

Donna Girot, Executive Director

BOARD OF DIRECTORS

Joe Barr, Chairperson

Hester Wagner, Secretary

Trevor Doyle, Treasurer

Molly Dugan, Member-at-large

Community Outreach

Hometown High School Sports

"Game of the Week"

Community Film Project

"A Place Called Sacramento"

Scriptwriting Competition & Filmmaking

Community Media Award Honoree

Celebration

"Power of Voice"

HOURS OF OPERATION

(subject to change)

OFFICE

Monday – Thursday 10 am – 6pm

Friday 10 am – 1 pm

PRODUCTION

Monday – Thursday 10 am - 9pm

MEDIA LAB

Monday – Thursday Noon – 8:45pm

The Sacramento Community Cable Foundation, dba Access Sacramento, is a 501c3 non-profit that serves Sacramento County communities. FEIN 68-0062555

Access Sacramento Board of Directors Meeting

Monday, August, 2025

5:30 p.m. On Site & Zoom

Virtual attendance available on Zoom.us. Email ED for link at

execdir@accesssacramento.org.

AGENDA

- Call to Order – Barr
- Roll Call – Barr
- Review Agenda / Additions to Agenda – Barr
- Approval of July Meeting Minutes – Barr (see minutes draft)
- Board Chairperson's Report – Verbal Report – Barr
- Executive Director's Report – Girot
- New Business – Barr
- 1. ED retirement/organizational development - Barr/Girot (15 min)
- 2. SECC collaboration update - Barr (5 min)
- 3. PCS — Girot/board (15 min)
- **Public Comment**

ADJOURNMENT

Executive Session



Access Sacramento Board of Directors Meeting

August 25th, 2025

Board members present: Joe Barr, Hester Wagner, Molly Dugan, Trevor Doyle

Staff present: Donna Girot (ED)

Minutes Approved for July: Molly motioned, Trevor seconded.

ED Report (See Attachment A)

Financial Strategy Shift

Key Points:

- The organization is shifting to a **defensive financial strategy**, front-loading key expenses like **truck storage**.
- This is due to **uncertainty with cable commission funding**.
- By prepaying essential services (e.g., rent, utilities), the organization can say, “we already spent it” if funding is clawed back.
- Expect financials to show high spending in the short term — it’s intentional.
- Cash flow and restricted funds are still healthy **for now**.

Cable Commission Concerns

Context:

- Cable Commission is under pressure due to a **43% drop in cable fees over 3 years**.
- An **ad hoc committee** was formed to evaluate funding distribution.
- Commissioners most critical of Access are on the committee.

Concerns:

- Chiefs of staff hold influence — they often speak for Commissioners.
 - The committee **rejected outside experts**, preferring internal reviews, which signals less interest in Access's community impact.
 - Potential recommendations from the committee may come as early as **September**, but any policy shift will take longer.
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PCS Event Planning (Anniversary + Ticket Sales)

Current Situation:

- Ticket sales are slow: ~120 sold, with a goal of ~900.
- Hester bought 30 for her cast/crew; physical tickets coming soon.
- Need strong push in September & October (esp. 2 weeks before event).
- Heavy reliance on last-minute ticket buyers is risky.

Action Items:

- Continue media push (TV, social, community outreach).
- Flyers distributed at campuses, bars, libraries.
- Mixers, giveaways, filmmaker engagement (e.g. iPad contest) planned to boost turnout.
- September 11 = Free mixer

SECC Collaboration

Update:

- Collaboration with SECC is moving forward.
- Mixer being scheduled between **Sept 15 – Oct 10** at their Natomas office.

- Approach: **slow relationship-building**, not rushing into partnerships.

Organizational Development & Leadership Transition

Retirement & Transition Planning:

- Donna is actively planning for her **retirement**, citing stress and health issues.
- She may consider part-time or on-call support **post-retirement** if health insurance can be retained.
- She's been training James to take on more responsibility.

Strategic Questions:

- What kind of organization should Access be in a changing media and funding landscape?
- What kind of Executive Director is needed next? (Less fixer, more outward-facing leader.)
- Should an **interim ED or contractor** be brought on to reduce pressure on Donna?
- How do we restructure staff to relieve overburdened roles (e.g., Laureen)?

Suggestions:

- Consider Valley Vision or Impact Architects for facilitating **community surveys** and helping shape vision.
- Education program seen as core draw for community engagement — opportunity to build on this.
- Begin grant-seeking for strategic planning support (~\$10K).

Key Takeaways

- **Financial strategy is shifting** toward stability in uncertain funding conditions.
- **Cable Commission may change course**, with real funding risks by early 2026.

- **PCS event needs an urgent marketing push** to meet ticket sales goals.
- **Leadership transition** planning is essential and should start now.
- **The future of Access depends on redefining its value and funding model—** strategic development is urgent but needs funding.

Adjourned at 6:21

Executive Session at 6:22

Addendum A

Executive Director Report – 8/25/26

High School Football Local TV Coverage: Launching Game of the Week first game live shoot this week. Have a preliminary schedule published but some of the schools are not giving the appropriate approvals. Currently working on securing replacement games.

Mobile Studio Truck Training: Have executed a successful mobile studio jobs training. Nine students learned many of the crew position tasks guided by our key crew. This is a big training session followed by a second session where key crew and novices shoot a community event. This year it was the Arts At Riverside at the Scottish Temple. Estimate that we will get five half hour local television shows from this event. Students did well and several intend on volunteering during football season which will also include a cultural community shoot at the Sophia Theatre and A Place Called Sacramento at the Crest Theatre.

PCS Community Film Premiere: After transitional turmoil that the GD Theatres bankruptcy caused at the Crest Theatre, we finally have a signed contract with the Crest Theater owner. Still do not have our deposit back from GD Theatres. Physical tickets are still not available, so we are selling tickets online only through our website. Ticket sales are lagging. We can benefit from the board's commitment to help secure television and radio spots mid to late September as discussed.

PCS Film Digital Archives: We have converted/digitized all of the old digital formats as part of a Sacramento Film & Media grant which is supporting the development of a half hour documentary about PCS and its impact on the local creative community.

HS PSA Competition: Launched this grant project with the help of Brad Clark and the Sac Sewer communications department, our grant donor. Have distributed competition to media teachers. Competition is current on website.

Retirement Audit: Working on compiling many documents and confirming insurance and retirement plan scope for audit.

FY 2024-25 Annual Independent Financial Review: Compiled documents now in the auditor's hands. Have noted that PEG funds said to be returned to SMCTC were miscoded and in fact no funds should be returned. Corrective note will be made in this year's financial review.

Continuing to Reduce Expense Footprint: Last year we made substantial inroads to reducing expenses. Working now on purging and digitizing all old television program shows so we can purge them before the tapes disintegrate. Goal is also to downsize our storage unit to reduce the monthly expense.

Directors & Officers Insurance Coverage:

Our D&O is a special liability policy that covers a \$2M limit and a \$10k deductible.

Historically and currently the policy includes EPI (Employment Practices Liability Insurance) endorsement. This is coverage that pertains to potential employee lawsuits. The current policy expires 9/29/25. Awaiting insurance agent's return from vacation to confirm new policy coverage changes.

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