



**Board of Directors  
Thursday, February 27, 2020  
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  
60462 (+406 in 70 days)  
AVERAGE OF 5.8 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, FEBRUARY 27, 2020 - 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>	Smith		
	II	<b>DISCUSSION / ACTION ITEMS</b>			
		A. <b>ACTION: February 27, 2020 Agenda Approval (New Items?)</b>	Smith	X	
		B. <b>ACTION: Minutes for Regular Monthly Meeting December 19, 2019</b>	Smith	X	
		C. <b>ACTION: 2020 By-Laws</b>	Smith	X	
	III	<b>DISCUSSION</b>			
		A. Membership Database	Martin		X
		B. Educational Ad Hoc Committee	Vasquez		X
		C. Retreat Debrief	Smith		X
		D. "A Place Called Sacramento" Future	Henderson		X
	IV	<b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
		A. THE Membership & Outreach Committee (Membership Chart)	Smith		X
		B. Operations & Finance a. January, 2020 Ledger Delayed b. Income Tracking Bar Chart	Henderson		X

		C. Programming – a. HTTP – b. Radio Update – FCC move to LP 250 c. TV Update – Bigger HD files difficult for members	Fletcher		X
	V	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
		A. Handout will be provided	Martin		X
	VI	<b>Public Comment</b> (2 min. per person): Fill out request form	Smith		X
	VII	<b>New Business</b> Possible Agenda Items for Mar. 26, 2020 Board Recruitment Grant Goals	Smith		X
	VIII	<b>ADJOURNMENT</b>  <b>Schedule</b> SMCTC Quarterly Business Meeting – Thurs. Mar. 5, 2:30pm Orientation – Tuesday, Mar. 10, 6pm THE Membership & Outreach Committee – Wed. Mar. 11, 5:30pm Radio Producers Meeting – Wed. Mar. 11, 7pm Programming Committee – Thurs. Mar. 12, 5pm Executive Committee – Thurs. Mar. 12, 6pm I Love Film Mixer, Placerville – Fri, Mar. 20 4pm Orientation – Wed. Mar. 25, 6pm Regular Board Meeting – Mar. 26, 5:30 pm			

**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.**

**December Monthly Business Meeting Minutes**  
**Thursday, December 19, 2019**  
**5:30 p.m.**  
**Coloma Community Center- Gold Run Room**

**Board Present:** Bob Smith, Alexander Vasquez, Samantha K. Henderson, Kim Mims, Ed Fletcher, Van Gordon, Robert Morin, Simone Vianna

**Staff:** Gary Martin, Executive Director

**Guests:** Kimberly Y. Spears

**I. Call to Order Regular Board Meeting 5:34 pm. Quorum present.**

**II. Discussion/Action Items**

**A. Agenda December 19, 2019 Approval – Moved by Ed Fletcher, seconded by Van Gordon for approval. Approved.**

**B. Minutes the Regular Board Meeting November 21, 2019 –** Minor typographical correction to Bob Smith’s name in IV. B, and from Programming Committee to Programming Meeting in IV. F. **Moved for approval by Gordon, Seconded by Vianna. Approved.**

**C. Motion from Nominations Committee – Appointment of Kimberly Y. Spears to the Board of Directors –** Nomination chair Gordon introduced Spears. She shared her background including as a member trained and certified in studio use and as a PCS winning writer. She has volunteered for Live Wire and in the office. She has been a resident of Sacramento for 20 years. She was an early ambassador and likes the variety of opinions represented on Access Sacramento and is aligned with the mission. She likes social action and offers both stewardship and leadership with transparency with the board, the community and our members. She is interested in the financial committee and wants to build great community relationships. She is driven to make a difference. In response to questions, Spears said informing and educating is in her mission. She said her fundraising background is primary with her kids sports and with schools, but includes non-profit work with at-risk youth. She found donors for her PCS film. **Motion by Committee. Approved.**

**D. 2018-19 Annual Report –** The draft annual report was prepared by the Executive Director in for the sectioned-format requested by the Sacramento Metropolitan Cable Television Commission. The report was previously e-mailed to the board of directors. **Moved by Gordon, Seconded by Vianna for approval, with authorization for typo corrections and submission to the SMCTC by the deadline. Approved.**

**III. Discussion Items**

**A. Membership Database --** Martin reported on the ongoing implementation of the RueShare database roll out. He said the crew finding portion is not as robust as we had hoped and we have put in a help ticket to have some added capacity added to the process

normally used by RueShare. Some expense is possible to hurry this process along for use by members as soon as possible.

