



**Board of Directors
Thursday, May 23, 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
58650 (+231 in 29 days)
AVERAGE OF 8.0 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, MAY 23 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	Henkle		
	II	DISCUSSION / ACTION ITEMS			
		A. ACTION: May 23, 2019 Agenda Approval (New Items?)	Henkle	X	
		B. ACTION: Minutes for Special Budget Meeting, April 18, 2019 & for Regular Monthly Meeting, April 25, 2019	Henkle	X	
		C. Selection of Officers for Fiscal Year July, 2019 through June, 2020.	Henkle	X	
		D. 2019-20 Budget Draft and Update	Martin		X
	III	DISCUSSION ITEMS			
		A. Staffing Update	Martin		X
		B. Membership Database a. Billing and Payments b. Full Roll Out Timing c. Crew Finding d. Radio Studio Scheduling	Martin		X
		C. A Place Called Sacramento a. Launch and Production beginnings b. 20 th Anniversary Activities i. Thursday – Retrospective ii. Friday – Speaker iii. Saturday – World Premiere iv. Saturday – After Party v. Music Video or Other Film Ideas	Martin/Fletcher		X
	IV	STANDING COMMITTEE REPORTS (Discussion Items)			
		A. THE Membership & Outreach Committee (Membership Chart) a. 2 nd Quarter 2019 Membership Initiatives b. Outreach Initiatives: College Students / Summer Camp c. Revenue Generation	Smith		X

	<ul style="list-style-type: none"> B. Operations & Finance <ul style="list-style-type: none"> a. April. 2019 Ledger b. Income Tracking Bar Chart C. Programming – <ul style="list-style-type: none"> a. HTTPV – Pops in the Park 	Morin		X
		Fletcher		X
V	EXECUTIVE DIRECTOR REPORT (Handout)			
	<ul style="list-style-type: none"> A. Walk a Mile in Her Shoes Radio Remote B. Power of Voice Logistics C. State Farm Neighborhood Assist Grant D. KUBU App/Streaming Performance <ul style="list-style-type: none"> a. Surfer Network b. QR Code usage E. Additional Distribution: TV-RoKu and Apple TV, Radio-Alexa F. Miscellaneous Updates 	Martin		X
VI	Public Comment (2 min. per person): Fill out request form	Henkle		X
VII	<u>New Business</u> Possible Agenda Items for June. 27, 2019 Social Media Training Access Sacramento Digital Footprint	Henkle		X
VIII	ADJOURNMENT Schedule SMCTC Quarterly Meeting & Budget Hearing, Thurs. June 6, 2:30pm Orientation – Tues. June 11, 2019, 6 pm THE Membership & Outreach Committee – Wed. June 12, 5:30pm Radio Producers Meeting – Wed. June 12, 7pm Programming Committee – Thurs. June 13, 5pm Executive Committee – Thurs. June 13, 6pm Orientation – Wednesday, June 26, 6pm Regular Board Meeting – Thurs. June 27, 2019, 6:00 pm Televised Membership Meeting & Awards – Thurs. June 27, 7pm	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.

Special Board Meeting Minutes
Thursday, April 18, 2019
5:30 p.m.
Coloma Community Center- Gold Run Room

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

Board Excused: Robert Morin, Van Gordon

Staff: Gary Martin, Executive Director

- I. Call to Order Special Board Meeting 5:38 pm. Quorum present.**
- II. Discussion/Action Items**
- III.**
 - A. ACTION: April 18, 2019 Agenda Approval – Smith made a motion for agenda approval, Seconded by Vasquez. Approved.**
 - B. ACTION: Review of Annual Funding Request to the Sacramento Metropolitan Cable Television Commission.**

Executive Director Gary Martin presented the cover letter and supporting detail package to the board of directors for its review.

The grant proposal is presented in two primary parts:

- a. The general funding request is for unrestricted funding from SMCTC money gathered under the Franchise Fee. The SMCTC general guidelines means there is a presumption of status qua funding, with the addition of a Cost of Living Adjustment based on the approved COLA by the Sacramento County Board of Supervisors to county workers. There is also a provision to to fund the increased cost of funding the minimum wage that is enacted by the State or local governments.

