



**Board of Directors
Thursday, September 27, 2018
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
56929 (+257 in 28 days)
AVERAGE OF 9.2 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, SEPTEMBER 27, 2018 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: September 27, 2018 Agenda Approval (New Items?)	Henkle	X	
		B. ACTION: Minutes for August 23, 2018	Henkle	X	
	III	PRESENTATION			
		A. Social Media for Non-Profits Presenter: Bobby Mann, Front Street Shelter	Henkle		X
	IV	DISCUSSION & ACTION ITEMS			
		A. Board Retreat Meeting Date	Henkle		X
		B. Conflict of Interest Policy	Henkle	X	
		C. A Place Called Sacramento Volunteers	Martin		X
		D. Budget Revision (September, 2018)	Martin	X	
	V	STANDING COMMITTEE REPORTS (Discussion Items)			
		A. THE Membership & Outreach Committee (Membership Chart) a. 3 rd & 4 th Quarter Plans b. Membership Welcome Back Event c. Returning Members Event d. Radio Billboard e. Cartvertising	Smith		X
		B. Operations & Finance a. August. 2018 Ledger b. Income Tracking Bar Chart	Morin		X
		C. Programming – a. Hometown TV Applications b. Radio Update	Fletcher/Martin		X
	VI	EXECUTIVE DIRECTOR REPORT (Handout)			
		A. A Place Called Sacramento Update B. Radio KUBU & Sound Exchange C. KUBU App/Streaming performance D. GOTW Viewership	Martin		X

		E. Mariposa Room Remodel F. Miscellaneous Updates			
	VII	Public Comment (2 min. per person): Fill out request form	Henkle		X
	VIII	New Business Possible Agenda Items for Oct. 25, 2018 Strategic Plan AccessLocal.TV Presentation Membership Data Review (Morin)	Henkle		X
	IX	ADJOURNMENT Schedule A Place Called Sacramento Film Festival – Sat. Oct. 6, 6pm Red Carpet Orientation – Tues. Oct. 9, 6 pm THE Membership & Outreach Committee – Wed. Oct. 10 5:30pm Radio Producers Meeting – Wed. Oct. 10, 7pm Programming Committee – Thurs. Oct. 11, 5pm Executive Committee – Thurs. Oct. 11, 6pm Orientation – Wed. Oct. 24, 6pm Regular Board Meeting – Thurs. Oct. 25, 5:30 pm	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.

August Monthly Business Meeting Minutes

Thursday, August 23, 2018

5:30 p.m.

Coloma Community Center – Gold Run Room

Board Present: Don Henkle, Bob Smith, Robert Morin, Van Gordon, Mark Freeman, Kim Mims, Robert Morin, Alexander Vasquez

Excused: Ed Fletcher, Simone Vianna

Staff: Ted Tenedora, Board Candidate, Laura Chick, Board Candidate

Guests:

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

II. Discussion/Action Items

A. ACTION: August 23, 2018 Agenda Approval – Move the Member and Outreach Committee meeting to Wed. Sept 12 instead of Sept. 19. **Moved by Gordon, Seconded by Freeman for Approval. Approved.**

B. ACTION: Minutes for July 26, 2018 – **Moved by Gordon, Seconded by Freeman for Approval. Approved.**

C. ACTION: Motion by Committee – Board of Directors Candidates

a. Laura Chick

b. Ted Tenedora

Vice Chair Bob Smith noted that both candidates Laura Chick and Ted Tenedora had attended last month's board of directors' meeting. Since then, Gordon as the nominations chair under the membership and outreach committee had also spoken with the candidates and that the committee sends both names forward for approval to the board of directors. Laura Chick indicated both are very committee and asked for clarification on the amount of time that must be committed. Smith commented on committee work, board meeting and events attendance opportunities. He said board members' tasks include promoting Access Sacramento in the community and forming relationship with business leaders across Sacramento County. **Motion by Committee. Approved.**

III. Discussion Items

A. Board Retreat -- In the past, a board retreat has involved a SWOT analysis, and flip chart notes building an agenda for the strategic plan. Generally it is an all-day retreat, typically on a Saturday. In discussion, Henkle determined there was a consensus to do a retreat with lunch provided. Chick offered her home in Folsom as an option for the location. The board asked executive director Martin to do a Doodle poll to assess possible date options.

