radio &amp; TV Interns of the Year – Sky Cole, Zak Werhle</b></li> </ul>	
7:55	Concluding Comments from Members & the Executive Director	Martin
8:00	End of Membership Meeting	
8:00-8:30	Refreshments & Distribution of Series Certificate (Gold Run Room)	



## **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)