



**Board of Directors
Thursday, August 22, 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
59289 (+170 in 28 days)
AVERAGE OF 6.1 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 22, 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	Smith		
	II	DISCUSSION / ACTION ITEMS			
		A. ACTION: August 22, 2019 Agenda Approval (New Items?)	Smith	X	
		B. ACTION: Minutes for Regular Monthly Meeting July 25, 2019	Smith	X	
	III	DISCUSSION			
		A. Membership Database a. Billing and Payments b. Timeline on Stages of Roll out	Martin		X
		B. A Place Called Sacramento a. 20 th Anniversary Activities i. Thursday – Retrospective ii. Friday – Speaker/Coloma Reception 1. Recycled Technology Art Sponsorship 2. Speakers/TV Show Elements 3. Silent Auction iii. Saturday – World Premiere iv. Saturday – After Party b. Board Ticket Sales / Distribution	Martin/Fletcher Mims		X
		C. Possible Dates For a Retreat	Smith		X
		D. Educational Ad Hoc Committee	Chick		X
	IV	STANDING COMMITTEE REPORTS (Discussion Items)			
		A. THE Membership & Outreach Committee (Membership Chart) a. 2 nd Quarter 2019 Membership Initiatives b. Revenue Generation c. Power of Voice Debrief from Aug. 1	Smith		X
		B. Operations & Finance a. July, 2019 Ledger b. Income Tracking Bar Chart c. Fiscal year 2018-19 ledger Accruals	Fletcher		X

		C. Programming – a. HTTP – Stand Out Play b. Radio Update c. TV Update	Fletcher		X
V		EXECUTIVE DIRECTOR REPORT (Handout)			
		A. Sacramento Digital Inclusion Coalition B. Elk Grove Arts Commission C. Radio Producers’ Meeting Elements D. Emergency Alert Report Filed E. KUBU App/Streaming Performance F. New Hometown TV Applications G. Additional Distribution: TV-RoKu and Apple TV, Radio-Alexa H. Miscellaneous Updates	Martin		X
VI		EXECUTIVE SESSION			
		Report from the Executive Director on a Personnel Matter	Martin		X
VII		Public Comment (2 min. per person): Fill out request form	Smith		X
VIII		New Business Possible Agenda Items for Sept. 26, 2019 Board Recruitment Grant Goals Bylaws Ad Hoc Committee Report	Smith		X
IX		ADJOURNMENT Schedule Labor Day Holiday – Sept. 2, Closed Orientation – Tuesday, Sept. 10, 6pm THE Membership & Outreach Committee – Wed. Sept. 11, 5:30pm Radio Producers Meeting – Wed. Sept. 11, 7pm Programming Committee – Thurs. Sept. 12, 5pm Executive Committee – Thurs. Sept. 12, 6pm Orientation – Wednesday, Sept. 25, 6pm Regular Board Meeting – Thurs. Sept. 26, 2019, 5:30 pm “A Place Called Sacramento” – Oct. 3-5, 2019	Smith	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 25, 2019
5:30 p.m.
Coloma Community Center- Gold Run Room

Board Present: Bob Smith, Alexander Vasquez, Ed Fletcher, Kim Mims, Laura Chick, Van Gordan, Judi Price, Ted Tenedora, Simone Vianna.

Excused: Robert Morin.

Staff: Gary Martin, Executive Director.

Guests: Samantha K. Henderson

I. Call to Order Regular Board Meeting 5:45 pm. Quorum present.

II. Discussion/Action Items

A. ACTION: July 25, 2019 Agenda Approval – Moved by Fletcher, seconded by Chick for approval. Approved.

B. ACTION: Minutes the Regular Board Meeting June 27, 2019 – Moved for approval or the minutes by Fletcher, Seconded by Chick with the repair of a typographical error her instead of \$13.00/hr and for the Annual Membership Meeting. Approved.

C. ACTION: Board of Director’s Membership Application by Samantha K. Henderson – Gordon reintroduced Henderson who spoke briefly about her qualifications and interest in board service. She noted a background in economics, banking and business consulting. She also has a background in film and is one of this years’ winning “A Place Called Sacramento” writers. She noted a willingness to make calls soliciting support for Access Sacramento.
Moved by Chick, Seconded by Price for appointment of Samantha K. Henderson to the board of directors. Approved.

D. Award Presentation: Recognizing Don Henkle for Board Service 2016-19 -- Chair Smith commended Henkle for setting a high bar and in helping construct a working board of directors. A small glass memento commemorating Henkle Service was presented. Henkle remarked that his service would continue as a member with the on-going creation of radio and television programming.

E. ACTION: Adoption of Fiscal Year Meeting Calendar – A discussion was held about setting a possible retreat date in the next several months. Fletcher suggested a retreat in January or after might be better when more budget information is available.

Smith received and filed the proposed calendar as:

2019

Thursday, July 25, 2019

Thursday, Aug 22, 2019

Thursday, Sept. 26, 2019

Thursday, October 24, 2019

Thursday, Nov. 21, 2019 (3rd Thursday)

Thursday, Thursday, Dec. 19, 2019 (3rd Thursday)

2020

Thursday, Jan. 22, 2020

Thursday, Feb. 27, 2020

Thursday, Mar. 26, 2020

Thursday, April 23, 2020

Thursday, May 28, 2020

Thursday, June 25, 2020 5:30 pm Business / 7 pm Annual Membership Meeting)

III. Discussion Items

Chair Smith took a few moments to comment to the full board on how honored he felt to be the chair. He hopes to continue the momentum that has been building. He noted the good people on the board, on staff and in the membership who share a passion for media and the arts. He specifically noted his own desire to help Access Sacramento to be relevant in programs, training. He commented that we all love public access, and along with the work, he hoped the group will also have fun.

