

## **Access Sacramento Board of Directors Meeting**

Monday, April 8<sup>th</sup> 2024 - Agenda

5:30 PM On Site & Zoom

*Virtual attendance available on Zoom.us. Email ED for link at [execdir@accesssacramento.org](mailto:execdir@accesssacramento.org)*

Call to Order / Roll Call – Henkle

Review Agenda / Additions to Agenda – Henkle

Approval of Prior Meetings Minutes – Henkle

1. **Board Chairperson’s Report** – Verbal Report – Henkle

2. **Executive Director’s Report** – Girot

3. **Marketing Report** – Jeffers

4. **Committee Reports**

Membership – Stowes

Programming - Girot

5. **Old Business**

6. **New Business**

2024-2025 Budget – Girot

7. **Public Comment**

ADJOURNMENT

Executive Session – (Board Members Only) – If needed



**Access Sacramento Board of Directors Meeting  
April 8, 2024**

*In person meeting, Access Sacramento Office  
Virtual Attendance via zoom*

Present: Don Henkle, Hester Wagner (Zoom), Peter Brixie (zoom)

Staff Present: Christina Jeffers (Zoom, only for her marketing report), Donna Girot

Absent: Kierre Stowes

Session called to order at 5:30 pm. Don Henkle mentioned that agenda order will be changed to Marketing Report moving forward before Chairperson and ED reports.

**Marketing Status Report – Christina Jeffers**

1, Jeffers, marketing and sales rep, discussed our marketing efforts to promote the Spring Giving Campaign. Kierre Stowes is calling all current members for their input on how Access Sac is serving the members and what we can do better. Planning a six-touch constant contact campaign for Spring Giving.

2. A membership survey initiative will be pushed out to membership this spring, Board members can spread word. Grant Season– writing a couple grants (nothing needed from Board for that) Christina wants to set up some phone calls with individual board members to help with some of her initiatives.

3. Working to purge Constant Contact non-responsive recipients. Christina is cleaning it up so we can be more effective there.

4. Social Media: Just finished SpudNite initiative and writing thank you letters to auction recipients. Pushing classes and workshops, announcing PCS scriptwriting winners, teen PSA winners, equipment lending library, and media influencer pass-through posts. Busy season.

5. In-person Networking: Donna Girot networking at events to find experienced filmmakers, editors, media industry professionals to volunteer pro bono time as media instructors for Access Sac's education program, and for potential board members. Christina Jeffers is looking for event and on-air sponsors and potential board members.

6. Got confirmation from existing board that we are still ok with alcohol and cannabis as sponsors as event sponsors.

No public comment.

### **Board Chairperson's Report – Don Henkle**

Don Henkle gave his impressions of SPUD night as a community outreach event. was a lot of fun for the Access Sac and KUBU communities. Staff was supportive and mood was festive. Received many good comments about the evening and that they look forward to future events. Donna Girot stated that final costs will be available in three weeks.

Henkle stated that he has a good board member candidate with treasurer experience and asked Donna Girot if the candidate has submitted his board application yet. He had not per Girot.

### **Executive Director's Report – Donna Girot**

See Attachment A

### **2024-2025 BUDGET DISCUSSION (Closed Session)**

ED presented FY 2024-25 budget to board. Broadening financial gap and payroll issues discussion.

Meeting Adjourned: 6:35 pm

**Next meeting Monday April 29, 2024**

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### **Attachment A**

#### **Executive Director Report**

#### **General Board Meeting – April 8, 2024**

- The Alliance for Community Media, our trade organization that advises and lobbies on our behalf in Washington, DC is having their national conference and trade show here in CA this year. We will have several of the full-time employees attend.
- ACM West is not hosting their annual conference this year because of the national conference. But they are hosting their regional quality TV content awards, the WAVES. We have been informed that six of our show productions, locally generated by our staff, teen students and community volunteers, are finalists this year. These peer acknowledgements are stellar reviews of the high

quality of our work, adding value to the community.

1. Becoming Santa (The 2023 A Place Called Sacramento Audience Award Short Film, Narrative Short Film)
  2. 2023 Grant vs. Laguna Creek H.S. Girls Basketball (Live Category - High School Sports Coverage)
  3. The Sacramento Gay Men's Chorus: "Queens for a Night" (Community Event Category)
  4. The Big Day of TV #1 (TV Studio Series Category)
  5. HS PSA Competition "Stopping Clogged Sewers" (PSA Student Category)
  6. LiveWire! "Light Opera" Non-profit Org (Live Format Professional Category)
- The 24<sup>th</sup> A Place Called Sacramento Scriptwriting Competition scripts deadline has passed, scripts are in, and just finished judging. We ask two judges to review, critique and score at least ten films each. Critiques are then given to each entrant so they can improve their scripts if they desire. Next step is to contact the winners and get commitments from them to produce their films. Need scriptwriters to provide log lines for press release.
  - SacSewer staff has judged our high school PSA competition. We had 60 PSA entries from eight teachers representing seven high schools. There were 26 animation entries and 34 live action submissions. We appreciate your ongoing support of this contest. Paige Bedegrew, Public Information Manager at the Sacramento Sewer District and judging committee coordinator wrote that they "were thoroughly impressed with the quality of work by these students!" The judges were not shown the names of the schools the entries came from.
  - Hosted our Spud Nite Community Event open to everyone in the community on Thursday, March 28<sup>th</sup> at the Coloma Community Center.
  - Updating the on-boarding FCC rules member orientation presentation.
  - Have executed two contracted in-studio TV series productions for SacLife TV who intended to contract ten+ studio sessions. They did not receive cable commission funding so not sure if they will continue with their series commitment to rent our crew for their TV studio productions.
  - Recently finished capital outlay one-time equipment expense research FY 2024-2025 budget development. SMCTC deadline for budget elements Monday, April 15, 2024.
  - 2024 A Place Called Sacramento Cast and Crew Call is Wednesday, May 8<sup>th</sup>, 6 – 8 pm at the Coloma Community Center at 4623 T Street, Sacramento, CA.

Attachment A written by Donna Girot

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