



**Board of Directors  
Thursday, October 24, 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](http://www.AccessSacramento.org)**

COMMUNITY PROGRAMMING ODOMETER  
59789 (+194 in 28 days)  
AVERAGE OF 6.9 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, OCTOBER 24, 2019 - 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	I	<b>CALL TO ORDER REGULAR BOARD MEETING</b>	Smith		
	II	<b>DISCUSSION / ACTION ITEMS</b>			
		A. <b>ACTION: October 24, 2019 Agenda Approval (New Items?)</b>	Smith	X	
		B. <b>ACTION: Minutes for Regular Monthly Meeting Sept 26, 2019</b>	Smith	X	
	III	<b>DISCUSSION</b>			
		A. Chief Financial Officer Discussion	Smith		X
		B. Membership Database a. Billing and Payments b. Timeline on Stages of Roll out	Martin		X
		C. A Place Called Sacramento	Smith		X
		D. Educational Ad Hoc Committee	Chick		X
		E. By-Laws Ad Hoc Committee Report	Vasquez		X
		F. Class Fees	Vasquez		X
	IV	<b>STANDING COMMITTEE REPORTS (Discussion Items)</b>			
		A. THE Membership & Outreach Committee (Membership Chart) a. 4 <sup>th</sup> Quarter 2019 Membership Holiday Party b. 4 <sup>th</sup> Quarter Initiatives – CA Channl / CSUS c. Revenue Generation – Tracking / Setting Goals	Smith		X
		B. Operations & Finance a. September, 2019 Ledger b. Income Tracking Bar Chart c. Fiscal year 2018-19 Fiscal Review	Fletcher		X

		<p>C. Programming –</p> <ul style="list-style-type: none"> <li>a. HTTV – CRC Ethics, Gay Men’s Chorus, Optimist Basketball</li> <li>b. Radio Update – Remote, Studio 3 Furniture</li> <li>c. TV Update -- Ch. 18 Series Lottery</li> <li>d. Grant Options</li> </ul>	Fletcher		X
	V	<b>EXECUTIVE DIRECTOR REPORT (Handout)</b>			
		<ul style="list-style-type: none"> <li>A. Radio Studio 3 Buildout</li> <li>B. Sacramento Magazine / Comstock’s Magazine</li> <li>C. Mindshift Server Contract</li> <li>D. Yennie Zhou Art Bench</li> <li>E. 2020 Calendars</li> <li>F. WAVE Award Entries</li> <li>G. RoKu and Apple TV Roll-out</li> <li>H. KUBU App/Streaming Performance</li> <li>I. Miscellaneous Updates</li> </ul>	Martin		X
	VI	<b>Public Comment</b> (2 min. per person): Fill out request form	Smith		X
	VII	<p><b><u>New Business</u></b></p> <ul style="list-style-type: none"> <li>Possible Agenda Items for Nov 21, 2019</li> <li>2018-19 Fiscal Review Report /&amp;Accountant Presentation</li> <li>Draft 2018-19 Annual Report to SMCTC</li> <li>Board Recruitment</li> <li>Grant Goals</li> </ul>	Smith		X
	VIII	<p><b>ADJOURNMENT</b></p> <p><b>Schedule</b></p> <p>Veteran’s Day – Monday, Nov. 11 -- CLOSED</p> <p>Orientation – Tuesday, Nov. 12, 6pm</p> <p>THE Membership &amp; Outreach Committee – Wed. Nov. 13, 5:30pm</p> <p>Radio Producers Meeting – Wed. Nov. 13, 7pm</p> <p>Programming Committee – Thurs. Nov. 14, 5pm</p> <p>Executive Committee – Thurs. Nov. 14, 6pm</p> <p>Regular Board Meeting – Thurs. Nov. 21, 2019, 5:30 pm</p> <p>No Second Member Orientation in November</p>	Smith	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, September 26, 2019**

**5:30 p.m.**

**Coloma Community Center- Gold Run Room**

**Board Present:** Bob Smith, Alexander Vasquez, Ed Fletcher, Kim Mims, Laura Chick, Robert Morin, Judi Price, Ted Tenedora, Simone Vianna.

