



**Board of Directors  
Thursday, December 21, 2017  
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  
54929 (+265 in 36 days)  
AVERAGE OF 7.4 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, DECEMBER 21, 2017 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	<b>CALL TO ORDER REGULAR BOARD MEETING</b>	Henkle	X	
	<b>II DISCUSSION / ACTION ITEMS</b>			
	<b>A. ACTION: Agenda Approval (New Items?)</b>	Henkle	X	
	<b>B. ACTION: Minutes for November 16, 2017</b>	Henkle	X	
	<b>C. 2016-17 Fiscal Review (Receive &amp; File)</b>	Henkle	X	
	<b>D. 2016-17 Annual Report</b>	Henkle	X	
	<b>III DISCUSSION ITEMS</b>			
	<b>A. ACM West Conference</b> a. Registration Opens b. ACM National Board in Sacramento	Martin		X
	<b>B. Strategic Planning Retreat</b>	Henkle		X
	<b>C. Best of A Place Called Sacramento Film Night</b>	Henkle		X
	<b>D. Additional Air Time for Additional Series/Contract Fees (Assign to Committee)</b>	Vasquez		X
	<b>IV STANDING COMMITTEE REPORTS (Discussion Items)</b>			
	<b>A. Membership &amp; Outreach</b> a. Membership Survey/1 <sup>st</sup> Quarter Outreach Plan b. KUBU Sponsorship Package c. Mobile App d. California International Marathon Dec. 3 Remote	Smith		X
	<b>B. Operations &amp; Finance</b> a. Nov. 2017 Ledger b. Profit & Loss Report Modification / Cash Flow	Crone		X

		<p>C. Programming</p> <ul style="list-style-type: none"> <li>a. Radio Remote Class</li> <li>b. Access Remote Digital Transfer II</li> <li>c. Community Memory</li> </ul>	Fletcher		X
	V	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
		<ul style="list-style-type: none"> <li>A. Access Sacramento Website / Theme Retiring</li> <li>B. By-Laws Filing</li> <li>C. WAVE Awards</li> <li>D. Game of the Week Basketball Restart</li> <li>E. KUBU App/Streaming performance</li> <li>F. PCS in IMDB &amp; AccessLocal.TV</li> <li>G. Big Day of Giving Sign Up</li> <li>H. Miscellaneous Updates</li> </ul>	Martin		X
	VI	<b>Public Comment</b> (2 min. per person): Fill out request form	Henkle		X
	VIII	<b><u>New Business</u></b> Agenda Items for January 25, 2018	Henkle		X
	IX	<p><b>ADJOURNMENT</b></p> <p><b>Schedule</b></p> <p>Christmas Holiday (<b>Closed</b>) – Fri. Dec. 22-25</p> <p>New Year’s Holiday (<b>Closed</b>) – Fri. Dec. 29-Jan. 1</p> <p>Orientation – Tues. Jan. 9, 6pm</p> <p>Radio Meeting – Wed. Jan. 10, 7pm</p> <p>Programming Committee – Thurs. Jan. 11, 5pm</p> <p>Executive Committee – Thurs. Jan. 11, 6pm</p> <p>Martin Luther King Holiday (<b>Closed</b>) – Mon. Jan. 15</p> <p>THE Marketing &amp; Outreach Committee, Wed. Jan 17, 4:30 pm</p> <p>Regular Board Meeting – Thurs. Jan. 25, 2017, 5:30 pm</p>	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.**

**September Monthly Business Meeting Minutes**

**Thursday, November 16, 2017**

**5:30 p.m.**

**Coloma Community Center- Gold Run Room**

**Board Present:** Don Henkle, Bob Smith, Van Gordon, Ed Fletcher, Charlena Henderson, Robert Morin, Alex Vasquez, Simone Vianna

**Excused:** Tim Crone, Robert Morin

**Staff:** Gary Martin, Executive Director

**Members:** Kim Mims

**I. Call to Order Regular Board Meeting**

**II. Discussion/Action Items**

**A. ACTION: October Agenda Approval – Moved by Gordon, Seconded by Smith for Approval. Approved**

**B. ACTION: Minutes for September 28, 2017 – Moved by Smith, Seconded by Gordon for approval. Approved.**

**III. Discussion Items**

**A. Draft 2-17-17 Financial Review (Covering July 1, 2016 – June 30, 2017) --** The draft financial review is required annually by the Sacramento Metropolitan Cable Television Commission. An audit of Access Sacramento as a non-profit is not required because our income does not meet the triggering minimums in state law. Ms. Chelsea Pope from the accounting firm Balarsky and Associates provided the draft annual financial review and provided a basic outline of the document indicating neither surprises or anything out of the ordinary. Pope answered board member questions about telephone and cloud storage expenses. The board referred the report to the Executive Committee so board members could spend more time with the document. The Executive Committee to do a final review of any modifications on Dec. 14 and receive and file for inclusion in the Annual Report.

