

ACCESS SACRAMENTO BOARD OF DIRECTORS
Regular Board Meeting April 28, 2022

- I. Call to Order – Smith

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

- III. Committee Reports
 - 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 Update/Next Steps-Jeffers
 - b. PUSH for Scouting Dinner Event-Smith
 - c. Program sponsorship discussion-Girot
 - 1. Liquor, Cannabis

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

- VII. ADJOURN

May Schedule (tentative)

- May 11, 5:30pm – Executive Committee (Board Officers)
- May 16, 5:30pm – Finance Committee (Henderson, Bradley, McCoy)
- May 18, 5:30pm – Membership & Outreach Committee (Smith, Morin, Chirwa)
- May 19, 5:30pm- Program Committee (Mims, Stark, Gilliam)
- May 27, 5:30pm – Access Board of Directors Meeting

ACCESS SACRAMENTO BOARD OF DIRECTORS

Regular Board Meeting, April 28, 2022

5:30 pm via Zoom.us

I. Call to Order

Kim Mims, Vice Chairperson, called the meeting to order at 5:30 pm.

In Attendance

Board members: Denise McCoy, Robert Morin, Kim Mims, Erika Bradley, Samantha Henderson,

Staff: Donna Girot, Executive Director, Christina Jeffers Sales & Marketing representative

Guests: Peter Brixie, Attorney & Access Sac volunteer

II. Discussion / Action Items

Robert Morin moved to approve the March 24, 2022 board general meeting minutes. Erika Bradley seconded. Unanimously approved.

April meeting agenda approved with Girot's suggested modification to move item #five forward to just after committee reports so staff member Christina Jeffers can have priority time over the budget review. Robert Morin moved to approve agenda with Girot's suggested change. Samantha Henderson seconded. Meeting agenda approved unanimously.

Committee Reports:

- Finance Committee – Henderson eager to have the wrap up discussion during this meeting.
- Programming Committee – Will film the boy scouting dinner and given the opportunity to film baseball but remainder of the funds for this fiscal have recently been committed to non-sports related community events.

Big Day of Giving Initiative:

Sales and marketing rep Christina Jeffers recapped the planning for Big Day of Giving push and thanks to Erika Bradley for her great outreach push prior to the Big Day. Also thanked board for calling members, asking to find match donors, social media activity. Jeffers created a master matrix which will be distributed with actionable steps for each employee and board member. She made soft suggestions about a heavy marketing next week. Branded scripts will be available along with graphics and task schedule. Goal is to have each person's BDOG site profile and personal donation up by Monday, May 2. Jeffers will touch base with each board member to remind each to work social media to rank high in Facebook and Instagram.

Jeffers mentioned that we are competing this coming week on Wednesday with our A Place Called Sacramento Cast and Crew Call event as well as the Thursday Boy Scout dinner filming.

Denise McCoy asked questions about the BDOG leads she sent Jeffers sent weeks ago.

Donna Girot had a question regarding State Farm matching grant. Jeffers said that the funds are entered as off line funds until BDOG at midnight they will be unleashed and will begin being unleashed and matched to any donations that come on May 5th.

Bradley suggested that perhaps House Senator Kevin McCarthy might give us a testimonial. Peter Brixie asked about keeping track and communicating about matching grant tally. Donna Girot mentioned our annual goal of making in-roads with commercial companies in relationship with on-air sponsors.

Boy Scout Push Dinner:

Girot shared specifics about Boy Scout Push Dinner on May 5th, at Hilton Hotel, Harvard Street. We will be filming the event then editing out the call for funds since this is a fundraiser. Girot will attend to network with community leaders.

Alcohol and Cannabis Dispensaries as Potential Sponsors:

Discussion around event sponsorships versus on-air sponsors. The first question posed was “does the board feel comfortable with cannabis and alcohol in-person event sponsors?” The second question is “Has the FCC weighed in on cannabis companies as on-air?” Girot reiterated the FCC. Restrictions against gambling and cigarette companies as on-air sponsors. Brixie to research and pass current FCC rulings to Girot about topic. Girot asked about board’s opinions and biases about these two commercial industries in relationship to Access Sacramento & KUBU’s community branding efforts. Mims felt KUBU has no visuals so feels it is more acceptable to have these as sponsors. Bradley felt that these do not align with high school sports shows. Girot asked their opinions if the sponsorships were attached to specific adult shows on channel 18. Brixie recollects that adult content has historically been aired only on channel 18. Mims asked about what the FCC would do if we violated FCC rulings. Morin, get a deal in front of you and then ask the board. Girot objected to this idea which sends cross signals to our sale rep.

Operating Budget Review:

Comprehensive review of 2022-23 budget operating revenue, expenses and potential deficit. Discussion of vendor issue. Brixie suggested Girot review all of her predecessor’s correspondences with this vendor to see if there is an implied contract. McCoy, a realty manager, said “if it is not in writing, it never happened” as way of reinforcing Brixie’s suggestion. Girot to pursue recommended research.

In discussion about reasons for increase in expenses and how to meet the challenge, Morin suggested that we approach the cable commission for an increase to cover operating expenses. Henderson moved to approve revenue and operations expenses portion of the budget with the modification of approaching the cable commission for the \$100,000+ deficit grant funding. Morin seconded. Unanimously approved. As actionable steps, Girot to rewrite funding request letter to commission with financial appendices that back up the request, and will pursue short meeting with each commissioner, to meet prior to beginning June SMCTC meeting.

Meeting adjourned at 7:27 pm.