B. Strategic Plan – Board discussion noted that the expired strategic plan's basic goals are still relevant today, and that most of the action items had been accomplished. By reviewing the former plan and creating an operational task

list, these goals might still be acceptable. The previous plan and flip chart notes from Dec. 2017 were sent to the board. It was hoped a draft of action items might be available in Sept.

- C. Conflict of Interest Policy** – This plan was originally presented by the Pro Bono attorney John Davis in January. A revised version, edited for process and nomenclature was e-mailed to the board for review. Henkle indicated the policy is ready for a board vote, and asked for the board to review the policy in anticipation of taking a vote in the September meeting.
- D. ACM Conference Programming** – Executive Director Martin mentioned the early bird deadline for the Western Access Video Excellence awards is approaching. Discussion by the board about the last WAVE ceremony (hosted in Sacramento) had few submissions in the youth category. It was suggested the AccessLocal.Tv programming might have content worthy of multiple entries across the many categories.
- E. On-Line Contest of PCS** – At the July Board of Director’s meeting meeting, Ed Fletcher asked for a discussion on whether the 20th annual A Place Called Sacramento film festival might potentially have a lead-in night, for juried films. This could be taken up at the Programming Committee. For this year’s competition it was suggested that Film Festival Director Martin add a juried category for editing.

IV. Standing Committee Reports (Discussion Items)

- A. THE Membership & Outreach Committee** – Committee Chair Smith noted from the membership chart that membership is growing, although radio is down, but student memberships are up.
 - a.** Power of Voice – it was noted that single ticket purchases overall were disappointing and that sponsorships were critical. For the future, we might need to look at the pricing; Single tickets were \$125 this year instead of \$100. Smith recognized and acknowledged a great POV committee.
 - b.** 3rd & 4th Quarter Plans – The committee plans to work on Game of the Week sponsorships, to bolster the existing partnerships with Sharif Jewelers and Folsom Lake Honda. A new underwriting packets will be offered \$250 single game sponsorships and \$500 multiple game sponsorships. This will include half-time and post-game show sponsorships. A Radio remote is being planned for Paws to Party for Front Street Shelter, and another remote for January 2019 at the California International Marathon – possibly including a TV remote as well.

- c. Membership – Welcome Back Event – Call it membership 2.0. The Ambassadors Club will meet for the first time Sept. 19 at 5:30 pm.
- d. A Holiday Party is an idea – a membership social to celebrate all of the past year’s successes. A later event possibly in January could invite and bring in lapsed members.
- e. Nominations – Earlier in the meeting two applicants were appointed.
- f. Radio Billboard – with the support of board members Smith and Vasquez, a billboard for KUBU will appear on Dec. 31 at 16th and Broadway at the edge of the Dimple Records parking lot. The billboard will remain for two months. Other options include a possible partnership with the Sacramento News and Review and possible ads on Shopping Carts in the downtown radio broadcast area.

B. Operations and Finance – Morin reviewed a variety of expenses for the end of year June, 2018 and the start of the new fiscal year in July, 2018. Morin requested to have more of the board of members to join the Operations and finance committee. He asked if it was possible for the accounting firm to provide the Profit-and-Loss document to be provided in Excel instead of as a .pdf.

C. Programming – Programming Chair Fletcher was unable to attend the meeting. Basic discussion for this area included an expressed desire for Access Sacramento to be more proactive in recruiting Hometown TV events. Other ideas including getting more events into the Access Sacramento Community Calendar. Henkle asked Freeman to help in creating a quarterly community calendar, and for the programming committee to create a master calendar of non-profit events over the year.

V. Executive Director Report – Written report provided.

VI. Public Comment – Member Nahid Kabbani commented on her previous service as a board member for five years, and in the creation of a TV show. Her program covers refugee life in Sacramento County and that Access Sacramento is for them. Kabbani intends to put in a refreshed board of director’s application.

VII. New Business – None.

VIII. Adjournment – 7:39 pm



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