- B. Educational Ad Hoc Committee** – Henderson is working on a list of top items to work on and is looking forward to the retreat to help prioritize what is needed. She wants to look at ways to enhance the existing program and to enhance and expand new opportunities for members. One idea is for master classes for members to renew their experience, to add prestige and to help create better programs. She was interested in possibly doing a survey of members about their needs and was offered use of the Survey Monkey website tool.
  
- C. By-Laws Ad Hoc Committee Report** – Vasquez reported on working with the Executive Director for several hours to prepare the latest draft revisions so that a version for vote can be prepared. Martin suggested the final draft be forwarded to Attorney John Davis, who helped create the last version, for review before the vote. More work on this will be done at the retreat.
  
- D. Retreat Planning** – Smith indicated he wanted to make sure there was some time for an open forum to collect thoughts, ideas and concerns. The Retreat is scheduled Saturday, Jan. 18. The discussion should center on both short term needs by the end of the fiscal year with goals for over the next five years as well.
  - a. By-Laws – modernize what we have now and to make sure they're compliant and organization friendly.
  - b. Programming – discussion about the quality of programs and what the public sees so that we might elevate quality as part of our mission. A partnership with the California Assembly is possible with the help of Chief of Staff Hugh Bower in an attempt to demonstrate ever higher relevance. A new show about State Capitol issues might be appropriate.
  - c. Sac State Student Partnership – Smith hopes for a broader program connecting our equipment to the communication students in the classroom. A meeting with CSUS faculty is being attempted. The thought that meaningful curriculum that integrates our equipment could generate great new programs.
  - d. Membership Development – Several goals should include helping members be all they can be and to further generate revenue for the organization.The meeting will be at 33<sup>rd</sup> St. Bistro from 8 a.m. to 1pm with lunch included.

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

- A. THE Membership and Outreach Committee** – No meeting in December. Smith reports he hopes for an Open House event in the first quarter of 2020. A discussion about the membership report and its paid and unpaid members surrounded a lapsed time and that more accurate data was needed.
  
- B. Operations and Finance** – Hoping for reports that will allow for more analysis instead of simply a restatement. Revenue generation priorities in membership, Big Day of Giving and KUBU are sought. Some disappointment that the three-day PCS festival didn't generate more profit.
  
- C. Programming Committee** – Fletcher said ongoing discussion surround hometown TV applications, Game of the Week and Radio.

**V. Executive Director Report** – Handout provided.

**VI. Public comment** – Guest Scott Williams, who submitted an application to the board of directors, introduced himself to the board. He has taken several Access Sacramento classes and has been volunteering for the HD truck crews. The nominations committee, however, determined that Williams is not eligible to be on the board of directors since he is a City of Sacramento employee. Williams was encouraged to join the ambassadors group.

**VII. New Business** – PCS Future for February.

**VIII. Adjournment** – Before adjourning the December meeting, Smith thanked the board members for volunteering. He said what board members bring and what they do makes him proud. He said he values the board and wishes them a wonderful, joyous holiday with family and friends. **Motion to adjourn by Gordon, Seconded by Mims. Adjourned.**

Meeting adjourned at 7:26 pm.

