

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

- I. Call to Order – Smith

- II. Discussion/Action Items
 - a. February Board Minutes-Review & Approve
 - b. March Board Agenda-Review & Approve

- III. Committee Meetings for April
 - a. Membership & Outreach
 - b. Finance
 - c. Program

- IV. EXECUTIVE DIRECTOR Report-Girot
 - a. Operations update
 - b. 2022-23 Budget Review

- V. Revenue development 2nd Quarter
 - a. BDOG progress
 - b. Institutional proposal for target donors
 - c. Program sponsorship menu
 - d. Fundraising event (remote?)

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

- VII. ADJOURN

April Schedule (tentative)

- April 6, 5:30pm – Executive Committee (Board Officers)
April TBD, 5:30 pm – Special Annual Budget Review General Board Meeting
April 20, 5:30pm – Membership & Outreach Committee (Smith, Morin, Chirwa)
April 21, 5:30pm- Program Committee (Mims, Stark, Gilliam)
April 25, 5:30pm – Finance Committee (Henderson, Bradley, McCoy)
April 28, 5:30pm – Access Board of Directors Meeting

ACCESS SACRAMENTO BOARD OF DIRECTORS

Regular Board Meeting, March 24, 2022

5:30 pm via Zoom.us

I. Call to Order

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

In Attendance

Board members: Bob Smith, Erika Bradley, Kim Mims, Matthew Gilliam, Samantha Henderson, Denise McCoy, Monica Stark;

Staff: Access marketing director Christina Jeffers, Executive Director Donna Girot

Guests: Ted Fong, ACC Senior Services, Peter Brixie, Attorney

II. Discussion / Action Items

Smith suggested that since we have guests, that the board go directly to guest discussions before other business. Girot suggested that Executive Director report of budget process be at end of meeting so staff member can also leave meeting in good time. All in agreement.

- Ted Fong of the Asian Community Center shared enthusiasm regarding possible partnerships with Access Sacramento to broaden the reach of their ongoing video productions whereby topics range from cooking to exercise to eldercare. Fong provided links in the chat of the ACC website and to the playlists for board members to watch.

<https://www.accsv.org/online>

<https://www.youtube.com/watch?v=WpNgVVQ3DDU&list=PLNuNehUtAasvPccgzwiNsrxcCc5qt1LIR>

<https://www.dropbox.com/s/xrugvomyy8e9w37/Schedule-Q122.pdf?dl=0>

Program Schedule <https://www.dropbox.com/s/u3u3iqwfsm6oi6w/ACC%20Class%20Schedule%20-%20Spring%202022.pdf?dl=0>

Girot thanked Fong and said Access looks forward to a future partnership.

- The February 2022 meeting minutes were moved by Henderson, seconded by McCoy.
- No committee reports.
- Girot thanked Peter Brixie, an old Access Sac member and attorney whose pro bono work was invaluable in guiding Girot through a complicated employee termination process. Brixie said he appreciated the value Access Sac brings to the community.
- KUBU Radio Update: Radio producer meeting went well, Smith reported. Henderson added that it was the third meeting back. Part of the success was an email and reminder email the day of. Smith added that marketing KUBU is important that we can do a lot more with social media channels to promote it. Henderson highlighted cross-promoting not just on Access's social media channels, but on producers' personal ones. Girot asked Kathleen Carpenter, the widow Shane Carpenter, the late radio director of Access if she minded if Access create a Shane Carpenter Legacy Scholarship. Girot said they've identified two free classes, times for the members to learn how to set up the radio remotes, which were scheduled for Monday, April 25, and Thursday, April 28
- Executive Director Update: Girot said she and Jeffers would be attending The National Association of Women Business Owners' Annual Outstanding Women Leaders Award event and that Access would be filming the event. It's an opportunity to meet women, business owners in Sacramento County, which then leads to potential sponsorships & board members, she explained.

- Looking ahead, Girot mentioned that Access will be celebrating 30 years of its Live Wiire show in conjunction with Giving Tuesday, which this year falls on Tuesday, Nov. 29.
- Girot said that Access received the City of Sacramento \$5,000 master control room water loss settlement. In theory the City's legal dept is working out an arrangement with our insurance company, but it is not apparent to our insurance agent if that will bear fruit regarding reducing our claim rating when determining liability insurance rates for this next fiscal. Girot very concerned about the burden of these insurance increases on Access Sac's budget.
- Shane Carpenter Legacy Fund has been approved by Kathleen Carpenter, Shane's widow. This approval timing is important so we can include the message in our Big Day of Giving community outreach and our summer open house when the radio studio number one is renovated and is dedicated to Shane.
- As Access's year-end donor initiative, we are considering wrapping Giving Tuesday (Nov. 29th) around the 30th anniversary of "Live Wire."
- The regional ACM conference is usually in Feb. has been moved to next week Wed. to Fri. because of Covid. Friday is a city holiday, Cesar Chavez Day. Have staff to hold down the fort Wed & Friday day and evening.
- Waiting to hear from the cable commission to confirm when they need our 2022-23 funding request. Last year it was April 19th. So, this year the board will either need to meet on Thursday April 7th or 14th as a special meeting to approve the budget. Will be very difficult to create accurate insurance numbers for this budget.
- Events to be filmed soon include:
 April 14: National Association of Women Business Owners 26th Annual Outstanding Women Leaders Awards
 April 30: Sac Women's Chorus presents "Always a Place for You" Concert
 May 1: Remembrance of Hat Service, Pastor David Butler
- 2022-23 Budget-in-process review
 Girot said the budget is in a fairly dire state coming off of the Covid-19 pandemic because traditionally there is an approx 2% increase each year in support from SMCTC. This 2% does not remotely cover the 10% to 55% increases in expenses that Access Sac is experiencing has experienced during the last two years.
 Line by line budget review, and discussion of Access Sac raised potential revenue (membership, donations, training, studio rentals etc.) Girot has spent the year examining internal processes in order to reduce expenses, but increases in all expense categories are exceeding any operation cost savings she has been able to secure.
 Girot also promoted the idea of smaller work crews to go out to community events to cover more events with existing budget to bring more value to the Sac County community.
- Special budget review meeting will be called when SMCTC informs us on deadlines.

Meeting adjourned.