



**Board of Directors
Thursday, August 27, 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

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

www.AccessSacramento.org

COMMUNITY PROGRAMMING ODOMETER
61368 (+157 in 35 days)
AVERAGE OF 4.5 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, August 27, 2020 - 5:30 PM
Remote Meeting via Zoom.com**

Time		Item of Business	Presenter	Action	Info
5:30	I	CALL TO ORDER REGULAR BOARD MEETING	Smith		
	II	DISCUSSION / ACTION ITEMS			
		A. August 27, 2020 Agenda Approval (New Items?)	Smith	X	
		B. Minutes for Regular Monthly Meeting July 23, 2020	Smith	X	
		C. Meet and Greet: Gary Malkasian, Malkasian Accountancy	Smith		X
		D. 2020-21 Budget Capital Outlay Budget & SMCTC Board Meeting Report	Martin		X
		E. Motion from Nominations Committee – Appointment of Monica Stark to Board of Directors	Gordon	X	
	III	DISCUSSION			
		A. Community Video Partnership Creation	Mims		X
		B. On-line Auction Fundraiser	Henderson		X
		C. COVID-19 Reopening Plan	Martin		X
		D. Educational Ad Hoc Committee	Henderson		X
		E. 21 st Annual “A Place Called Sacramento” Film Festival	Martin		X

IV	STANDING COMMITTEE REPORTS (Discussion Items)			
	<ul style="list-style-type: none"> A. THE Membership & Outreach Committee (Membership Charts) <ul style="list-style-type: none"> a. Membership b. Outreach c. Revenue B. Operations & Finance <ul style="list-style-type: none"> a. June, 2020 P&L (1st end of Year) b. July, 2020 (1 month of 2020-21 Fiscal Year) C. Programming – <ul style="list-style-type: none"> a. Current Events Programming b. Hometown TV 	Smith		X
		Henderson		X
		Mims		X
V	EXECUTIVE DIRECTOR REPORT (Handout)			
	<ul style="list-style-type: none"> A. National Public Policy from ACM B. Initial Annual Funding and Performance Agreement and 10th Amendment to license and Operate C. Retirement Plan Form 5500 Compliance D. Special Liability Insurance Policy E. New High School Radio Drama Project F. Membership Extensions/Database Update G. Secretary of State – Statement of Information H. Sacramento State Community Engagement Center I. KUBU Pre-Roll Stream Ads J. Other 	Martin		X
VI	Public Comment (2 min. per person): Fill out request form	Smith		X
VII	<u>New Business</u> Possible Agenda Items for Sept 24, 2020 Membership Database Future Planning – 2030 Vision Grant Goals	Smith		X
VIII	CLOSED SESSION The board will move to a closed session for a personnel matter.	Smith		X

	IX	<p>ADJOURNMENT</p> <p>Schedule Orientation – Tuesday, Sept. 8, 6pm THE Membership & Outreach Committee – Wed. Sept. 9, 5:30pm Radio Producers Meeting Teleconference – Wed. Sept. 9, 7pm Programming Committee – Thurs. Sept. 10. 5pm Executive Committee – Thurs. Sept. 10 6pm Orientation – Wed. Sept. 23, 6pm Regular Board Meeting – Thurs. Sept. 24, 5:30 pm</p>			
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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.

July Monthly Business Meeting Minutes

Thursday, July 23, 2020

5:30 p.m.

Via Zoom Meeting

Board Present: Bob Smith, Kim Mims, Samantha K. Henderson, Van Gordon, Robert Morin, Kimberly Y. Spears, Alexander Vasquez.

