

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

- I. Call to Order – Bradley

- II. Discussion/Action Items
 - a. June Board Minutes-Review & Approve
 - b. August Board Agenda-Review & Approve
 - c. Introduction & Welcome - Guests

- III. Committee Reports
 - a. Membership & Outreach
 - b. Finance
 - c. Program

- IV. EXECUTIVE DIRECTOR Report-Girot
 - a. Operations update

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

- VI. CLOSED SESSION

- VI. ADJOURN

September Schedule (tentative)

TBD – Executive Committee (Board Officers)

TBD – Membership & Outreach Committee (Smith)

TBD- Program Committee (McCoy, Gilliam)

TBD – Finance Committee (Henderson, Bradley)

September 21, 5:30pm – Access Board of Directors Meeting

Access Sacramento

Board of Directors General Meeting Minutes

August 24, 2022

Via Zoom.us Virtual Teleconferencing Platform

Board Members in Attendance: Erika Bradley, Samantha Henderson, Matthew Gilliam, Bob Smith; Absent from general meeting but attended closed session - Denise McCoy
Staff in Attendance: Donna Girot, Executive Director; Laureen Fallahay, Operations Director, Kevin Dredge, GOTW Production Assistant
Guests in Attendance: Michael Andrews, KUBU member, Vince Kumar, Access Sac TV member

Meeting called to order: 5:30 pm

June general board meeting minutes reviewed by board. Moved for approval by Bob Smith, seconded by Matt Gilliam

August meeting agenda reviewed. Moved for approval by Bob Smith, seconded by Matt Gilliam.

Board Chair Erika Bradley asked for guests and staff to introduce themselves:

- Kevin Dredge spoke about himself and his great experience with the educational TV workshops. He called it a “winning experience.” And is interested in becoming a board member.
- Michael Andrews spoke about himself and wants to learn more about Access Sacramento, also interested in being a board member.
- Vince Kuman, an Access Sac TV member for 16 or 17 years, airs “India Spotlight” on channel and is interested in how the board works.
- Laureen Fallahay talked about how busy the staff is.

Committee Reports:

Membership & Outreach: Bob Smith spoke to this. Normally two directors on each committee. But with Don Henkle stepping down due to increased work obligations, Bob is the solve. Spoke of membership growth and retention. Membership open house has been moved from August to Thursday, December 8th, 2022. Wants to get out of the studio and into the community, ex. radio remotes. Donna Girot expanded on the “Back to the Boulevard” Franklin Boulevard Hispanic Community parade event on Sept 18th. Bob Smith spoke about outreach intent at this parade event.

Finance, Marketing & Education: Erika Bradley stated we are still waiting on year end financials from the new accounting. Working on training opportunities in subcommittee. Christina Jeffers working on on-air sponsorships. Donna Girot said her team was ready to discuss marketing with the subcommittee.

Programming: Matt Gilliam has been out of pocket and Denise McCoy is not in attendance at this meeting. Although a work in progress, Matt asked Donna to talk to the visitors about

programming. Goal is more diverse, inclusive programming which is part of our mission. Suggested the programming to ferret out the plethora of videos created during the pandemic that represent the diversity of the county. In the past, the committee was about approving Hometown mobile truck shoots. Bob Smith added that from his experience, the committee is looking to initiative relevant programming. Have started airing the CA State Assembly Legislative when CAL channel left cable TV. We broadcast to the county these state meetings. Matt Gilliam added that several individuals want to create programs to be produced by our studio crew.

Executive Director Report:

Attached.

Public Comment:

Guest asked why annual reports not posted online. Donna Girot explained that the old website was not going to be updated since the new site is launching the next day. She explained that 2021-22 annual report is currently posted on new site and as a go forward, it is the org's intent to post these. Girot also stated that the annual reports are available through the SMCTC and they are also provided to the cable companies.

Kevin Dredge thanked board for the opportunity to be part of the Access Sac crew. He spoke about his mentorship focus. Wants to drive some standards and make an impact in the community.

Closed Session:

Moved into closed session to discuss HR issues at 6:21.

Meeting out of closed session at 8:11 pm.

No votes moved.

Meeting ended at 8:12 pm.

