

ACCESS SACRAMENTO BOARD OF DIRECTORS
Regular Board Meeting February 24, 2022

- I. Call to Order – Smith

- II. Discussion/Action Items
 - i) December Board Minutes-Review & Approve
 - ii) February Board Agenda-Review & Approve

- III. Discussion/Action Items
 - i) Annual Board Retreat-Review/Next Steps-Action Plans
 - a. Big Day of Giving-Jeffers
 - b. Game of the Week-Jeffers
 - c. Mission Statement-Group
 - d. Other

 - ii) Committee Reports-Finance/Program/Membership & Outreach

- IV. EXECUTIVE DIRECTOR Report-Girot
 - i) Operations update
 - ii) Other issues

- V. NEW BUSINESS

- VI. Public Comment (2 minutes per person with written request)

- VII. ADJOURN

February Schedule (tentative)

- February 2, 5:30pm – Executive Committee (Board Officers)
- February 9, 5:30pm – Membership & Outreach Committee (Smith, Morin, Chirwa)
- February 10, 5:30pm- Program Committee (Mims, Stark, Gilliam)
- February 21, 5:30pm – Finance Committee (Henderson, Bradley, McCoy)
- February 24, 5:30pm – Access Board of Directors Meeting

ACCESS SACRAMENTO BOARD OF DIRECTORS
Regular Board Meeting, February 24, 2022
5:30 pm via Zoom.us

Call to Order

Board Chair Bob Smith called the meeting to order at 5:30 pm.

Board Members in Attendance

Bob Smith, Samantha Henderson, Monica Stark, Matthew Gilliam, Robby Morin, Denise McCoy, along with executive director Donna Girot and marketing & sales rep Christina Jeffers.

Discussion / Action Items

- The December minutes were moved by Henderson, seconded by Stark for unanimous approval.
- The agenda was moved by Stark, seconded by Henderson for unanimous approval.
- The proposed mission statement was reviewed for last discussion, moved by Stark and seconded by Morin and was unanimously approved to read:
- **Big Day of Giving** - Smith stated that the priority at this point for the Board of Directors is to focus on the Big Day of Giving, coming up on May 5. Board members have been encouraged to do their homework of cold-calling members in advance of Big Day donation requests. Cold-texting was also suggested as a way to contact members. Smith requested that directors get a list that differentiates landlines from cell phone numbers.

Some members who have been contacted though their memberships had expired, which staff verified though some of the expiration dates have passed in the system and were not flagged as expired, resulting in some renewals. Smith said he was able to do some calls though more than half of them were voicemails.

Jeffers thanked directors who have shared, liked, and loved Access Sacramento's social media posts and also stressed sharing the weekly Wednesday newsletter.

- **22nd Annual PCS Scriptwriting Competition** - Stark said she published the Call for Scripts Contest article in Valley Community Newspapers.
- **Radio Member Meet-up** - Henderson suggested that more communication be provided to members to encourage attendance at meetups.
- **General Member Communication Improvement** - Jeffers said that she's been segmenting the member list and tagging contacts so that we can focus on emails and solicitations with the goal of member engagement. Gilliam noted that members and

people, in general, prefer various and different ways they like to be contacted. He suggested sending out a survey to gauge their preferences. Sending mass/group text was brought up as a possibility. Jeffers is interested in board members making radio spots to promote Access. McCoy asked about our station's viewership areas and if we should be hitting up businesses in our immediate area to support Access.

- **Community Involvement in Access** - Girot said that membership has increasing slowly with every month, which she attributes to the organization offering virtual workshops, and reduced class size classes that take covid into consideration. Girot said that she has been tipping into some of the existing members who want to expand what they're doing with Access. She mentioned Access is helping a radio producer become a TV producer. The member took the Access TV studio class several times. Access will crew her pilot TV show to help her get started.

Smith mentioned getting the access brand out in the community by partnering with nonprofits in worthwhile activities that help charities and draw people in. Specifically, he mentioned the Rotary district governor to identify events and fundraisers with nonprofits that would make sense for either a radio remote or a broadcast.

- **In search of field videographers** - Girot mentioned the need of training small crews so we can cover more community events as the community reawakens from the pandemic. Gilliam mentioned he has been in touch with a cameraman from Fox40 with whom he went to San Francisco State and who expressed interest in the possibility of doing a story or two a month for Access.

No public comment.

Meeting adjourned.