

## **ACCESS SACRAMENTO BOARD OF DIRECTORS**

### ***Regular Board Meeting***

***November 17, 2021***

Board In Attendance: Bob Smith, Monica Stark, Kim Mimms, Robby Morrin, Samantha Henderson, Denise McCoy and Donna Girot (ED)

Guests in Attendance: Emily Gray & Roger Beebout from Balarsky & Beebout, CPAs.

The September board minutes were incomplete and withheld for later approval. The November general board meeting agenda was reviewed and approved.

### **I. Discussion/Action Items**

#### **i) 2020-2021 Financial Report-Girot/Henderson**

Emily Gray of Balarsky & Beebout Certified Public Accountants presented the Sacramento Community Cable Foundation financial statements and the independent accountant's review report for the for the 2020-21 year, ending June 30 2021, with a 2019-20 comparison. This independent accountant's review report is based on inquiries and analytics, versus an audit which examines in detail financial records and operations of an organization.

Regarding the statements of the financial position, assets (cash and cash equivalents) Access Sacramento has an increase in cash of approximately \$300,000, primarily from PPP funding and master control water damage insurance. The increase is primarily due to that funding and any unused grant funding that was received during fiscal 2021.

Gray said Access has a healthy balance sheet with about \$1 million in liquidity, and virtually no liabilities. According to the report, the cash and cash equivalents at the beginning of 2021 amounted to \$838,655, while at the beginning of 2020, amounted to \$853,155. The cash and cash equivalent at the end of the year amounted to \$1,137,929 in 2021 and \$838,655 in 2020.

In the Zoom chatroom, McCoy asked if these financials include savings on staffing and operational expenses, since the Covid-19 closure. Henderson responded, stating that it will capture some small savings, but that last fiscal year was an outlier year due to the PPP funds secured and water damage insurance proceeds both of which contributed to what appears to be strong financials but help offset the losses in membership, event tickets sales and sponsorships, independent studio rentals etc. These are not repeatable revenue.

Girot stated that as for staffing, full-time employees continued to work remotely. For Game of the Week truck shoots, in Spring preproduction was executed with more time spent than on a normal season. But despite employee efforts, we had no control of the false starts high schools' experienced with games cancelations.

Girot asked for a clarification about explanation of "net assets" in regards to the banked capital restricted funds as relates to what the financial review states is in "net assets." Roger Beebout, CPA stated that research will have to be done to forensically review past year contracts and financial reviews to decipher differences.

## **ii) Board Review and Approval**

The board approved the motion to approve the report with the intended edits. Motion made by Mims, seconded by Henderson.

## **II. Executive Director Update**

### **i) Operations update-Girot**

Girot has been at Access seven months now and everyday seems to bring new unusual challenges such as workman's comp claim, theft, covid related issues.

Staffing: The good news is that getting staff hired is pushing along. Have hired Christina Jeffers as the sales and marketing representative who will start at the end of November to work on revenue streams. With the dramatic increase in fundamental operating costs (ex: liability insurance increased by 55%) this position is immediately needed.

Access is re-expanding weeknight hours and is training two of our hometown crew part-timers to augment Mon & Thurs evenings until 9 pm. Lost old evening part-timers due to pandemic. Access will have a PA splitting his time supporting radio indie producers and manning the video field equipment lending library for check outs and returns, and a second PA to assist indie TV producers to guide community volunteers who crew studio shoots. When new ED assessed staff needs, it became acutely clear that a TV studio production assistant would be an asset to community TV studio producer retention. Also modifying the digital media lab assistant to Mon and Thurs evening so we have a crew in the building; unsafe for a single employee to work the station in the evening.

Media lab goal is to get 10 computer stations in the lab up and running covid-safe for class and independent use. Goal is to expand class and workshop selection to meet community's needs, & resume Sat. availability.

HS Radio Drama Competition: Created a virtual radio drama competition for HS media teachers to use as curriculum enhancement during pandemic. Was a huge success. Starting planning for year two of this previously. Will launch it mid-Dec & will look for an underwriter for this to cover our student award costs.

2022 Place Called Sacramento Scriptwriting Competition: Started planning. Secured date at the Crest Theatre.

2021 Virtual Power of Voice Celebration: Executed virtual community event. Net proceeds will be split with a second non-profit, Sacramento Covered. Honoree Dr. Kasirye was delighted by the award. Besides being an important community outreach event for Access Sac, this event also has future fundraising potential when turned back into an in-person celebration event. Total net proceeds were \$4,404 split with Sac Covered, so net to Acc Sac is \$2,202.

2021 Place Called Sacramento Film Premiere: Access fulfilled the promise to the 2020 PCS filmmakers with the 2021 Crest Theatre film premiere after a pandemic delay. The overall quality of the films was superior to prior years perhaps because they had more time to produce. Board decided because of potential health issues to limit ticket sales to 200 in a 900+ seat theatre. Managed a miniscule profit from underwriter and ticket sales money earned which balanced out costs. But most importantly the reputation of the festival within the indie film community was saved which will be foundational in future years to come.

A Series of Unfortunate Events: The HD truck cage at the Coloma Community Center was robbed three times in one evening. Every time our staff and police were vigilant the robber would hide and return when the coast was clear. We have damage on the parking lot cage and on the HD truck door. Two generators with a value of approx. \$10,000 were stolen and needs to be replaced. We hid the HD truck in the boondocks early that morning until we could arrange off-location secure parking. When we went to move it two days later, to the next sports event, tree limbs that had been lowered from the rain caught onto and wrecked the truck's attached awning. Then at the game shoot the school sprinklers came on unexpectedly. One of our staff members ran to protect our electronic equipment from water damage, tripped and hurt himself. The result was a workers' comp claim.

The Ford 2006 Econoliner 350 van was also vandalized at the Coloma Community Center. Someone drilled a hole and syphoned the tank while at the Coloma Community Center. Replacement cost us five weeks without a van and a bill just under \$2,700. Ford has been repaired. Will have to deal with independent repair shops in the future because Ford dealer says that that was the last remaining new tank in the US for this model. The 15-year-old Ford is old enough that securing parts has and will continue to be an issue.

Have asked SMCTC for permission to dump the old 1986 Ford cargo van which is irreparable. Landlord complaining about it dead in the parking lot (has been there for years). Mold issues, engine seized, has been used as dead storage for years.

### **III. NEW BUSINESS**

#### **i) 2022 Planning Retreat Agenda Ideas**

Smith has been working to reserve space for the Board of Directors retreat on January 15 from 9 a.m. to 1 p.m. (Hours are tentative.) At the retreat, the board will discuss the mission of Access Sacramento, programs that are needed to bring more relevance to our channel with the idea of expanding our audience and bringing inpossible on-air show sponsorships.

Among the topics to discuss at the retreat include Membership Services/Development/Retention, Program Creation/Opportunities, Outreach Initiatives, Grow Audience & Sponsors.

Henderson suggested that the retreat include discussions on class offerings, which allows people to learn skills, use the equipment, and in turn stay loyal to Access and renew memberships. Henderson would like to see classes on the filmmaking process and Mims recommended a class on Adobe Premiere Pro. Having satellite offices throughout Sacramento's diverse neighborhoods where the community can have media education brought to them was also suggested as an idea to discuss at the retreat. Girot wants to have a conversation about what value we think Access brings to the community, especially on the heels of having just hired Christina Jeffers as the marketing specialist. Morin suggested directors talk a bit about the data Access collects and how the organization could better use it.

There was no public comment and the meeting was adjourned.

*The next Board of Directors meeting will be on December 17, 2021.*

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