A. Membership Database – Martin reported that staff had identified a final three phase roll out. Members will be asked to log in and create profiles by the end of September. Reservations for equipment and studios should be available before the end of the calendar year, and crew finding for those members who are willing to participate should begin after the start of 2020. The board noted that the membership renewal e-mails from RueShare currently do not have an easy link to pay for membership on line. Martin was going to check with the Operations Director.

B. A Place Called Sacramento –

- a. 20th Anniversary Activities – Now a 3-day festival Oct. 3-5.
 1. Thursday – Planning a retrospective event at the Crest with previous PCS films. Possibility of a Hall of Fame type presentation in addition to the roll out of a youth mini film festival called “My Neighborhood”
 2. Friday – A speaker event with an after party with a roaring ‘20s theme for our 20th year, silent auction, and photo booth at the Coloma Community Center. Hollywood level guests are being solicited.
 3. Saturday – World Premiere at the Crest.

4. Saturday After Party – An agreement with the Social Night Club across the street from the Crest has been implemented.

Tickets for the Crest events will be handled in the office and on-line from the crest site, the Friday event and Saturday after party will be handled in the office and likely at EventBrite.

- b. Recycled Technology Art Exhibit – Mims provided a proposal to have the Friday evening event at the Coloma Center include a display where out-dated equipment/technology could be shown as an art exhibit. She also proposed having a small fashion show where the clothing was made from recycled technology. She hoped the board will provide multiple \$3000 in stipends to artists to create display pieces. Mims said she would seek sponsorships to recover the expense. Vianna expressed concern there wasn't enough time to get the artwork created. Fletcher wondered whether sponsors for art could be sought at a later time and if sponsorships was the film-part of the festival would be effected if there was a separate sponsorship package. **Motion by Vasquez, Seconded by Gordon to have Mims seek the sponsorships and if a cost-benefit was seen to have staff work to implement the idea for the Friday event, with a report to be made at the next board meeting. Approved.**

- C. **Access Sacramento By-Laws Review** – Smith appointed Vasquez as chair of the ad hoc committee to review the current by-laws. Gordon and Henderson was appointed to the committee. A report or recommendation would be due in 60-days at the September board of directors meeting.

Additional Committee Work – During an impromptu discussion of the need for all board members to work on a committee, the discussion of the value of an education ad hoc committee was raised. Smith appointed Chick as chair and Price and Henderson was appointed to the Ad Hoc Education Work Group under the Programming Committee. The group should consider options for the future. Ideas included on-line classes open to all with discounts for Access Sacramento members.

IV. Standing Committee Reports

- A. **THE Membership and Outreach Committee** -- Smith reported.

- 1) The primary work of the group is with the 7th annual Power of Voice gala fundraiser event honoring WEAVE executive director and Chief Executive Officer Beth Hassett. All board members need to buy a ticket and be in attendance. 2) The intention is to explore the for-profit part of being a non-profit business. 3) Additional revenue generation is a goal, where we promote the organization and seek funding and underwriting support. He suggested each board member must know a possible sponsor and he encouraged to make

introduction so the Executive Director can close the deal. 4) Smith handed out presentation folders for Game of the Week and KUBU.

B. Operations and Finance – Martin reported again that the general ledger was showing income at or above targets. At least \$2,000 in retained revenue on the unrestricted side was likely. Smith noted the board need to have broader conversations about for-profit ventures and other sustainability approaches including events and grants so we can evaluate strategies in a thoughtful way.

C. Programming Committee – Fletcher reported two hometown TV event applications were approved. He hoped for an increased number of applications in the year ahead.

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

VI. Public comment -- No public comment requests.

VII. New Business – 1) Grant Goals setting. Possible participation in a grant writing class may be desirable. 2) Broad Recruitment – board membership at 12 to 15 might be a worthy target.

VIII. Executive Session – The board went into executive session to discuss a personnel matter. No actionable report out was necessary.

VII. Adjournment – Meeting adjourned at 7:55 pm.

Item V

Executive Director's Report to the Board of Directors

July 25, 2019

- A. Salary Improvements and Medical Withholding** – Implemented for July 15 Payroll.
- B. 21st Annual “A Place Called Sacramento”** – A hold request at the Crest Theater has been accepted for Thursday-Saturday Oct. 1-3, 2020. Contracts are not signed or payments made until after the 2020-2021 fiscal year start July 1, 2020.
- C. Intern Update** – Three interns from Futures Explored and one from CSUS are in the summer Studio Class. Those who are certified will be carried over into Fall.
- D. KUBU App. Streaming Performance** – A variety of performance issues with the streaming from the KUBU965 app on both Apple and Android phones has been reported. Radio Coordinator Shane Carpenter is researching the issue and a staff meeting is planned to determine the possible source of the issue. Options include feed problems with the internet signal in house, distribution problems with SurferNet, or reception problems by users. An update to the programming committee could be ready in August.
 - a. Surfer Network** – See Attached.
- E. Additional Distribution** – TV-RoKu and Apple TV, Radio-Alexa. Tricaster staff are willing to help.
- F. Miscellaneous Updates:**
 - a. Music Use Reports** – Filed with ASCAP, BMI, SESAC reporting services.



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