

Access Sacramento General Board of Directors Meeting

Agenda - March 22, 2023

Open Session/Roll Call- 5:30pm

Consent Calendar - 5:30 pm

[All items on Consent Calendar are considered and acted upon by a motion.]

1. Approval of March 1, 2023 Meeting minutes
2. Vote on issues presented last meeting (if any)

Discussion Calendar - 6:00 pm

[Items on the Discussion Calendar include an oral presentation or document that will be “receive and file”.]

1. Big Day Of Giving May 4 2023 check-in
Donna Girot

2. Business Plan/Strategic Plan
Donna Girot

3. POV committee check-in
Matthew Gilliam

4. Executive Committee Scheduling
Matthew Gilliam

5. Add item to Agenda for next meeting (Any Board Member) - Dee McCoy

Committee Reports - 6:30pm

1. Finance Committee - Sam Henderson
2. Membership Committee - Michael Andrews
3. Programming Committee - Dee McCoy
4. Exec Director’s Report - Donna Girot
5. Chairman’s Report - Matthew Gilliam

Community Comments

Adjourn- 7:00pm

Access Sacramento Board of Directors

General Meeting Thursday, March 22, 2023

5:35 pm vis Zoom.us

I. Call to Order

Meeting called to order by chairperson Matthew Gilliam

II. Roll Call

Board Members in Attendance: Matthew Gilliam, Samantha Henderson, Hester Wagner, Michael Andrews, Garrett Perkins, Denise McCoy

Matthew Gilliam, Chairperson
Denise McCoy, Recording Secretary
Samantha Henderson, Chief Financial Officer
Donna Girot, Executive Director

Other Attendees: Laureen Fallahay, Operations Director and Attorney Peter Brixie

III. Approval of Agenda:

Motion made by Samantha to approve meeting agenda, Michael seconded, all in agreement. Agenda approved. Motion made by Matthew to approve March 2023 meeting minutes. All in agreement. Minutes approved.

IV. Open Vice Chair Position:

Matthew opened the floor to Vice Chair nominees. Nominees, Hester, Sam and Michael. Votes sent by private chat from each member to Matthew within the Zoom meeting. Votes ended in a tie. Tie breakers will be determined at the next Executive Board Meeting or later date after by-laws are reviewed.

V. Discussion Calendar-Big Day of Giving:

We are five weeks away from #BDOG. Campaign launching to include staff and board participation. Marketing & Sales Director, Christina Jeffers will send weekly reminders to all participants regarding focuses and goals. A weekly constant contact eblast will be sent beginning March 23rd and will end May 4th that details the organization's community mission, and values to the community. Each Board has been tasked with updating their BDOG bio, which will be used to build and share their #BDOG fundraising pages. Staff has agreed to approach #BDOG as a friendly competition with one another for the cause. Board is expected to call 30 to 50 Access members, gather feedback and share with Donna in the coming weeks with the goal of improving upon our community mission.

VI. Business Plan / Strategic Plan Update:

Sam and Donna met after the board retreat to review the strategic plan. The strategic plan working document was then shared by Sam with all Board Members. Donna pointed out an impact statement and a budget needs to be created, approved and sent to SMCTC by May 9th. Donna stated that a larger working board is needed, and tools for onboarding / orientation will be crucial for recruitment and retention. Decisions need to be made in terms of "what kind of board we want to be."

VII. Subscriptions for Local Programming:

Open discussion regarding subscription based giving like Netflix and RueShare is on the table. Wordpress may be a better option to help facilitate automatic monthly withdrawals. Board Member, Hester suggested a Patreon account as an option for membership-based autopay. Director Donna stressed the importance of delivering local media content and community services will not only bring more value to the community at large and will inspire giving from donors, and relationships with event and show underwriters.

VIII. Cable Commission Relationship Building/E.D. Collaboration:

Board Member Garrett requested a copy of the funding request Donna submitted to the Cable Commission in 2022. Board Member, Michael reiterated he would like to see more Board participation at future Cable Commission meetings and to lend support to Donna during presentations for funding requests. Board Member Sam stated she would like the Board to be involved in Donna's planning process leading up to the meetings with the Commission. Director Donna confirmed the Commission's supervisory responsibilities over funding grants. Cable Commissions next meetings are as follows: Thursday, June 1, 2023 at 2:30 pm, September 7th and December 7th, 700 H Street.

IX. Power of Voice (POV):

Board is in the process of finalizing the date for POV. Spring or Summer 2024 are being considered. Staffing, Board participation and volunteer capacity will determine the exact date, theme and logistics for the event. The Board's intention is to make this its "signature fundraiser event" for years to come.

X. Finance/Membership/Programming Committees:

Chairperson Samantha confirmed we are nine months into the 2022-2023 fiscal and funding is tight. Although there is no revenue for the POV event, there's also no expenses. Chairperson Michael has nothing to report for membership, and Chairs Matthew and Dee have nothing to report from the programming committee.

XI. Executive Director's Report: See Attachment A.

XII. Open Discussion/Community Input:

Pro bono Attorney, Peter Brixie stated that every executive committee meeting agenda should commence with a statement of the powers of the executive committee. In the past, we recalled

problems with the executive committee discussing and de facto deciding matters that are actually within the purview of the entire board.

Chairman Matthew Gilliam stated we need clarifying roles and responsibilities. Donna confirmed the Executive Committee generally has 4 officers and 6 Board members, which creates overlap. A larger Board would be needed to carry out these roles fully.

Laureen Fallahay, Operations Director praised Donna Girot and staff for removing the status quo. She suggested that all Board members take Access' classes to gain an even better understanding of the organization.

Meeting adjourned at 8:09 pm

Proposed minutes respectfully submitted,
Board Secretary /Recording Secretary: Denise McCoy Date: 3/22/2023

Attachment A

Access Sacramento General Board Meeting – March 22, 2023

Executive Director Report

- Applied for the county's TOT grant to support the "A Place Called Sacramento" year-long community film creation incubator project.
- Assisted Holding Space, a fledgling local non-profit, to produce a TOT grant application that would contract Access Sac TV studio crew to produce a mental health show series for the non-profit.
- Produced a marathon in-studio TV shoot that interviewed twenty non-profits with video production to get their message out about their mission to the community through local TV and for them to use on their social media outreach. Where time permitted, ED had additional support conversations about our community services with interviewees, and tours of our facility.
- Replaced photocopier/scanners/faxes equipment with a new lease contract with current lender at no additional expense over current contract.
- In discussion with internet provider to cut KUBU internet expense. May benefit from a 30% reduction of cost to stream KUBU shows to L Street radio tower.
- Working on an updated & improved curriculum for the mobile studio training to be executed on Saturday, July 29th, 10 am – 3 pm (rain date Saturday, August 5th). The goal is to train extensively all positions that work the HD truck. Attendance criterion will be loosened to see if it is possible to train without the 18-hour prerequisite TV studio class. A second goal is to secure a deeper line-up of skilled labor to execute Game of The Week high school live sports shows and community events. Limited crew availability has been an on-going labor loss issue.
- The high school PSA creation contest has been judged and now is in the certificate and award generation phase which will be followed with having the student winners as guests on an episode of LIVEWIRE! on April 26th. Normally the ED is the host of this show but it conflicts with the recent change of board meetings to Wednesdays.
- PCS scriptwriting competition judging is in full swing. This year eight pro and amateur judges have volunteered to judge the plethora of script submissions. We will announce the winners on Monday, April 10th if processes go well. Then the Community Cast & Crew Call will be at the Coloma Community Center from 6 pm to 8 pm on Wednesday, May 10th. The entire community is invited to participate and learn.

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