



**Board of Directors
Thursday, Dec. 19, 2019
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
60056 (+213 in 28 days)
AVERAGE OF 7.6 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, DECEMBER 19, 2019 - 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	Smith	
	II	DISCUSSION / ACTION ITEMS		
		A. ACTION: December 19, 2019 Agenda Approval (New Items?)	Smith	X
		B. ACTION: Minutes for Regular Monthly Meeting November 21, 2019	Smith	X
		C. ACTION: Motion from Nominations Committee – Appointment of Kimberly Y. Spears to the Board of Directors	Gordon	X
		D. ACTION: 2018-19 Annual Report a. Typo-Edit Authorization b. SMCTC Submission Authorization	Martin	X
	III	DISCUSSION		
		A. Membership Database a. Billing and Payments b. Timeline on Stages of Roll out	Martin	X
		B. Educational Ad Hoc Committee	Henderson/Price	X
		C. By-Laws Ad Hoc Committee Report	Vasquez	X
		D. Retreat Planning a. By-Laws b. Programming: Governmental Initiative c. Sac State Student Partnership d. Membership Development e. Other	Smith	X
	IV	STANDING COMMITTEE REPORTS (Discussion Items)		
		A. THE Membership & Outreach Committee (Membership Chart)	Smith	X

		<p>B. Operations & Finance</p> <ul style="list-style-type: none"> a. Novemeber, 2019 Ledger b. Income Tracking Bar Chart c. Accountancy Change <p>C. Programming –</p> <ul style="list-style-type: none"> a. HTTPV – b. Radio Update – c. TV Update – 	Henderson		X
			Fletcher		X
V	EXECUTIVE DIRECTOR REPORT (Handout)				
		<p>A. Radio Studio 3 Buildout</p> <p>B. Alliance for Community Media</p> <p>C. TV Studio Cameras Install</p> <p>D. RoKu and Apple TV Roll-out</p> <p>E. KUBU App/Streaming Performance</p> <p>F. Staff Evaluations to Begin</p> <p>G. Miscellaneous Updates</p>	Martin		X
VI	Public Comment (2 min. per person): Fill out request form		Smith		X
VII	<p>New Business</p> <p>Possible Agenda Items for Jan. 23, 2020</p> <p>Board Recruitment</p> <p>Grant Goals</p>		Smith		X
VIII	ADJOURNMENT		Smith	X	
	<p>Schedule</p> <p>CLOSED (Half Day) – Tues. New Year’s Eve – Dec. 31 1pm</p> <p>CLOSED – Wed. New Year’s Day – Jan. 1</p> <p>THE Membership & Outreach Committee – Wed. Jan. 8, 5:30pm</p> <p>Radio Producers Meeting – Wed. Jan. 8, 7pm</p> <p>Programming Committee – Thurs. Jan. 9, 5pm</p> <p>Executive Committee – Thurs. Jan. 9, 6pm</p> <p>Orientation – Tuesday, Jan. 14, 6pm</p> <p>Board Retreat – Sat. Jan. 28, 8 a.m – 1:30 p.m. (Location TBA)</p> <p>CLOSED – Mon, Jan. 20 – MLK Holiday</p> <p>Regular Board Meeting – Jan. 23 2020, 5:30 pm</p>				

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.

November Monthly Business Meeting Minutes

Thursday, November 21, 2019

5:30 p.m.

Coloma Community Center- Gold Run Room

Board Present: Bob Smith, Ed Fletcher, Samantha K. Henderson, Kim Mims, Judi Price, Simone Vianna, Van Gordon

Excused: Gary Martin, Executive Director

Staff: Laureen Fallahay

I. Call to Order Regular Board Meeting 5:34 pm. Quorum present.

II. Discussion/Action Items

A. ACTION: Agenda November 21, 2019 Approval – Moved by Ed Fletcher, seconded by Van Gordon for approval. Approved.

Announcement by Smith that a letter of resignation for board members Laura Chick and Ted Tenedoro have been received and accepted. Smith noted, their commitment to continued support and thanked and commended them for their contributions to Access Sacramento and offered best wishes for the road ahead.

Smith grants couple of minutes to look through October agenda for approval. Judi Price notes error on page 5, misquoting point she made regarding members paying to volunteer. Move to strike Judi Price comment from record.