Staff: Gary Martin, Executive Director

Guest: Nahid Kabbani

I. Call to Order Regular Board Meeting 5:36 pm. Quorum present.

II. Discussion/Action Items

- A. July 23, 2020 Agenda Approval – Moved by Gordon, seconded by Morin for approval. Approved.**

- B. Minutes the Regular Board Meeting June 25, 2020 – Moved by Gordon, seconded by Morin for approval after a typo correction. Approved.**

- C. 2020-21 Budget** – Executive Director Martin presented a draft capital outlay budget proposal for review by the board. He announced the proposal to the Sacramento Metropolitan Cable Television Commission is not due until August 17, several weeks after the previously announced deadline of a date in July. Typical annual expenses that include LiveU, the Ingest Portal and video storage servers, the office copier are included. New proposals include checkout laptop computers, a remote LiveU system for offsite real-time switching including a 3-play system for the TV studio, a box lens for the HD truck, and a remodel for the former remote vehicle, the RV Flair, for conversion into a grip truck to carry much of what the Van does currently, but can add the new portable broadcast desk and generator. **Moved by Gordon, Seconded by Morin to authorize the Executive Director to submit Access Sacramento’s proposal before the deadline and with the requested supporting detail and quotes with changes to pricing or items as appropriate as new information comes in. Approved.**

- D. Motion from Nominations Committee – Appointment of Monica Stark to Board of Directors** – Following its normal process, the nominations committee has forwarded a motion to appoint Monica Stark to the Board of Directors. However, Stark was unable to attend the meeting while out of town. **The motion to appoint Stark was postponed to the August Meeting.** Instead, Nominations Committee chair Gordon invited another board applicant, Nahid Kabbani, to the meeting to give her background. Kabbani noted she has been in media all of her life and feels Access Sacramento is the perfect vehicle to share people’s stories and to build community. She said she is retired but works to improve communication and outreach to our area’s refugee population. She works with the United Nation’s Association, Sacramento Valley chapter and her own non-profit, One

World for Love and Peace. During a question and answer period, Kabbani indicated her desire to help with marketing Access Sacramento, and said people see the benefits from membership, that they will come. Kabbani said her background in helping persecuted populations like the Palestinians drives her interests today and now other under-represented communities like Black Lives Matter demonstrates how all human-kind needs to do better.

Motion by Gordon, Seconded by Mims to suspend the rules and appoint Nahid Kabbani to the Board of Directors. Approved.

III. Discussion Items

- A. COVID-19 Reopening Plan --** Based on the Governor's office recommendations, Access Sacramento has closed its main office again to appointment and phone calls only. The checkout pilot policy has been discontinued. A restart of the reopening process will resume once public policy changes and the health situation improves. Chair Smith indicated a new health document was available for offices as of July 13 and that he would forward information the all. Mims hoped online classes would be created to help with revenue generation.
- B. Educational Ad Hoc Committee--** Henderson echoed hopes for more online content and that a StreamYard or Zoom class could be offered very soon. Henderson offered to do the StreamYard intro if another instructor cannot be scheduled. Smith called for a printed sales document that could help improve sales of services and program underwriting. Smith said Access Sacramento should begin thinking more like a For-Profit organization and that revenue generation is critical and a strong marketing arm is needed.
- C. 21st Annual "A Place Called Sacramento" Film Festival –**
- a. June Festival – Filmmakers are aware of the upcoming postponement to June. Four films are in production. Six others will wait for the health situation to improve.
 - b. Diversity/Youth Prelim – This project will be announced and promoted for Film Freeway.
 - c. Location & Distribution Options – Additional research is being done, but contacting the managers of the Crest Theatre and Broadway Drive-in theaters has been unsuccessful.

IV. Standing Committee Reports

- A. THE Membership and Outreach Committee –** 1) Smith indicated a TV show awarding the Power of Voice project for Black Lives Matter Sacramento is being created. Ed Fletcher has successful contacted the local leaders and a time for award presentation and recording of content is being planned. Smith said the airing of the TV show in August is the plan, but that a delay is acceptable in order to insure the quality of the program is exceptional. 2) Martin indicated Assembly Speaker Pro Tem Mullin has asked his chief of staff to provide contact information to the state house coordinator of Assembly TV. 3) Spears reported a revamping of the

Ambassador program as the Access Sacramento Ambassador Program (ASAP) and that it will include more direct contact with new members so that ambassadors can mentor them into being more active early on. This would be a value added service from the volunteer ambassadors. Spears has sent an email to existing ambassadors talking about the new approach and has called for a zoom meeting Thurs. June 30 at 7pm. Board members are invited to participate. Spears and Martin have been editing on a brochure and application packet for use in promoting and expanding the ASAP.

