



**Board of Directors  
Thursday, August 24, 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](http://www.AccessSacramento.org)**

**COMMUNITY PROGRAMMING ODOMETER  
53837 (+168 in 28 days)  
AVERAGE OF 6.0 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, AUGUST 24, 2017 5:30 PM**  
**Coloma Community Center – Gold Run Room**

Time		Item of Business	Presenter	Action	Info
5:30	I	<b>CALL TO ORDER REGULAR BOARD MEETING</b>	Henkle	X	
	II	<b>DISCUSSION / ACTION ITEMS</b>			
		A. <b>ACTION: Agenda Approval (New Items?)</b>	Henkle	X	
		B. <b>ACTION: Minutes for July 27, 2017</b>	Henkle	X	
		C. <b>ACTION: Resignation of Robin Scott Peters</b>	Henkle	X	
		D. <b>ACTION: 2017-18 Final Budget</b>	Martin	X	
	III	<b>DISCUSSION ITEMS</b>			
		A. Board of Director's Nomination Guidelines & Process	Morin		X
		B. ACM West Conference a. Participation March 15-17, 2018 b. Theme Update c. ACM West Conference Committee	Martin/Henkle		X
		C. Website (Board of Directors) Info Sheet & Photos	Henkle		X
	IV	<b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
		A. Membership & Outreach (Aug Membership Chart) a. Power of Voice Fundraiser b. Member Retention & Persistence c. Outreach Event d. Video Pitch	Smith		X
		B. Operations & Finance a. July 2017 Ledger b. 2017 Fiscal Year End Accruals c. Profit & Loss Report Modification / Cash Flow	Crone		X
		C. Programming – No July Meeting			X

V	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
	<ul style="list-style-type: none"> <li>A. GOTW Schedule / NFF Coach Breakfast</li> <li>B. PCS Ticket Sales</li> <li>C. Financial Review Engagement Letter</li> <li>D. Worker's Comp 1<sup>st</sup> Year Payroll Review</li> <li>E. Minimum Wage Impact on Small Businesses</li> <li>F. Coloma Center Lease</li> <li>G. SMCTC Sept. Meeting Delayed</li> <li>H. On-Call Hiring</li> <li>I. HD Truck Equipment Purchasing / KUBU CD Players</li> <li>J. TV Studio Electrical Plug installation</li> <li>K. Digital Media Lab Electrical Remodel</li> <li>L. HS PSA Competition</li> <li>M. 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> Agenda Items for September, 2017 First Draft of the Annual Report	Henkle		X
VIII	<b>ADJOURNMENT</b>  <b>Schedule</b> 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	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 27, 2017**  
**5:30 p.m.**  
**Coloma Community Center- Gold Run Room**

**Board Present:** Don Henkle, Bob Smith, Tim Crone (via phone), Ed Fletcher, Robert Morin, Simone Vianna

**Absent:** Van Gordon and Charlena Henderson

**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: Agenda Approval (New Items?) – Approval moved by Smith, Seconded by Morin. Approved**

**B. ACTION: Minutes for June 22nd, 2017 – Approval as presented moved by Fletcher, Seconded by Smith. Approved**

**C. ACTION: Chief Financial Officer & Secretary 2017-18 Selection -- Robert Morin nominates Tim Crone, Bob Smith seconds for CFO. Robert Morin nominates Van Gordon, Bob Smith Seconds Van Gordon as Secretary. All Approved**

**D. ACTION: 2017-18 Final Budget –**

Executive Director Martin discussed Final Budget options in the packet. He noted we are in two months of unfunded operations until budget July 19 hearing. The Cable Commission offered 2% COLA based on operation of last year's budget which equals: \$11,628 unrestricted Base and \$1,861 PEG Capitol Outlay Base. This 2% income boost is against increased costs for Kaiser Medical, up 6.9%. Plus, a Jan 1, 2018 expected cost of \$9,800 for a state mandated minimum wage increase. We've also been notified our property insurance went up from \$8,600 to \$20,000 an increased of \$13,000 or 162%. Martin explained he asked for the Cable Commission to cover minimum wage increase and the insurance increase with an additional boost in the unrestricted dollars. However, they decided to remain at the offered 2% COLA and asked for a report from cable commission staff on a possible adjustment to policy at the Dec. 2017 meeting, when the Access Sacramento request could be reviewed again.

Martin presented three budget options for the Board to review. Option X is what cable commission approved and includes the simple 2% COLA. Cuts in spending and significant increases in board and staff directed income would be need to close the gap. An unknown grant revenue increase of \$5,000 would be needed to balance the unrestricted budget.