Amended Minutes Van motion to approve amended agenda striking Judi Price comment, Samantha second.

B. ACTION: Minutes the Regular Board Meeting October 24, 2019 – Moved for approval of the minutes by Ed Fletcher, Seconded by Van Gordan. Approved.

III. Discussion Items

A. Annual Budget Review – Roger Beebout, Balarsky and Associates present to give fiscal overview. Van Gordon introduced former board member Nahid Kabbani removed from board for 5 years wants to continue refugee immigration work to community through Access Sacramento. Roger - financial review- clean review - healthy balance sheet - no liabilities. Adopted 2018-19 Three categories changed to two Unrestricted and Restricted. Temp Restriction category eliminated. Accounting findings include: No balance sheet or Statement of activities questions for Itemization streams of revenue or Operating expenses. Annual expenditures - consultant expenditure. Program expenses 75%, Fundraising 3%, 85k equipment expense, Operating expenses rent not liability, 93% of revenue received from Cable Commission, Actual fixed assets equipment and office equipment, Funds with restrictions-Accrued paid time off employees. Bob Smith, notes,

finalized draft formal process to distribute findings to all board members once approved will finalize. Accountant notes, no concerns - very consistent, validate capital expenditures, no findings no issues. Bob Smith introduced accountants to CFO Samantha K. Henderson.

- B. Annual Budget Review Board Questions** – Ed Fletcher, states fundraising up year after year. Questions staff salaries allocated from work performed on grant writing activities. Judi asked why all 34k in one bank. Smith and Ed Fletcher, talk about consolidating from Union Bank. Diversify fund operational function. Smith - board needs to approve financial statement. **Samantha second** all I favor. **Approved**. Audit question raised by Ed Fletcher, while accountants in room. Bob Smith asked about value of having an in-depths audit. Accountant said that is normal with non profit - Access financial statement review conducted by third party is solid setup. Up to organizations to determine how often and if needed. Bob Smith- annual report has not been seen, hopes we can see before submitted.

IV. Standing Committee Reports

- A. THE Membership and Outreach Committee** – Bob Smith out of town Dec. 5th can't make Cable Commission meeting or Member Holiday Party. Annual Report needs to be approved by board prior to Dec. 5 Cable Commission meeting.
- B. RueShare Rollout** – Bo Smith asked Laureen Fallahay for membership RueShare rollout update. Laureen Fallahay reports all have been invited to join online portal. Laureen Fallahay is re-inviting members to create online profile, stated small percentage of members have signed up. Bob Smith has issues creating RueShare profile. Ed Fletcher asked if there was an email explaining rollout before invites were sent. Simone Vianna asked if can track opened emails through Constant Contact. Laureen Fallahay is having issues setting up crew call preferences- crew positions not listed. Samantha K. Henderson didn't see crew call information online. Laureen Fallahay looking for RueShare upgrades to include help sheets on how to sign up for Access Workshops through RueShare portal. Crew calls should be visible online. Simone Vianna ask how much is currently paid for service- Laureen Fallahay said \$1500. Upgrade would be additional unknown costs. Costs can be negotiated if upgrades help other RueShare subscribers. Judi Price received invite months ago but doesn't know how to access portal now. Laureen Fallahay will be adding portal link to Access website. Samantha K. Henderson expressed difficulty finding shows to work on to get certified wants to know when that info will be available in portal. Laureen Fallahay states hoping by 1st of year.
- C. Educational Ad Hoc Committee** – Smith asked Henderson for Education Committee update. Henderson thinks we should table discussion until after retreat. Smith asked for streamlined points of discussion. Smith wants blueprint for CSUS partnership. Question raised; what impact to Access staff - who will manage new

workshops? Smith needs to ask Martin about staff capacity. Smith suggests Henderson and Price have meeting with Martin to come up with viable plan and capabilities. Fletcher suggests taking a broader look at providing online courses and narrow focus on individual members. Fallahay suggested full time trainer is needed. Is in discussion with someone to volunteer to teach a podcast masterclass. Smith suggests talking to Martin about what's possible

D. By-Laws Ad hoc Committee Report –Smith mentions Bylaws provisions

Vasquez has spoken with attorney. Smith also notes Board needs to look at revising bylaws recognizing term limits. Proposes discussing what makes sense today regarding board term limits. Wants to welcome new fresh blood and ideas also cherishes long term board members added value. We need to broaden our sphere of influencers and need people with higher degree of connections. Smith working on finding influencers to join board. He has applications out to a television personality and a PR professional. Access needs to bring on a new board member that can raise the bar. Smith recommended all board members to find influencers to join board. Smith stated between 12 and 15 is good number for Board of Directors.

