



**Board of Directors  
Thursday, April 23, 2020  
Regular Board Meeting  
5:30 p.m.**

This Meeting is being conducted as a Virtual Meeting On-Line  
**To View the Meeting Live – e-mail: [info@AccessSacramento.org](mailto:info@AccessSacramento.org)**

Access Sacramento  
4623 T Street, Suite A, Sacramento, CA  
(916) 456-8600

**[www.AccessSacramento.org](http://www.AccessSacramento.org)**

COMMUNITY PROGRAMMING ODOMETER  
60749 (+287 in 56 days)  
AVERAGE OF 5.6 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, APRIL 23, 2020 - 5:30 PM  
Remote Meeting via Zoom.com**

<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>April 23, 2020 Agenda Approval (New Items?)</b>	Smith	X	
		B. <b>Minutes for Regular Monthly Meeting February 27, 2020</b>	Smith	X	
		C. <b>2020-2021 Funding Proposal to SMCTC – Part One</b>	Martin	X	
		D. <b>COVID-19 Reopen Plan</b>	Martin		X
		E. <b>COVID-19 Programming</b> a. <b>New Shows</b> b. <b>New Proposals</b>	Martin Fletcher		X
		F. <b>Employee Handbook Update (Action)</b>	Martin	X	
	III	<b>DISCUSSION</b>			
		A. <b>By-Laws Implementation – Board Terms of Office</b>	Smith		X
		B. <b>ARDT II – Ingest Portal Update</b>	Martin		X
		C. <b>Educational Ad Hoc Committee</b>	Henderson		X
		D. <b>“A Place Called Sacramento” Future</b> a. <b>Script Judging Status</b> b. <b>Virtual Cast &amp; Crew Call / app</b> c. <b>Number of Days</b> d. <b>Hall of Fame / Youth Festival</b>	Fletcher/Martin		X

IV	<b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
	<ul style="list-style-type: none"> <li>A. THE Membership &amp; Outreach Committee (Membership Chart) <ul style="list-style-type: none"> <li>a. Big Day of Giving</li> <li>b. Legislature on TV / Cal Matters</li> <li>c. Power of Voice</li> </ul> </li>   <li>B. Operations &amp; Finance <ul style="list-style-type: none"> <li>a. March, 2020</li> <li>b. Income Tracking Bar Chart</li> </ul> </li>   <li>C. Programming – <ul style="list-style-type: none"> <li>a. Grants for Programming</li> <li>b. Hometown TV</li> </ul> </li> </ul>	Smith		X
		Henderson		X
		Fletcher		X
V	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
	<ul style="list-style-type: none"> <li>A. Retirement Plan Restatement</li> <li>B. SBA Payroll Protection Act</li> <li>C. SurferNet Stream/App Contract</li> <li>D. KUBU app streaming performance</li> <li>E. Master Control Restoration</li> <li>F. High School PSA Awards</li> <li>G. Other</li> </ul>	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 May. 26, 2020 Membership Database Grant Goals	Smith		X
VIII	<b>ADJOURNMENT</b>  <b>Schedule</b> Orientation – Tuesday, May 12, 6pm THE Membership & Outreach Committee – Wed. May 13, 5:30pm Radio Producers Meeting – Wed. May 13, 7pm Programming Committee – Thurs. May 14, 5pm Executive Committee – Thurs. May 14 6pm Orientation – Wed. May 27, 6pm Regular Board Meeting – Thurs. May 28, 5:30 pm SMCTC Quarterly Business Meeting – Thurs. June 4, 2:30pm			

**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 27, 2020**  
**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

**Excused:** Robert Morin, Kimberly Y. Spears, Simone Vianna

**Staff:** Gary Martin, Executive Director

**Guests:** Dana Walker

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

**II. Discussion/Action Items**

**A. Agenda February 27, 2020 Approval – Moved by Gordon, seconded by Fletcher for approval. Approved.**

**B. Minutes the Regular Board Meeting December 19, 2019 – Moved for approval by Gordon, Seconded by Vasquez. Approved.**

**C. 2020 By-laws** – A draft updated By-Laws document was presented at the January Board of Director’s retreat with the intention of resolving legacy language from the By-laws approved in 2017. During the retreat proposed language about Terms of Office for members of the board of directors was discussed, with draft language suggested to resolve a remaining question about sitting members of the board whose term of office might instantly expire by enacting the by-laws as presented.