There are increases in the Y budget spending based on a prediction of the cable commission funding the minimum wage as they have in the two previous years. Additional fundraising would still be needed.

Morin asked for clarification on whether the minimum wage law would apply to us as a small business, having recalled an exception in the law. Martin to report back at the next meeting.

Budget Option Z is plans for cable commission coverage of both the minimum wage and the higher insurance costs.

Board discussion included statements about the board being more aggressive in fundraising and the importance of providing realistic information to the Cable Commission about the real costs of providing the services they mandate, i.e. if the Cable Commission paid for equipment why wouldn't they want to have it covered they would most likely cover something they paid for protect the assets.

Executive Director Martin and CFO Crone are more in favor of X budget.

**Morin moves Approval of the Z budget, seconded by Vianna. Approved, with one no vote by Fletcher.**

### **III. Discussion Items**

- A. Board of Directors Nomination Guidelines & Process-  
Nothing changed. Suggested Workshop. 1 App sent in  
Basic requirement must be member. Screen by nomination committee. In  
Past Van chaired the nominations committee. It was suggested  
Membership committee be involved in nominations. Nomination process  
too slow now. Don likes idea of board talking to applicant in meeting see  
if they meet core values. Bob indicated we ask for references, check  
references prior to meeting, ask applicant to step out then discussion and  
vote made then ask applicant to come back in after vote. The desire was to  
stream line process to 1 month time. Bob will talk with Van to be part of  
nomination committee.
- B. **ACM West Conference-**  
a./b. Date set for Thursday, March 15 to Saturday, March 17 at Embassy  
Suites Sacramento-2012 Board was involved. Don requesting since we are  
hosting and he feels the Board is required to be involved this year  
whether it is logistics, sitting at registration table with staff members,  
giving tours, reception hosts, awards time keeper to keep event flowing.  
Don taking week vacation just to help out. Gary would like board  
volunteer to do tours at Access to showcase Access Sacramento. Tap into

Liz/Ro experience. Showcase us. Show off new equipment. Finish Agenda for show. Liz talked about goodie bags to hand out. Gary indicated bags would be provided for about 150-175 attendees.

- C. **Website (Board of Directors) Info Sheet & Photos**-Bio and Head shot needed by end of next week. Part of building our brand. Also group photo.

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

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

Membership slightly down for students and radio this month. A new membership tracking program has been funded for the year ahead. Bob wants us to promote we are best kept secret. Robin stepped down was part of membership and outreach committee. Bob want to develop members who want to get on board. Get our story out let community know. Build our brand. Bob welcomes Alexander Vasquez as a possible new board applicant.

a. **Power of Voice Fundraiser –**

Academy awards are coming to sac, hand out awards to make money, table sponsors make money, Patrick well known and connected, 104 seats will sell out venue. \$100 a ticket Board to buy tickets, look for more possible sponsors.

b. **KUBU Underwriting Package –**

Liz folder put together very nice

Invite community business owners to support KUBU

Bob making presentation August 9<sup>th</sup>

c. **Ambassador program –**

Live broadcast at Front Street Animal Shelter

Contacts out of date develop new contacts. Bob building database of potentials,

Ro wants to help to be part of database building for marketing, Bring old members back into new world.

Database communicate with old members be supportive for our members.

Bob wants to engage members be more involved work on committee level go to Gary and staff collaborate on membership growth opportunities, can staff be on a committee.

Don-great work on Gala/KUBU working towards benefits with profitability-Ambassador program.

Bob has membership list.

d. **Video Pitch**

Gary going to Bob's Rotary meeting.

Bob going to tell our story for Access

Need our mobile app

Bob wants to get business cards for board members

E. **Operations & Finance**

- a. June 2017 Ledger / 2017 Fiscal Year End – initial June document provided.
  - b. 2017 Fiscal Year End – the June report will be revised over the next six weeks to reflect end of year spending and income accruals.
  - c. Profit & Loss Report Modification /Cash Flow – Still needs to be revised by the bookkeeper.
- F. Programming
- a. HTTPV – Approvals/New Forms

**V. Executive Director Report (Handout attached).**

**VI. Public Comments –**

**Ro-** Very excited about everything this board is doing. Budget staff members get nervous about budget especially around this time. Would like to see more transparency of where money is allocated for events and would like to have more input as we have 50 events we need to track what we spend on staffing. Hard to plan if we don't know what is available? Would be nice to track to see whether we are overspending. Money set aside for Hometown budget if for 50 events where is it going need a way to track spending. Would like to know the amount for crew. We need to budget, be within our means, we need to make money. Would like to have ability to look over what is budgeted for events. which could help identify what is working and what is not. Crew vs expenses.