E. Membership Numbers - Positive membership number trends over past 2 years

16-17 percent growth over last year. Inactive are people who say I don't want to renew. Fallahay states some members are expired but may come back and are still included in membership numbers. Fallahay sends reminders to expired members and keeps them on member list for 1 year. Not sure how many members are expired, approximates 25%. Smith suggests making expired members inactive after 6 months rather than 1 year. Smith wants real active members only on member board report. Price inquires if radio members get counted twice. Fallahay states radio has no inactive or expired members; just paid members. Series membership included with Series paid package. Price asks if language should just be paid and not paid instead of active, expired or inactive. Smith said active is just semantics. Price disagreed and said non-paid members should not be included on board report it's misleading.

F. Programming Committee – Smith emailed assemblyman about Cal Channel ongoing discussion and believes Kevin Mullin is interested and will continue to work towards that. With election year, Access needs to add political content debates and town hall forums.

G. Operations and Finance – Financial report needs more of a breakout with TV and Radio. Identify area for generating funding. Vianna asked if conversion machine for VHS to digital was available to use for possible revenue generation to provide digital conversion services. Henderson thinks our efforts would be better focused on fundraising efforts. Vianna asked how much did we raise from PCS and POV? PCS is ahead of budget 16k spent vs 18k generated. Smith what activities do we have to raise money? Suggests working on fundraising chart to make it more meaningful.

Question raised: What could we doing on programming to raise more funding? Smith said better product will create more underwriting opportunities. Smith also said there may be more PCS invoices still outstanding. Final PCS number not in. Henderson suggests identifying areas where we are strong and focus on that and areas are weak curtail. Fletcher said we never receive expenditure breakdowns. Smith said we should be using Quicken program or Salesforce software to measure staff billable hours spent on fundraising program activities. Question raised: How are Employees hours being allocated? Price states members concerned about Power of Voice costs – Price has asked for POV expenditures for 3 months. Has not received. Vianna states we need to be more transparent. Smith states not an attempt to micromanage. Need to better understand funding expenditure. How activity is reported and tracked.

H. Programming Committee – No official programming this month. Fletcher invited anyone to join Programming Committee. Mims states she can join Programming Committee meetings at 5:30. Price asks if Programming Committee processes truck check out? Seems to be no process truck check out. Fletcher states there has not been a truck class in years and years there is no check out process in place. Tricaster shoots as an option mentioned. Price states there should be regular maintenance on \$750K truck. Vianna asks if we could monetize truck and TriCaster check outs? Fletcher suggests two ideas if we didn't do Power of Voice. Questions, what else could we do? Hi-tech event at Access instead and politically inspired show. Fletcher believes there would be public interest in political show because League of Women's voters, less active. Suggests possible reallocation of Hometown funding to make political show. Live remote with view of the capital pay the producers through restaurant and bar. Reached out to Sacramento Press Club - Lobby and interest groups to pony up money. Politics in Sacramento 2nd biggest to DC - tremendous potential. Will add value to Access and we could get underwriting. Fletcher said if we get a heavyweight like the Governor the rest will follow. Fletcher said we need to recommend crazy ideas to survive when Cable Commission cuts funding. Smith said revenue front and center, Game of the Week needs to pull in 50k to justify 50k annual cost. Fletcher suggests it may be easier to sell as tax deductible contribution rather than media exposure without Neilson numbers. Price asked for hometown list availability.

V. Executive Director Report – Not included.

VI. Public comment – None.

VII. New Business – Dec. 19th board meeting will be short lighthearted with possible libations. Retreat discussion on agenda Dec. 19th.

VIII. Adjournment – Meeting adjourned at 7:19 pm.

Respectfully submitted, Kim Mims, Secretary



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