

**ACCESS SACRAMENTO BOARD OF DIRECTORS**

*Regular Board Meeting*

*Thursday, June 23, 2022, 5:30pm*

- I. Call to Order – Smith
  
- II. Discussion/Action Items
  - i) May 22 Minutes – Revision(s)/Approval
  - ii) June 23 Agenda – Revision(s)/Approval
  - iii) BOARD OFFICER ELECTION FOR 2022-23 by ballot
  
- III. Committee Brief Summary 2021-22 and Goals for 2022-23
  - i) Finance Committee-Henderson/Bradley
  - ii) Membership & Outreach Committee-Smith/Henkle
  - iii) Program Committee-Gilliam/McCoy
  
- IV. EXECUTIVE DIRECTOR REPORT-Girot
  - i) 2021-2022 ANNUAL OPERATIONS REPORT
  - ii) 2022-2023 BUSINESS PLAN/BUDGET PROJECTION-Girot
  
- V. NEW BUSINESS – Any Member
  - i) Annual Membership Meeting-coming up next!  
-Meeting overview/Agenda – Smith
  
- VI. Public Comment (2 minutes per person with written request)
  
- VII. ADJOURN TO **ANNUAL MEMBERSHIP MEETING**

JULY SCHEDULE

TBD

**Access Sacramento Board of Directors**  
*Regular Board Meeting, Thursdays June 24, 2022*  
5:30 pm via Zoom.us

**I. Call to Order**

Bob Smith at 5:31 pm

In Attendance

**Board Members:** Don Hinkle, Samantha Henderson, Erika Bradley, Kim Mimms, Bob Smith & Denise McCoy (quorum reached), Matt Gilliam absent

**Staff:** Donna Girot, Executive Director

**Guests:** No guests

Bob Smith made a motion to review and approve the May 25th Board meeting minutes; Samantha Henderson seconded, Don Hinkle moved to approve, all agreed.

**II. Discussion / Preview of Committee Reports & Presentations by Committee Member**

a.) Finance: Samantha highlighted the challenges that arose as a result of making the transition from the former accounting firm to the new company. Due to late and incorrect reporting Access made the decision to move on. The April 30th balance sheet was by assets, television radio with no large liabilities (\$2.2M). The budgeted amount is \$1.29M, however we are at \$1.35M, which means we're ahead and looking good at year's end. However, the challenge is to supplement the gap that will be left due to the gap in Cable Commission funding vs. actual expenses. Samantha's YTD reporting reflects \$270k as of April 2022. Because of this accountancy transition we are two months behind in our financial reporting and don't yet have accurate year end reporting. Samantha suggested that we add the final update later and include a disclaimer on the website stating when the annual reports will be available for review online.

b.) Programming: Matt's future involvement with the Access Board is unknown. Although he made the ballot for Vice Chair, his personal obligations have caused him to take a step back from the Board. There are no updates regarding his future involvement with the board or programming committee at the time of this meeting. Girot continues to push for new community content on television.

d.) Bob mentioned outreach efforts have been difficult because we are remote. Power of Voice didn't seem to feel the same as years passed. Three years ago, some changes were made to increase the visibility and fanfare for the event. Bob's vision is to have this be a "coming out party" that will get us in front of a mover and shaker as relates to a power of voice recipient which will bring in their network and an extension of their network. In the past we've connected with business owners and executives of corporations. The event has been moved to the first quarter of the year and Bob wants to bring it back to where it was. He shared that outreach will be crucial for us to reap the fruits of our labor. Power of Voice coming 2023. He

stated the membership and outreach committee needs to support Donna and staff by committing to getting out in the community to attend at least one community event per quarter. To partner with other non-profits that are doing good works in the community and offer radio, TV, film support that will help further their mission and help Access gain more visibility. For example, the Franklin Boulevard Business Association in partnership with the local Sac Hispanic community is having a classic cars parade. We might consider partnering with them by offering to run a 2-hour televised program. Lastly, Bob mentioned that he would like to see at least one membership event per year. An option would be an event dedicated to honoring members only or an annual holiday party during the 4th quarter.

e.) Bob Smith and Don Hinkle are moving to the Membership and Outreach Committee. Kim stated this will be her final report for the programming committee due to her recent resignation due to other conflicts of interest. She confirmed during a recent discussion with Samantha that Access needs a subcommittee that will support the staff and improve the radio processes and programming.

### **III. Closed session report re: Building Board**

#### **IV. Executive Director Report**

a.) Donna Girot confirmed that she and Bob spoke to most of the 12 commissioners and their alternates. Bob reiterated that we needed 16% from the Cable Commission because year over year inflation has taken a huge hit on us given that the ability to raise supplemental income has been thwarted by Covid. The COLA offered has been incremental each year, yet our costs continue to go by 7+%, so the revenue to expense gap is exponentially growing. At the SMCTC meeting it was mentioned that The County discussed a possible 4-5% increase for the employee's cost of living. The SMCTC voted for a 15% increase for Access, increasing our base by 10%, and a one-time 5% this year only. The result is that each year we will have a shortage on top of the ambitious supplemental revenue goals that have to be satisfied. Don Hinkle asked if Access is the only licensee being required to be so transparent when requesting funding from the Cable Commission. Donna explained that all licensees are required to report in the same way. Regarding capital fund requests to the cable commission, the rule of thumb is if we received funding in 2022, those funds must be allocated in 2022. If we fail to do so the funds will need to be given back.

c.) Girot outreached to the Sacramento Regional Library regarding their author talk series to help create a relationship with the library. Girot also met with Ted Fong and she needs assistance reviewing his video content, so that we can determine what to air on the television side. She also started outreach to the Sacramento Bee newspaper about the possibility of creating an in-studio show. She met with Larry Lee, publisher of the Sacramento Observer newspaper regarding collaborating around programming.

d.) Reviewed the 2022-23 approved budget to make modification that better reflect the SMCTC meeting.

e.) Community Outreach: Planning an open house/radio studio dedication for Shane Carpenter at Access, Thursday, August 25th, 5 to 8 pm.

f.) Training: Bob applauded the high school in-studio summer workshops that Girot is spearheading. He also stressed how important the partnership with Sacramento State is for our success.

g) Elections: Girot would like Access to have a more important role in county election coverage to provide value to the communities. To further increase our visibility and reach in the community Bob suggested that we put together a town hall for each candidate. Girot reiterated the lack of staffing is the real issue and can impede the ability to do this. She would need assistance from a sub-committees of 2 to 3 volunteers to assist. Discussions will resume at the July 2022 subcommittee meeting.

#### **VI. New Business / Electing Board Officers**

a.) Bob opened the floor for the casting of the ballot at 6:28 pm.

Winners as follows:

New officers CFO and Treasurer Samantha Henderson;

New Secretary Denise McCoy;

New Vice Chairperson Erika Bradley;

New Chairperson; Don Hinkle

VII. Adjourned at 6:31 pm