



**Board of Directors
Thursday, March 22, 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

**COMMUNITY PROGRAMMING ODOMETER
55605 (+241 in 28 days)
AVERAGE OF 8.6 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 22, 2018 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 | X | |
| | II DISCUSSION / ACTION ITEMS | | | |
| | A. ACTION: March 22, 2108 Agenda Approval (New Items?) | | X | |
| | B. ACTION: Minutes for February 22, 2018 | | X | |
| | C. POWER OF VOICE SELECTION a. Recommendation b. Date c. Ad Hoc Committee Meeting Schedule | | X | |
| | III DISCUSSION ITEMS | | | |
| | A. 2018-2021 Strategic Plan a. Task Alignments b. Timeline | Martin | | X |
| | B. ACM West Conference a. Impressions b. Ideas for Future Agenda Consideration | Henkle | | X |
| | C. Radio Meeting Report Out | Martin/Smith | | X |
| | D. Grant Considerations / Ford | Mims | | X |
| | IV STANDING COMMITTEE REPORTS (Discussion Items) | | | |
| | A. Membership & Outreach a. Visual Video Presentation b. Building the Brand c. Board of Directors' Web Profiles d. FaceBook Twitter links e. Membership Survey/1 st Quarter Outreach Plan f. Revenue Development/ KUBU Sponsorship Package | Smith | | X |

| | | | | |
|-----|---|---------------------|---|---|
| | <p>B. Operations & Finance</p> <ul style="list-style-type: none"> a. Feb. 2018 Ledger b. Profit & Loss Report / Cash Flow c. Income Tracking Bar Chart d. Year to Year Class Enrollment Data <p>C. Programming</p> <ul style="list-style-type: none"> a. Radio/TV Additional Time b. Show Lab c. Radio Remote Class d. Access Remote Digital Transfer II e. Community Memory | Crone | | X |
| | | Martin for Fletcher | | X |
| V | EXECUTIVE DIRECTOR REPORT (Handout) | | | |
| | <ul style="list-style-type: none"> A. Digital Media Lab Remodel B. PCS Classes C. 201718 Purchasing D. 2018-19 Budget Deadlines E. Coloma Center Room Reservation Process Change F. KUBU App/Streaming performance G. Member Survey Update H. Big Day of Giving Update I. Nexidia in PEG Stations J. Miscellaneous Updates | Martin | | X |
| VI | Public Comment (2 min. per person): Fill out request form | Henkle | | X |
| VII | <u>New Business</u> Agenda Items for March 22, 2018 Conflict of Interest Policy Equipment Surplus List | Henkle | | X |
| IX | ADJOURNMENT Schedule Orientation – Wed. Mar. 28, 6 pm Orientation – Tues. April 10, 6pm Programming Committee – Thurs. Apr. 12, 5pm Executive Committee – Thurs. Apr. 12, 6pm Radio Meeting – Wed. Apr. 18, 7pm THE Marketing & Outreach Committee, Wed. Apr. 18, 4:30 pm Orientation – Wed. Apr. 25, 6 pm Regular Board Meeting – Thurs. Apr. 26,, 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 22, 2018

5:30 p.m.

Coloma Community Center- Gold Run Room

Board Present: Don Henkle, Bob Smith, Tim Crone, Van Gordon, Ed Fletcher, Robert Morin, Alex Vasquez, Simone Vianna

Excused: Kim Mims, Charlena Henderson-leave of absence

Staff: Gary Martin, Executive Director

Guests: Peter Brixie

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

- II. Discussion/Action Items**
 - A. ACTION: February 22, 2018 Agenda Approval – Moved by Gordon, Seconded by Crone for Approval. Approved**
 - B. ACTION: Minutes for January 25, 2018 – Moved by Smith, Seconded by Gordon for approval. Approved.**