**IV. Standing Committee Reports**

**A. Membership & Outreach**

**b.** Board Candidate Kimberly Mims – Mims introduced herself to the board and expressed interest in working on grants and possibly doing a TV variety show. She began a broadcasting career at Cosumnes River College and has an Associate of Arts degree in Film and TV Production and a Bachelor's degree from Sacramento State in Public Relations. She has worked with the Visit Sacramento Film Commission for five years, and promoted the Regional film and Travel media directory. She also experience with the CA Farm Bureau TV reports including farm-to-fork. She said she's interested in support of the Sacramento Film Community. She answered questions about

grants, marketing, sponsorships and volunteerism from the board.  
**Moved by Henderson, seconded by Gordon to appoint Kims to the board effective immediately. Approved.**

### **III. Discussion Items**

- B. ACM West Conference** – Executive Director Martin reported planning for the content of the conference is progressing. Three strands are planned in addition to the Vendor Show and WAVE awards. Discussion surround the first night Thurs. March 15 with its tour of Access Sacramento and sponsored reception by a vendor was progressing. The question of service alcohol was raised for the Coloma Community Center. Martin to investigate the process and procedures for managing an event like that in the auditorium including the possibility of needed a temporary Alcohol/Beverage license.
- C. Strategic Planning Process** – Board members responding to a Doodle scheduling poll determined a workshop meeting for strategic planning on Dec. 16 was appropriate. CFO Tim Crone’s downtown office for Crowe-Horwath should be available. Martin and Crone to coordinate food and beverage. With the date set, Martin will send out a Strategic Planning Values survey to inform the work of the plan on that date. **Motion by Smith, Seconded by Gordon to meet for a Strategic Planning Retreat on December 16 from 9 am to 4 pm. Approved.**
- D. Best of A Place Called Sacramento Night** – Given the success of the “A Place Called Sacramento” Film festival in October, it was discussed wither there would be value in doing another film showing at a lower cost, perhaps at the Coloma Auditorium, for either a Best of PCS or a Best of multiple local festivals to help introduce Access Sacramento to even more in the filmmaking community. After discussion, it was felt a PCS event would be more likely to help build the Access Sacramento brand and could be an opportunity to announce a call for scripts at the same time as the showing. Additional discussion included the idea that beginning to plan now for the 20<sup>th</sup> anniversary of PCS in October, 2019 would likely be valuable.
- E. Radio Remote Broadcasts** – Plans are being finalized to do a remote broadcast from the California International marathon race route, likely on L or 10<sup>th</sup> Street near the finish line. 45,000 spectators and 10-11,000 runners are likely. The Access Sacramento/KUBU pop-up tent, with the remote equipment (Comrex Sharkfin), PA system and Access Sacramento literature would be available. A sponsor is being sought. The \$965 pricing features the traditional legal underwriting announcements, with half the

amount being given as a donation to the Marathon's primary charity, the UC Davis Childrens' Medical Center. A sponsor is being sought.

#### **IV. Standing Committee Reports (Discussion Items)**

##### **A. Membership & Outreach –**

- a. The Committee is working on a survey monkey outreach document to reach former members on what might cause a return to membership
- b. (Previously covered in this meeting)
- c. A KUBU underwriting package for shows at \$96.50 for six weeks and for \$965 for remotes is available.
- d. The Mobile app for KUBU is ready for launch in the Apple iTunes and Google Play (For Android phones) stores. A postcard promoting the app should be ready before the CA marathon.
- e. The committee is working to provide support to the radio area for a remote on Dec. 3 at the CA International Marathon as noted earlier in this meeting.

##### **B. Operations & Finance**

- a. October 2017 Ledger was sent to the committee.
- b. Profit & Loss Report Modification /Cash Flow: Tim Crone has communicated with the Executive Director.