Attachment:

**Access Sacramento
Executive Director Report
August 24, 2022**

- We had a first game successful launch for the high school football Game of The Week Season under the direction of Gary Martin. The opening game was delayed approx. 2 hours because of the heat compared to normal game times. Sent us into overtime hours taking a bite from the budget.
- The fall shoot schedule is packed and there are hometown event request that will most likely need to be turned down because they are requesting late and conflicting with the GOTW and other commitments.

- We have bartered a gold sponsorship at the Back to the Boulevard auto parade on Sept 18th which will be the biggest crew project we will shoot this year. Lots left to coordinate.
- We will be attending and have a table at the “I love Film” local film industry mixer. My goal is to mix and find workshop teachers and possible board members. Laureen’s goal is to sell Place Called Sac film premiere tickets and to promote the virtual ticket and Access and KUBU in general.
- PCS Premiere: We will use AirMeet platform for the virtual part of our event and will have the guidance of ex-employee Bex Francis and friend of Access, Brian Jagger to use his subscription to AirMeet to keep costs down. Also will have help from board member Samantha Henderson with our tallyspace voting platform. We have to renew the subscription and renew our liability insurance to make this happen. We know that three of the ten films are complete and we are receiving in house the first film this Thursday.
- We are launching the new website this Friday. We have much to do to streamline internal processes so we are handling our business in the most productive and easiest to use way. This is one of our internal goals this year and is an on-going process.
- In Sept we will begin the power of voice competition call for nominations. Still need to map out a real marketing & advertising plan for this yet. The goal is to get the community to make recommendations on who should be nominated. Nominations accepted to December 10th. Board decides of honoree and to contact before Xmas. Then launches our decision on the new year. Gives us six – seven weeks in January & begin Feb to find sponsors. Need ALL board members as our selling team on this event. Need board members to help staff with the event development in order to succeed. Need a planning meeting set up. Idea is beginning March for an in-person event on Wed March 8th. Event location is easier to find for a mid-week event. Won’t conflict with Friday night Game of the Week. LiveWire live in-studio show could use a break.
- Also by end of Sept will launch our radio drama competition. Will start the pitch once the website is live. So not sure how successful this will be this year. It was slimmer response last year than during Covid and there are less HS audio classes than other types of media classes. Perhaps the KUBU members could pitch this in some way to the community. Not sure where this should go and would like to secure a sponsor for the awards. Right now this is half baked.
- We had to postpone the August 2022 open house celebration due to three covid cases cropping up. The new date is Thursday December 8th 5 – 8 pm. Next week we will hang the honor plaque and framed photo of Shane Carpenter in radio studio #1.
- Still struggling with year-end financials. To the best of their ability the new accountancy firm is confident that they have accounted for all the top line numbers. But I’m still not

confident that we made the net income that is tallied at year end. I believe that expenses have not all been accounted for. The experts continue to work on the year-end financial review.

- Just finished a workers compensation insurance company audit and got a small refund.
- Worked through a Sac County tax bill issue. I did not have any backup on how to fill in the forms and did not check off two boxes which resulted in two tax bills. Spent time with the tax authority to sort it out and get an education. They recommended that we pay the tax bills so as not to get fined a penalty, and will get reimbursed.
- Also need to find the time to do an extensive 403b retirement account audit which is due by the end of September.
- Waiting for the SMCTC general meeting to determine if they are going to make any changes to our budget (which they still have the right to do) and to vote on our capital outlay budget. SMCTC meeting is September 1st. I will attend in person. Meeting agenda and packet has not yet been distributed.
- Our radio coordinator / engineer decided to leave Access Sac and we have hired the full-time radio coordinator position who will do what Shane Carpenter used to do. The benefit of hiring a more flexible employee satisfies the KUBU radio producers demand for a full day Saturday a month open KUBU studios, something the prior coordinator was unwilling to work. I also believe that this new employee has the right skills needed to help KUBU membership grow. He appears to be attentive, knowledgeable and experienced podcaster and TV producer, has project oversight and relationship management skills and is a loyal Access Sac member. But has only rudimentary radio scheduling software experience. So the immediate focus is on crash course training and on finding a freelance engineer to make sure we stay on the air technically. This is the high-risk part that needs to be resolved.

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