- III. Discussion Items**
 - A. 2018-2021 Strategic Plan –** Executive Director Martin is working on the document and will forward it to the Executive Committee as soon as it is ready for review.
 - B. ACM West Conference –** Executive Director Martin reported nearly everything is ready for the conference program and events including the tour of Access Sacramento. Two food trucks, Drewsky's and Beer in Sacramento will provide refreshments. KUBU will provide music in the auditorium and do a remote broadcast from 5:30 p.m. to 8:30 p.m. The TV Studio will be set up with green screen, a remote LiveU signal from the auditorium, and new set pieces ordered from Uniset. New lights will not be installed before that date. The digital media lab is still awaiting final confirmation of when the City of Sacramento will install new carpet. Lauren Fallahay will work with the board on where they will need to be stationed to greet guests and assist with the evening. The balance of the conference events, food and beverage, audio/video/ room reservation pick up and EventBrite Registration are either completed or going smoothly. The only issue is with Supper Club, the proprietary caterer at the Crocker Art Museum, where the costs are unexpectedly high compared to all the other events on the schedule.
 - C. Radio Meeting Report Out –** Board members Don Henkle, Bob Smith and Alex Vasquez, along with Executive Director Gary Martin attended the meeting which had the highest attendance or radio producers in several

years. Henkle and Smith called it a great meeting, with a lot of talk about doing more remotes and a show of hands reveal ALL 17 producers in the room would be interested in participating. A timeline for training will be set to get people on board. Underwriting packets were handed out involving station, show and remote sponsorships at the rates of \$96.50 for six weeks and \$965 for a 2-hour remote.

- a. Bring ‘em Back 2017 Film Night – As a first time event, about 35 people showed up to see the 10 films. Popcorn and snacks were available.

D. Capital City Cinema Film Screenings – Board member Mims and Executive Director Martin talked with the outreach coordinator and executive director of St. John’s Program for Real Change (Homeless Shelter) about doing a film screening and panel discussion. We also presented the idea of televising their fund raiser for Polo as a Hometown TV event. St. John’s expressed interest in supporting this film project with the caveat of timing around other events and fund raisers – especially given their own reduction in primary grant funding for homeless support recently. They will put in a HTTV application.

IV. Standing Committee Reports (Discussion Items)

A. Membership & Outreach –

- a. Membership Survey/ 1st Quarter Outreach Plan / Ambassador Program – The release of this project will follow the completion of the ACM West Conference. Smith reported an outreach opportunity to the St. Francis High School for its Oscar viewing party in honor of “Lady Bird” has been started to attract attending to the “A Place Called Sacramento” script competition and film festival.
- b. KUBU Sponsorship Package – Smith reported that those who get underwriting support for their shows can have that money apply to their next year for the KUBU over-the-air fee. It was suggested doing a training session on *how* to present the underwriting package to possible sponsors. The next likely remote will be Walk-A-Mile-In-Her-Shoes, a benefit for WEAVE: Women Escaping a Violent Environment
- c. Mobile App – New numbers will be available next month.
- d. Power of Voice Award – A target date of Thursday, July 19 is being considered for the 6th annual awards. A bigger and better location is desired with perhaps twice as many attendees and sponsors. Board members are asked to email nominees to the board of directors’ group e-mail list accessbod@gmail.com. The Executive Committee will likely have a recommendation on whom to honor at the March board of directors’ meeting.

- e. A possible trade out for placement of messages on the Sacramento regions freeway video billboards is being considered.

B. Operations & Finance

- a. Jan. 2018 Ledger – The ledger was presented to the finance committee previously.
- b. Profit and Loss Report / Cash Flow – CFO Crone is tracking money flow month to month with a possible recommendation on shift budgeting to a month-by-month rather than an annualized cash flow model.
- c. Income Tracking Bar Chart – This document was provided as a visual representation of revenue generation. Two months of overall improvement on membership numbers is encouraging.
- d. Year to year Class Enrollment Data – This data from the last several years was prepared by office manager Laureen Fallahay. The tracking of data in MCM was inconsistent compared to the Facil system, but should be improved now with the RueShare system. Crone hopes to be able to do some analysis now that the raw numbers are available.

C. Programming –

- a. Radio/TV Additional Time – This topic is primarily a radio issue currently. The question of how many people would be interested in getting longer shows than 2-hours, or getting a different show slot for a different type of show should be asked at the next radio producer meeting. Vasquez would like to see whatever documentation is available that sets the 2-hour limit on radio programs. A question of longer shows impact on the production schedules for recording those shows came up and it's hoped having studio reservation time made available on the internet through RueShare in the near future would be good.
- b. Show Lab – The topic involves possible funding from city councilman Eric Guerra's office. Discussion centered on how big or small this project might be and how extensive a grant proposal might be needed.
- c. Access Remote Digital Transfer II – More than 60 shows were uploaded in the last month.
- d. Community Member – An exposure campaign is needed to demonstrate this project's utility. Executive Director Martin to research who else uses the Nexidia software at PEG stations.