##### **C. Programming –**

- a. Hometown Television applications – A multi-culture speaker at CSUS was approved pending Engineering review.
- b. Access Remote Digital Transfer II – A document on process for using the ARDT was created by the developer. All issues except for a .mpg2 processing pass through issue are resolved and the roll out continues for series providers.

Community Memory – No new developments.

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

**VI. Public Comments** – None.

**VII. New Business** –

Agenda Items for December 2017 – Additional Time for Pay in Radio/TV

**Adjournment** – 7:26 pm

#### **Schedule**

Thanksgiving Holiday (**Closed**) – Thurs-Fri Nov. 23-24

LiveWire Holiday Special – Wed. Dec. 6 5pm

Orientation – Wed. Dec. 13, 6pm

Radio Meeting – Wed. Dec. 13, 7pm

Programming Committee – Thurs. Dec. 14, 5pm

Executive Committee – Thurs. Dec. 14, 6pm

THE Marketing & Outreach Committee, Wed. Dec. 20, 4:30 pm

Regular Board Meeting – Thurs. Dec. 21, 2017, 5:30 pm

Christmas Holiday (**Closed**) – Fri. Dec. 22 – Mon. Dec. 25

## Item V

Executive Director's Report to the Board of Directors  
Nov. 16, 2017

- A. ACM Natonal meeting – I attended the Alliance for Community's national Hill Day visit last week, meeting with staff members of US Senator Diane Feinstein and Kamala Harris, plus US Representative Doris Matsui from Sacramento. They were receptive to our story and it was a valuable friend making opportunity. I also attended the two-day national board meeting representing the Western Region. Good progress on advancing our initiatives at that level. The Foundation is planning on doing some strategic planning too. Note: the Board agreed to hold its next in-person meeting here in Sacramento on the first day of the Western Region Conference.
- B. Causeway Classic / CIF Playoffs – We'll broadcast the Causeway classic as a direct feed from Sac State to the Big Sky Internet Network. The KTKZ radio announcers will provide the audio. CIF Playoff football continues this week, but will not be broadcast the day after thanksgiving. The CIF broadcast rights are extended to us via the NFHS Network as long as we turn off our internet stream for those playoff games.
- C. NFHS Viewership -- See the nex page for a report on Live and Video on Demand views via NFHS so far this season.
- D. WAVE Awards – the staff have made recommendations on which shows should be entered into the Western Access Video Excellence Award competition. Video (if needed) will be uploaded to You Tube and submitted in the Film Freeway site for the ACM West before the deadline.
- E. Producer Show anniversaries, Media Edge airing on Sundays at 8pm recently had its 650<sup>th</sup> show on Ch. 17, and for radio, Twirl Radio had its 800<sup>th</sup> show.
- F. AccessLocal.TV website has been having some upload issues for video where multiple attempts were needed to finalize the video processing. This appeared to have been related to a recent update on the WordPress operating system, and an update onto our own server seems to have repaired the problem in the last 48 hours.
- G. I attended the Big Day of Giving orientation this morning. The procedures are essentially the same as last year. We need to sign up by Dec. 31 and pay the \$245 fee (based on our operating budget), and the we 'll need to do an update on the Giving Edge site by Jan. 31 to develop content for the donation site, inputting a variety of information about us and our financials.
- H. Miscellaneous Updates:
  - a. The new semi-pro indoor football team Sacramento Rush is talking with us about possible streaming (from YouTube) of four away games in 2018. I have consulted with them about working with non-profits and they are putting together a non-profit educational foundation to support a possible partnership with us.

- b. Performance Reviews are being prepared and will be shared with staff in the weeks ahead. People on vacation next week will meet with me in the week after Thanksgiving.
- c. The Sacramento Metropolitan Cable Television Commission meets Dec. 7. They will be considering report from staff on the COLA policy which should also resolve the question of our minimum wage and insurance funding requests for 2017-18.
- d. Three Hometown TV projects taped recently are in editing. Global Goal, Local Leaders is ready for submission. A United Nations Association speaker, and the Rancho Cordova Community Orchestra are next.
- e. I've met with instructors at three local high schools recently, Pleasant Grove, New Technology and The MET about media options here for youth.
- f. Our AccessLocal.TV youth journalists will attend a day long conference in San Jose, supported with direct funding by the CA Endowment.
- g. 2018 Access Sacramento Calendars have arrived and will be announced in November as one to a member in the main office.





## **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)