Marin explained that the County COLA rate has not been set yet, and that based on research about Sacramento Consumer Price Index changes over the last year, that he requested a 2.5% COLA, subject to movement up or down depending on SMCTC policy.

- b. The PEG Fee Request (Capital Outlay) is primarily a fund for one-time only money, although there is a small base grant that funds rent and security costs with a small equipment allocation. One-time money is for projects that support production and other costs that fit the description model provided by the SMCTC staff.

Project submitted by staff over the last month were include in the PEG Fee Request. The amount requested for 2019-20 is slightly lower than the 2018-19 request.

Motion by Vasquez , Seconded by Chick, for the proposal to be submitted to the SMCTC per its process by the deadline and that Executive Director Martin be allowed to adjust any pricing quotes for the capital outlay items between now and the submission to reflect the best financial data possible. Approved.

III. New Business – Resignation of Mark Freeman from the Board of Directors.

IV. Adjournment – Meeting adjourned at 6:30 pm

April Monthly Business Meeting Minutes

Thursday, April 25, 2019

5:30 p.m.

Coloma Community Center- Gold Run Room

Board Present: Don Henkle, Ed Fletcher, Laura Chick, Kim Mims, Judi Price, Ted Tenedora, Alexander Vasquez, Simone Vianna.

Board Excused: Bob Smith, Robert Morin, Van Gordon

Staff: Gary Martin, Executive Director

Guest: Kristian Manoff, Video Streaming Services/AccessLocal.TV

I. Call to Order Regular Board Meeting 5:35 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 March 25, 2019 – Moved for approval by Fletcher, Seconded by Price. Approved.

C. ACTION: Power of Voice 2019 Winner Selection – Based on the annual approved process, the Executive committee over the last several months has gathered nominations from board members for those connected with the Sacramento area community who fulfill the requirements of being named as the recipient of the 2019 “Power of Voice” award. The Executive Committee having followed the process and held its discussion recommends selection of Beth Hassett, the Executive Director for WEAVE (Women Escaping a Violent Environment) Sacramento. Fletcher noted the Hassett is a powerful voice in the community, is connected to Access Sacramento, and would be a great choice in joining six others with this awards. **Moved by Fletcher to accept the recommendation and to select Beth Hassett as Access Sacramento’s 2019 “Power of Voice” recipient for personation at the Aug. 1, 2019 gala event & fund raiser, Seconded by Tenedora. Approved.**

D. 2019-20 Budget Timeline – Executive Director Martin noted the grant funding request to the Sacramento Metropolitan Cable Television Commission was submitted on time by the deadline April 22. No new information is yet available about Cost of Living increases from

Sacramento County, a primary driver for funding increases in the upcoming fiscal year.

E. Resignation Letter from Mark Freeman – Board Chair Don Henkle reported he had received an e-mail letter of resignation from Access Sacramento Board of Directors member Mark Freeman noting new time constraints from his job. Henkle accepted the resignation and wished Freeman success in all ventures.

III. Discussion Items

A. Staffing Update – Martin reported Rebecca Rielly has begun her new job as Membership Services and Outreach Coordinator. Discussions are under way to implement a new Operations Director position. An instructor/producer-director position will be posted before the end of the fiscal year.

B. Membership Database – There have been no problems noted in the implementation of the e-mail based membership renewals with on-line payments. Once the front office staff is convinced the process is working well, a broader outreach for all members to build their on-line profiles will be made. This full log-in and identity process for members in the RueShare database will allow for crew finding to begin. Likewise, additional resources for reservations such as the upcoming installation of new computers in the Digital Media Lab and for the radio studios could be implemented at that time as well.

C. AccessLocal.TV Redesign and Launch – Access Sacramento’s youth journalism training program AccessLocal.Tv, a program funded in part under a grant from The California Endowment has just gone through a redesign initiative that has recently been completed. Executive Director Gary Martin asked for the primary designer from Video Streaming Services, Inc. Kristian Manoff to make a presentation about new design implementation.

Manoff explained how the project was originally implemented to help train youth and to improve their voice in the community. Under the grant and training program, many of the articles, pictures, video reports and podcasts support the work of The California Endowment’s “Building Health Communities” (BHC) initiative. Since its inception, more than 3,400 posts from the correspondents, from Access Sacramento and other non-profits have been published.