Draft language: 6.05 g:

*For current board of directors members whose membership would immediately expire as a result of the implementation of these by-laws, an exception would be allowed for a final two-year term starting from their last anniversary month. Moved by Mims, Seconded by Gordon to add Section 6.05g to the By-laws Draft. Approved.*

Further discussion about the logistics of board action needed by these by-laws included a desire by the board chair to have paper ballots for board elections and whether the chair of the board should be a selection for a two-year term instead of a one-year term. **Moved by Gordon, Seconded by Henderson to approve the proposed By-Laws as modified. Approved.**

**III. Discussion Items**

**A. Membership Database** -- A modified membership report is being prepared by the Operations Director to better track current, expired, billed and renewal memberships. It will take several months to see any trends based on the new display. Smith outlined his preferred contact and billing process for membership in RueShare. Smith described a 60-day personal contact window with two e-mails a month. There would be contact at 15-days until expiration to pay by the 30-day past due. At 30-days past due, a personal call from staff to ask for renewal. At 45-days, another call about why they became a member and why they should renew. Never more than two voice-mails. Mims suggested there should be an incentive for people to renew on time. Additionally, there’s a question about the Access Remote Digital Transfer II system and how members’ videos might be tracked as in-county and out-of-county delivery locations.

**B. Educational Ad Hoc Committee** – Henderson reported on meeting with the Executive Director about getting a summer class for college students going. She said it might be a good idea to survey expired members who have taken out core classes, but who then didn't renew in the last year. Learning what the members think they need could inform decision on possible new classes.

**C. Retreat Debrief** – Smith summarized the framework from the Retreat: 1) build the Brand, 2) Build the organization, 3) Complete the Mission, and 4) Provide quality programming. Smith also noted the idea of a member survey to determine what we are doing right so those elements can be finetuned. He expressed a desire to diversify funding, i.e. people donate to causes, and he hoped to expand the number of people on the board.

**D. "A Place Called Sacramento" Future** – Fletcher outlined a framework for determining how the 21<sup>st</sup> annual "A Place Called Sacramento" might work. The question of one or more days needs to be resolved, along with who elements like the "Hall of Fame" and Youth Festival could be incorporated. Smith appointed a PCS Subcommittee of programming, to be co-chaired by Fletcher and Henderson with Kim and other board members who want to participate. They intend to meet next week.

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

**A. THE Membership and Outreach Committee** – Smith reported about on-going efforts to partner with Cal State University, Sacramento about a summer class that could be a real win for us. He's also interested in promoting political programming, including an on-going discussion about broadcast meetings from the state house, with the demise of the Cal Channel as fuel. A meeting with Cal Matters is likely the next step. THE committee hopes to identify at least one radio remote per quarter that might be an opportunity for the ambassadors group to participate more.

**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 hoped to see Access Sacramento out in the community even more, and he invited board members to consider their networks and who might put in Hometown TV applications. He also said an outreach to existing programmers in social media who might benefit from also having their videos on Access Sacramento could be attempted.

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

**VI. Public comment** – Dana Walker asked in the Producer's Class could be focused on single-camera shows and not just multiple-camera shows.