**Excused:** Van Gordon, Samantha K. Henderson

**Staff:** Gary Martin, Executive Director

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

**II. Discussion/Action Items**

**A. ACTION: September 26, 2019 Agenda Approval** – Noted a change in the October meeting of the Membership and Outreach Committee from Oct. 9 to Oct. 16. **Moved by Mims, seconded by Price for approval with the update of the date. Approved.**

**B. ACTION: Minutes the Regular Board Meeting July 25 and August 22, 2019** – **Moved for approval or the minutes by Chick, Seconded by Tenedora. Approved.**

**III. Discussion Items**

**A. Chief Financial Officer Discussion** -- Item postponed to October.

**B. Membership Database** – Martin reported membership invitations are being sent out for setting of passwords, and that class options for purchase were being opened. The timeline for equipment and space reservation is still on target to be set up before the end of the calendar year. Board suggestions to provide a video or help sheet should be planned. Getting a critical mass of users by the start of the year will be ideal.

**C. A Place Called Sacramento** –

a. 20<sup>th</sup> Anniversary Activities –

1. Thursday – Five retrospective films, along with two full films from two Hall of Fame entrants will be shown. Five youth “My Neighborhood” films will be shown.
2. Friday – Sponsorship by the Interim City of Sacramento Film Commissioner was coordinated by Kim Mims. Panelists for the Hollywood Connection Party will be Jennie Church-Cooper, Galen Howard and Tim Russ. They will be interviewed by local news anchor Bethany Crouch. A silent action and Recycled Technology Art element

with four dresses, an art bench and centerpieces are planned. Some board members are donating to support the food budget.

3. Saturday – World Premiere at the Crest, plus two of the festivals founders will be honored. The grand prize winner of the youth “My Neighborhood” mini-festival will also have his 2:00 project shown again.
4. Saturday After Party – An agreement with the Social Night Club across the street from the Crest has been implemented.

Board members suggested doing a Facebook boost for events that have tickets remaining to be sold, and even to consider a discount for the Friday event. Pictures with the auction winners could be sent to the donors to show the winners’ happy faces. Thank you cards need to be sent after. Board members who have not yet paid for their 10 tickets are requested to do so at the main office.

**D. Possible Dates for a Retreat** – A variety of dates were considered to work on Access Sacramento’s mission and vision statements and movement toward a strategic plan update. Board Chair Smith announced a consensus date for Saturday, Jan. 11. Member Judi Price indicated she would not be available that date. No others indicated they would not be available.

**E. Educational Ad Hoc Committee** – Board members indication they were encouraged by new classes being offered. They are working on a survey of members to determine preparedness for meeting their desired programming goals and additional needs. The committee hopes to work to make sure Access Sacramento is an educational preference for our region. The committee is also discussing extra workshops with premiere presenters from Los Angeles that might be open to all, with member discounts. Mims mentioned some SMAC educational grants but said we were likely ineligible because the basic budget must be under \$500,000 annually. The committee will likely expand its research to include a variety on non-Access Sacramento members and non-board members.

**F. By-Laws Ad hoc Committee Report** – Vasquez indicated early review of existing by-laws shows some clarifying language defining members of Access Sacramento and members of the Board of Directors would be addressed, and the question of board member term limits would also be discussed. Chick and Tenedora offered to join the committee. Smith asked Vasquez to provide a list of sections that might be used as a To-Do list on the by-laws.

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

**A. THE Membership and Outreach Committee** -- Smith reported.

- 1) Committee is happy with the new KUBU Billboard above the Subway store on T Street. Cartvertizing continues through the end of the calendar year.
- 2) A radio remote is being planned for the participants in the recent radio remote class on Oct. 12 at the Full Moon Festival in Rancho Cordova.
- 3) Holiday

Party and member appreciation event is being proposed for Thursday, Dec. 5  
4) The committee expressed interest in participating in the California International Marathon again in December for a radio remote, but that a sponsor need to be found first.

**B. Operations and Finance** – Martin reported again that the general ledger was showing income at or above targets. With the A Place Called Sacramento Film Festival coming, income would be likely at or above normal in the month ahead. Board member expressed hope Access Sacramento would be able to submit applications for one or more of the SMAC grants in Cultural Equity or for Organizational Development. Other grants are being advertised for the California Arts Council. Most of these have due dates on Nov. 1, 2019. A general discussion about the “Power of Voice” not being a very high-level fund raiser was expressed. Perhaps thinking of it simply as an event instead of a fundraiser is now appropriate.