## Item V

### Executive Director's Report to the Board of Directors

Dec. 19, 2019

- A. Radio Studio 3 Buildout** – The new furniture for the sound board and computers has been installed. The audio equipment supporting remote broadcasting was in use earlier last month at the Full Moon Festival in Rancho Cordova, so radio's capital outlay purchasing for this year is nearly complete. We are still awaiting a transition on the phone system to accommodate the live call-in talk show features.
- B. Alliance For Community Media**
  - a. I attended the National ACM Board Meeting in Chicago in late October. The board is working on building its legal fund in anticipation of fighting the FCC Franchise Fee battle in 2020.
  - b. ACM West Conference Staff and Board Travel – The ACM West conference and trade show is in Monterey Feb. 18-20. Many of the fulltime staff travel to this conference. Occasionally in past years, some of the board members have paid to travel to this conference as well. If any are interested, the early-bird deadline for conference registration is Dec. 31. \$168/person in pack of four, \$225 person otherwise. Please let Gary Martin know if you need facilitation and want to attend. WAVE Award judging is underway and finalists should be announced near the end of the calendar year.
- C. TV Studio Camera Installation** – The three new studio cameras with their improved image quality have been purchased/installed. A variety of additional upgrades are part of this process, including video return. Some additional expenditure may be needed for the teleprompter monitors to be fully compatible, but a price quote is being sought. The prompters have a work around that means there is no reduction in service.
- D. Roku & Apple TV Rollout** – Our video stream can now be seen on both Roku & Apple TV. These are viewer paid services, and our connection to these is provided under the existing streaming contract Cablecast by Tightrope. In order to see Access Sacramento on these services you have to search for "Cablecast Screenweave" and then scroll to "Access Sacramento."
- E. KUBU App. Streaming Performance** – Surfer Network on-line usage reports attached.
- F. Staff Evaluations to Begin** – This process begins with a self-evaluation document, and then a meeting a written response.
- G. Miscellaneous Updates:**
  - a. **Bleacher/Remote Desk** – We have taken delivery of a three- part desk that is designed to fit into the bleachers of a high school gymnasium. The desk can be used as one, two or three parts and features logos for Access Sacramento and KUBU, so this will work for either a TV or Cablecast Audio live remote.
  - b. **SMCTC Update Letter on FCC 3<sup>rd</sup> Report and Order** – The complexity of the potential impact on Access Sacramento and PEG channels across the nation is profoundly troubling. The shift of support away from community media support in favor of big business higher profit is indicative of the current trend in Washington DC, but could have repercussions systemically regarding free speech forever. Recall when the DIVCA rules were created in 2008, the creation of the PEG fee for capital outlay, meant many community access centers were simply cut from the franchise money. Since then, 75 community media centers like Access Sacramento across California were forced to close. [i.e. Like a library with money for books, but no money for librarian to order them or

keep the doors open.] For discussion on sustainability. (Hard copy in your board mailbox, emailed to you as well.)

- c. **Thank You Letter from Sacramento Fire Department** – We’ve received a very thoughtful and gracious thank-you letter from Fire Department Chief Gary Loesch for support of the Tamera Thacher Memorial Service Coverage on Dec. 9, 2019. (Attached.)
- d. **21<sup>st</sup> A Place Called Sacramento Film Festival** – The class schedule and due dates are being finalized and the 2020 film festival will announce on our website, AccessLocal.Tv and newsletter very soon. The Screenwriting class will begin Sat. Feb. 15. We have first hold on Thurs-Sat, Oct. 1-3, 2020 now with the new operators of The Crest Theatre.
- e. **Open House and Toy Drive** – Our 5<sup>th</sup> annual sponsorship of Assemblyman Kevin McCarty’s Open House and Toy Drive was very successful. A great event. We did not broadcast live from there this year since the event was on a Tuesday and did not align with our Wednesday Live Wire Schedule.
- f. **Malkasian Accountancy** – Our bookkeeper for the last dozen years from Malkasian Accountancy has moved on to a new job. Research on this impact on our operations is on-going.
- g. **Part-Timer Gets Citizenship** – Congratulations to our part-time Game of the Week and Hometown TV production assistant Mohammed Al Juboori who completed his American citizenship process at the end of November. No longer in need of a green card!



## **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)