**VII. New Business** – None specified.

**VIII. Adjournment** – Meeting adjourned at 7:35 pm.

## Item V

Executive Director's Report to the Board of Directors  
(Covers January & February, 2020)  
Feb. 27, 2020

- A. Personal Note** – Given the extraordinarily complex work situation and personal complications, the Access Sacramento full-and-part-time staff have been remarkably focused and professional in advancing water damage repairs, telephone upgrades, and convention travel in addition to the regular business of providing member services and creating our own television and radio programs.. They have my personal thanks and extreme gratitude for understanding the situation and providing me the opportunity to be with family following my wife's knee replacement surgery and mother's death.
- B. FCC Radio Power Increase Consideration** – In the rumor mill, it appears the FCC is considering an option that would allow for a power increase for low-power FM radio stations like KUBU 96.5 FM. This idea surfaced several years ago, but this time it seems more likely. In general, the current 100-watt limit on power (which gets us the 10-mile diameter out of downtown,) would allow stations to go as high as 250-watts. We would possibly have to do an engineering report for non-interference with other stations, but there's also a possibility there might be an automatic (call that less expensive) option for increasing power if the rules are changed in that way. Our existing transmitter is capable of handling this type of change.
- C. Minimum Wage 2020 Increase** – The minimum wage on Jan. 1, 2020 increased in Sacramento to \$13.00 per hour. Any Access Sacramento employee below that rate was increased to that wage.
- D. State/Federal Labor Law Changes for 2020** – I attended the January, 2020 HR To Go labor law update workshop. Implications for us are minor. We have already budgeted for Sexual Harassment/Discrimination training, and have until the end of 2020 to complete its implementation. The major change affecting many is AB 5, which redefines the nature of Independent Contractors vs. employees. Access Sacramento does not use any Independent Contractors. We will have to make several modifications to our employee handbook regarding the following some new laws including our dress code and protections for natural hairstyles, a change to the rules regarding domestic partnerships, paid family leave, organ donation leave, and new lactation rules. A new rule about retirement plans will be in effect in 2021. A new federal W-4 form no longer works for CA so each new hire now requires the CA state DE-4 as well. The new IRS mileage rate is 57.5 cents per miles instead of 58 cents per mile.
- E. Sacramento County Assessors Property Tax Exemption** – The annual filing for a property tax exemption by the County Assessor has been filed. This filing is required before Feb. 15 of each year for a 100% exemption if registered with the California State Department of Equalization.
- F. Alliance For Community Media West Region Conference** -- Five Access Sacramento staffers and I attended the ACM West Region conference in Monterey. Staff members determined which sessions they wished to attend so that all sessions would be covered. The most valuable information will be shared in the weekly newsletter with our members. The tradeshow was also visited by our staff members to begin evaluation of what might be desired for capital outlay purchases in the next budget cycle.
- G. KUBU App. Streaming Performance** –Surfer Network on-line usage reports attached.
- H. Game of the Week Concludes** – After three CIF-SJS playoff games, our Game of the Week season has concluded. I'll provide a summary of NFHS views in the next month's report.

**I. Miscellaneous Updates:**

- a. **Bleacher Desks** – A new three part desk set designed for use in bleachers or along parade routes or with KUBU has been delivered. These will likely be stored in the RV once it is remodeled. The desks support both Access Sacramento and KUBU logos.
- b. **Sacramento Metropolitan Cable Television Commission** – The cable commission has its next quarterly meeting next week, Thursday March 5 at 2:30 pm.
- c. **Crocker Art Museum Education** – With Sacramento Arts Commissioner Matthew Gilliam's introduction, I am meeting with a representative of the Crocker Art Museum about the possibility of a partnership on program creation.
- d. **Sacramento County History Day** – Our regular award sponsorship of the documentaries prepared for Sacramento County History Day resumes at the award ceremony March 7<sup>th</sup> at Inderkum High School.
- e. **I Love Film Mixer** – We will have a table at the area's largest business-professional film mixer on March 20 at the El Dorado County fairgrounds in Placerville.



**Board of Directors**

**MEETING CANCELLATION**

**Thursday, Mar. 26, 2020  
Regular Business Meeting  
5:30 p.m.**

**This is notice of the cancellation of the regular business meeting normally scheduled on Thursday, Mar. 26, 2020.**

4623 T Street, Sacramento, CA  
(916) 456-8600 (phone)

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## **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)