**C. Programming Committee** – Fletcher expressed the committee’s desire to have a broader discussion about programming on the channels and for some board time to be spent at a retreat or workshop on ways to improve program quality and to facilitate the creation of more programming. He indicated a need for more input from members and board members on what else could be done. Fletcher noted the Channel 18 series program placement lottery was coming. Smith noted having programs that are “relevant” in Sacramento County was importation. He was encouraged by an upcoming meeting with Sacramento State’s Communications Studies department in the hope students might create programming series with new and exciting content on our channels.

**V. Executive Director Report** – A written report was summarized. (Attached).

**VI. Public comment** – Operations Director Lauren Fallahay made a personal appeal to board members to help fund the catering options for the Friday “Hollywood connection” panel and A Place Called Sacramento Premiere Party. Jackston Catering was selected to provide the food at the party.

**VII. New Business** – No additions.

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

## Item V

### Executive Director's Report to the Board of Directors September 26, 2019

- A. RoKu & Apple TV Rollout** – We've launched (but not promoted) our available live streams on RoKu and Apple TV. A check today via Facebook with people who have those services has begun to determine workability. No one on staff has these services. Once we know how to direct people properly, we'll continue to push out our digital footprint.
- B. On-Line View / NFHS Network** – Details attached for the first four weeks of the season. As expected, the number of views for the Folsom vs. De La Salle football game was the highest number we've ever seen by about 10 times over.
- C. Cal State Sacramento Internship Agreement** – We are entering into a new five-year contract with Cal State Sacramento to provide internships when available under their college-credit agreement. Students enrolled in the internship/work experience class who apply and are accepted by Access Sacramento would be covered under Workers Comp Insurance by the University. We provide supervision, training and opportunity for on-the-job training for the students. We generally provide a complimentary membership and free enrollment in the TV Studio class as the opening requirement for completing additional internship opportunities.
- D. Digital Inclusion Week and Community Media Day** – We'll be asked to promote/mention both of these events in our newsletter and other outreach we do. As a member of the Sacramento Coalition on Digital Inclusion, the City of Sacramento is promoting Digital Inclusion Week from Oct. 7-11. Community Media Day is Friday, Oct. 20.
- E. High School PSA Competition Restart** – Initial e-mails have been sent to 32 High School media instructors encouraging them to sign up for this program by late October. Brad Clark from Franklin High School manages this program again this year. The Sacramento Area Sewer and Sanitation District is proving \$2,000 in cash prizes again to be the beneficiary of these PSA projects. PSAs are due in March, 2020.
- F. Radio Producers' Meeting** – The final class of three for the radio remote equipment use is Sat. Sept. 28. The group will do a live broadcast Sat. Oct. 12 from the Rancho Cordova Full Moon Festival.
- G. KUBU App. Streaming Performance** – Surfer Network on-line usage reports attached.
- H. Miscellaneous Updates:**
  - a. **The CA Endowment** – A summary report for 2019 and a request letter for 2020 has been sent to the program manager in Sacramento that handles this \$25,000 grant to support AccessLocal.TV as part of the normal re-funding application process. A promise of funding for 2020 and 2021 has already been given verbally. A follow up phone call is scheduled for Oct. 4.
  - b. **WAVE Awards** – Staff are working to finalize Access Sacramento's entries into the Western Access Video Excellence awards program for the Western Region of the Alliance for Community Media. We hope to have all entries completed by Oct. 1, the early bird (lowest cost) entry deadline.
  - c. **ACM West support** – Like many other community media centers around the West, Access Sacramento continues to support the Western Region by handling the staff-hours needed for postcard mailings. We are reimbursed for printing and postage. The WAVE early bird postcard has been sent. A conference Save the Date postcard is next. A third

mailing with conference details is next. As the Region's treasurer, I continue to be the primary communicator for the Vendor Show with e-mails and other documents.

- d. **TV Studio Camera Bid** – We hope to issue purchase instruction in the next few days to capture discounts available now for installation on the funded Capital Outlay project over the studio closure dates at the end of the Calendar year.
- e. **ACM Public Policy Work** – The national office of the Alliance for Community Media is doing informational outreach to its members and to government leaders about the effect of the recent FCC Report and Order affecting access channels across the country. They are soliciting private donors.





## **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)