V. Executive Director Report – A written report was provided.

VI. Public Comments – None.

VII. New Business – Future Agenda Items:

- A.** Government Candidate Rallies are coming up. Should TV cover and should KUBU mobile cards be provided?

B. Can KUBU show bios and cards be added via a template to our website and mobile app?

C. Move THE Membership and Outreach committee to March 22 at 4:30pm.

VIII. Executive Session – The Board of Directors went into Executive Session for a report from the Executive Director on a Personnel matter at 7:15 p.m. The Board returned from the Session at 7:20 p.m. Board Chair Henkle reported there would be no public report.

IX. Adjournment – 7:20 p.m.

Item V

Executive Director's Report to the Board of Directors Feb. 22, 2018

- A. Digital Media Lab Remodel – The Mariposa Room has been painted by the City of Sacramento and the plumbing cabinet removed with the sink pipes capped, removed and the holes in the wall repaired. New carpeting was supposed to be installed starting Tuesday, but the city reports a delay in the delivery of the carpet rolls from Los Angeles, and the contracted installers may not get here until Feb. 26 or later. Furniture and new computers should be in place by March. 15
- B. The Place Called Sacramento writing class has 16 enrollees, including two under the Perry Scholarship. Enrollments are being taken in the Production Tips, Acting and Make-up workshops now. Scripts are due March 21.
- C. Access Sacramento Website – Liz Harrison is working with the FireSpring developers to align correct menu displays to import appropriate legacy page content. Images are being added and a sample home page should be available soon.
- D. KUBU App – The mobile app continues to be available. So far, there are 84 apple installs and more than 62+ Android installs (Jan.1). Data from Surfer Network for app and stream usage attached for Jan and so far in February.
- E. Conflict of Interest Policy – This was referred to the Executive Committee
- F. Equipment Surplus List – Items from the digital media lab, paid security storage and the 1974 production cargo van in the parking lot are being added to the correct forms for processing by the Executive Director and board for submission to the staff at the Cable Commission.
- G. Big Day of Giving Profile – Approved and published. Minor updates requested by the Big Day of Giving review staff related to demographic data regarding the likely audience for our “A Place Called Sacramento” Film Festival program and about staff demographics. These updates were provided and the profile resubmitted.
- H. Miscellaneous Updates:
 - a. KFBK Interview – Reporter Joe Michaels of KFBK interviewed me Jan. 30 to promote the PCS Film Writers Scholarship and A Place Called Sacramento. Story heard on the afternoon news with Kitty O’Neal.
 - b. HD Broadcast Standard – a discussion with staff has begun on the appropriate level of production. While the channels are still broadcast in standard definition 4:3 all broadcast equipment now is at a minimum set to high definition 16:9. A discussion between programming and production is on-going about what we should teach and deliver from our classes to the programming department. All staff created content is already HD 16:9 and many in production feel our members should be encouraged (required) to edit and deliver in that format now too.

- c. A request for how to move to an archive podcast service has been made out of the programming committee. Research will be done and a possible capital outlay budget request may be possible for the 2018-19 fiscal year.
- d. A possible advisory group to help construct the Show Lab concept is being considered by the programming committee. A meeting time and who should be invited has not been finalized.
- e. The former members survey is ready in survey monkey. Three lists of former members e-mails (from Facil and MCM) have been generated and need to be conformed into a form that can be imported into the Survey Monkey website. This task is incomplete.
- f. A schedule for offering the remote radio broadcast class and a training class for the members' use of the HD truck needs to be finalized.
- g. Game of the Week sports conclude next week. A CIF playoff game last night, in partnership with the NFHS Network, had 158 live on line subscription views and as of this morning already had 10 video on demand views. A broadcast is planned at Capital Christian Friday Feb. 23 with a TBA game Wed. Feb. 28. We show it live on cable 17, but turn off our stream (per our broadcast agreement with the CIF and the NFHS Network) until the replay are streamed normally.



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