**VII. New Business – Agenda Items for August 2017 –**

Don-Looking at option of Board group email, email for agenda  
Don/Bob-email, reach out to potential board member Nahid

**VIII. Adjournment – 7:54 PM**

Next Regular Board Meeting: August 24th 5:30 PM

## Item V

### Executive Director's Report to the Board of Directors July 27, 2017

- A. Grant Applications –
  - a. Transient Occupancy Tax Grant – Request for additional information was received during the ACM National meeting. Responded from Minneapolis. No word on processing timelines for release dates. The project is beyond its original timeline at this point.
  - b. SMAC Grant – Recurring 3-year Annual grant. Application submitted in connection with the Film Festival. Processing through October, recommendations in November, Board action in December. Funding against invoices in January and beyond.
  - c. Creative Economy Grant – Based on a collaboration with the INDIEcollective and INDIEfun TV program. \$5,000 request for a big screen premiere of Best of Season 3 video, with guest speaker at a local theater. Due July 30, 2017.
  - d. Oates Family Grant – Usually at \$1,500 annually. Application received. Due by the end of August.
  - e. State Farm Grant – Connected with the Power of Voice award. Paperwork received will be submitted Monday or Tuesday next week.
- B. The Council of Giving – 100 Men – Presented with Bob Smith in a 5 minute fast pitch event at the Blue Cue. Met a lot of great contacts and although our pitch might have been the most professional, it lost out the a youth training and stay-in-school program. Got \$200 direct to Access Sacramento though.
- C. GOTW & PCS Underwriting – Gary 's focus for the week ahead (with the added bonus of pushing for the POV sponsorships). Meetings to be set with previous sponsors including Sharif Jewelers, Cook Realty and Folsom Lake Honda.
- D. ACM National Conference – Great event. I attended several sessions on Fund Raising and marketing. Good ideas overall and with modifications, time and some luck, possible implementation strategies for here. Some ideas push the edge beyond what our non-commercial stipulations and PBS-style underwriting history has allowed. For further discussions.
- E. HS PSA competition is moving along. This year's invited non-profit partners are Sacramento Red Cross, the League of Women's Voters, and Sacramento County Animal Care & Regulation. Rules to be on our website in August. Shooting through the Fall school semester and entries after Jan. 1.
- F. Van Gas/Window Break in – a 2<sup>nd</sup> removal of the locking gas cap and theft July 9 also damaged the fuel intake pipe. That has been repaired. City 311 non-emergency has been notified and a report filed there. City Parks and Rec reports other problems with their vehicles (or employees vehicles?) in the Coloma Parking lot as well.
- G. Miscellaneous Updates:
  - a. TV Production Control Desktop Modification – the countertop in production control that crowded the CG station and was a problem for



wheel chair access has been replaced and the countertops resurfaced in the correct design.

- b. Lost income filing for Water Damage Memorial day event and streaming) lost work contacted \$3495 less \$2500 deductible will yield \$995.
- c. Credit Card Fees to be reset at significant savings over the next several months.
- d. TechLeader.TV will have two shows in August and should be on track for contracted production with slightly higher confidence in 2017-18.
- e. Will be doing more production assistant application reviews in advance of Game of the Week.
- f. Game of the Week schedule in draft form is 90% complete. 1 Volleyball and 9 regular season Football. Likely 3 CIF playoff rounds. Likely opener around Sept. 1 TBD. No Week 0 on Aug. 25.
- g. Routine Fire Marshall walk through with the city of Sac Parks and Rec building supervisor. Couple of notes on double extension cords in the main office and TV studio. All to be resolved by the end of Monday 7/31.
- h. Skip's Stairway to Stardom to tape this Sunday. Special attention to crew's need for managing heat discussed. A/C breaks, plenty of water, and attention to health needs to be a focus. Office Manager on OT selling DVD's. One of our biggest event sales of each year.
- i. Instructional partnership with Elk Grove USD on the Ford Collaborative Learning project underway. District externships here, with research project and video to be provided back to us.
- j. A Place Called Sacramento Film Festival. Five of 10 films done shooting. More will finish in the next two weeks. All on task for Sept. 9 delivery. Tickets available now at [CrestSacramento.com](http://CrestSacramento.com).
- k. Video shot with the Los Rios CC District and consulting with the Community College League of CA may result in other basic green screen shoots as rental fees.



## **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)