- B. Operations and Finance** – Henderson has been examining the profit and loss statements and recognized that this year would not see a profit on the books, but that the Payroll Protection Program liability, once forgiven) would become revenue (reported in the next fiscal year) and that the organization was ok for cash flow. She stressed that projects in the upcoming year must have a return on investment.

 - C. Programming Committee** – Mims reported that Hometown TV was televising the Summer Spark drive-thru COVID-19 compliant event as the first use of the HD truck since the closure. She hoped an outreach to existing community video content producers (Facebook, etc) could be encouraged to also put their content on Access Sacramento so that Access Sacramento would become Must-See TV.
- V. Executive Director Report** – Handout provided.
- VI. Public comment** – None.
- VII. New Business** – Mims added Community Video Partnerships for the next meeting.
- VIII. Adjournment** – Meeting adjourned at 8:27 pm.

Item V

Executive Director's Report to the Board of Directors
July 23, 2020

- A. **KUBU 3rd Quarter Sound Exchange Report** – The music review and tracking census period for our cablecast audio and KUBU radio service ran from July 6 to July 19. The reports will be sent in for our BMI, ASCAP and SESAC licensing as normal.
- B. **KUBU app streaming performance** – See attached.
- C. **ARDT II** – Ingest portal is working as designed and improved. The biggest hurdle at this point appears to be our members' slow (or non-existent) home internet capacity. The TV programming director continues to work with members on this point, but some it appears will continue to send in digital media on transportable media for upload directly into our computers on-site.
- D. **SBA Payroll Protection Program** – We are awaiting instructions from Bank of America for how to eventually process the loan forgiveness with our accountant. The process and deadlines are still being researched.
- E. **Master Control Insurance** – A Master Proof of Loss document has been provided to the Alliant (McLarens) Insurance Claims adjuster following our billing last month. The reimbursement is in progress. Should the subsequent subrogation claim from Alliant to the City of Sacramento, our \$5,000 deductible would likely be refunded as well.
- F. **Film Commission / Permitting** – All PCS filmmakers have been reminded of the need to get a film permit in the City of Sacramento for all film shoots on public or private property. A conversation will begin with the office about how this affects Hometown TV and Game of the Week events later this summer.
- G. **Miscellaneous** –
 - a. **Summer Spark Hometown TV & KUBU Remotes** – We pilot a return to a COVID compliant hometown television event on Friday, July 24 in Rancho Cordova. This three-hour 7pm – 10pm channel 17 live broadcast, will also include a concurrent live radio broadcast on the channel 17 & 18 SAP, streaming from our website from 7pm to midnight on both July 24 and July 25. The 2nd night is a contracted production from Summer Spark. We expect to see a jump in the number of KUBU App downloads as well as higher streaming data usage for July because of this two-day event.
 - b. **Staff COVID 19 Compliance Online Training & Certificates** – The website SafeSets.com is doing a free online training and testing program for people who do filming. This site has been recommended to our on-call remote truck crew. Some have already completed the training and sent in their certificates. Most of the full-time production related staff have also completed the training.
 - c. **Orientations On-Line** – We continue to have normal twice-monthly on-line orientations. Those who are participating are appreciating the information, power point presentations and virtual walking tour (available on VOD from our website).
 - d. **July Staff Payrates** – The 2% COLA has been applied to those affected and the new medical and retirement information has been implemented by the bookkeeper for the fiscal year.
 - e. **California Arts Council Grant** – Thank you letters to the Governor, Senators and Assembly members who represent Sacramento County for the California Arts Council Grant that begins in November. New instructions indicate flexibility will be provided for those projects who must adjust budgets or approaches to

covering the arts given the new restrictions brought by the COVID-19 Coronavirus restrictions.

- f. **Bulletin Board** – A variety of new bulletin board content is being prepared about Coronavirus safety and about Voter Registration information and deadlines.
- g. **Governor’s Broadcasts on Channel 17** – We are broadcasting the governor’s broadcasts on a replay basis only currently. The LiveU Matrix that allows us to do these broadcasts has begun charging for this service, so we are picking up the videos elsewhere and replaying them on the regular schedule.
- h. **Discrimination Training** – All staff have completed this state-required training. Operations Director Laureen Fallahay and I have completed the additional Supervisors Training.



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