The newest release of the website incorporates 1) a new AccessLocal.Tv logo that is on-brand with the main Access Sacramento and KUBU logos implemented several years ago; 2) a simplified layout within the WordPress

design and is fully phone/tablet and mobile friendly, and; 3) on-going geo-tagging or the BHC project. This layout utilizes simpler master menus at the top and is fully compatible with the historic data from previous years. This design utilizes a contemporary news approach and is fully optimized for search engine success and for linkage to Facebook, twitter and other social media sharing. Fletcher commented he was glad the traffic could be tracked and monitored in that way.

Henkle thanks Manoff for the implementation and expressed hope for on-going success with The California Endowment.

IV. Standing Committee Reports

- A. THE Membership and Outreach Committee** -- Smith as absent. Martin reported on the committee being pleased with the on-going growth overall and with committee discussions on working to increase retention. A broader board discussion of how the upcoming Place Called Sacramento Cast and Crew Call might trigger growth also included the thought that bands who participate in Access Sacramento's "Listen Up Sacramento!" music show might be encouraged to attend and provide original music for some of the films that will be going into production. The discussion also included a general note that this might be a year to increase ticket prices given the sell-out the last two years.

- B. Operations and Finance** – Martin reported that the general ledger was showing income at or above targets, and encouraged the board to support the Big Day of Giving to meet the goal for May 2.

- C. Programming Committee** – Committee Chair Fletcher noted the committee did not meet, but that several hometown events including Concerts in the Park, Pops in the Park, and a health insurance for all Californian's panel were in the works.

Currently, the "A Place Called Sacramento" at 20 sub-committee has been working within the Programming committee. It was agreed this subcommittee should have its own agenda placement beginning in May, 2019.

Within the PCS at 20 group, discussions include the idea of expanding to three days. Thursday, Oct. 3 might include a movie screening at the Crest with connection to past PCS festivals and participants. Friday Oct. 4 might include an Art Event featuring pieces built from surplus/expired technology, with artists getting stipends to build the pieces. Saturday, Oct. 5 after the World Premiere is likely to include an After Party.

A full pricing package for attendance and sponsorship of the Festival needs to be proposed and approved.

This group also notes that the juried awards in specialty categories should continue.

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

VI. Public comment -- No Comments.

VII. New Business – 1) With Mark Freeman’s resignation, a “Social Media for Members” workshop might be considered. 2) 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 7:19 pm

Item V

Executive Director's Report to the Board of Directors
April 25, 2019

- A. Paying for the Strategic Plan and Sustainability Plan** – After checking with a consultant who deals with this across the country, I am confident this is not something that would be covered by the cable commission.
- B. Sac Faith TV Series Contact Fees** – See attachment.
- C. AccessLocal.TV Website Redesign** – Access Sacramento's news blog website AccessLocal.TV launched its new design and logo on April 16. The program, funded by a \$25,000 grant from The California Endowment allows Access Sacramento typically to train five or six youth journalists over the period of four months to research, write and create news content as written articles with photographs, podcasts and videos that are both seen on the website and air on Access Sacramento's cable channels. The official news release is being timed for after Big Day of Giving.
- D. Cartvertising** – No word yet on the exact day of the reveal at the new Safeway location.
- E. FCC FNPRM** – Letters from Congress to the FCC are being heard. I meet Thursday with the local district director for Rep. Doris Matsui on Thursday of next week with two other N. California reps for public access PEG. The legislative lead who I met with in Washington DC will join that meeting by phone.
- F. KUBU App and Streaming Performance** – See attached documents.
- G. 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.
- H. Miscellaneous Updates:**
 - a. **Pappas Lease Agreement – 2020 L Street** – We have signed an amendment to our communications tower lease for KUBU's downtown transmitter location. The language specifies processes for gaining access to the roof top tower/antenna and for security-aided access to the electrical closet where our transmitter equipment is housed. Operationally, there should be little effect on our processes other than to require the radio engineer to notify the tenant that surrounds the closet of our need to enter that space. There is 24-hour security at the building to assist us as needed

AccessLocal.TV

Previous:



April 16, 2019 Rebranded logo





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