



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

Monday, July 1, 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).

*(Note: The June 2024 General Board Meeting was postponed to this date.)*

- Call to Order – Henkle
- Roll Call – Henkle
- Review Agenda / Additions to Agenda – Henkle
- Approval of May Meetings Minutes – Henkle (see minutes draft)
- **Board Chairperson’s Report** – Verbal Report – Henkle
- **Executive Director’s Report** – Girot (see Attachment A)
- **New Business** – Henkle
  1. Board Development – Barr (20 min)
  2. Power of Voice Celebration - Wagner (30 min)
  3. July 2024 Member Mingle Open House - Girot (5 min)

- **Public Comment**

ADJOURNMENT

Executive Session – (Board Members Only) – If needed



**Access Sacramento Board of Directors Meeting**

Monday, July 1, 2024 – Meeting Minutes

5:30 PM On Site & Zoom

Board members attended virtually through Zoom.us.

Board Members Present: Kierre Stowes (Vice Chair conducted meeting),  
Hester Wagner, Trevor Doyle, Joe Barr

Board Member Absent: Don Henkle

Staff Present: Donna Girot, Executive Director

Call to Order – Kierre Stowes 5:35

- Roll Call – Kierre Stowes
- Review Agenda / Additions to Agenda – Kierre Stowes (no additions)
- Approval of May Meetings Minutes – With change of POV celebration to 11/16, motion by Kierre, Joe seconds. Trevor abstains. Minutes approved.
- Board Chairperson’s Report – Verbal Report –  
Tabled this until next meeting because Chairperson not in attendance. Kierre, as Vice Chair, does not have anything to report other than items discussed in closed meeting.
- Executive Director’s Report – Donna Girot (see Attachment A)
  - In addition to the ED report, Donna also spoke about reasoning of why key staff attended the national alliance for community media conference in San Jose, in part to see San Jose’s CreaTV community media center models their services as a co-op model to rent out space and cover their rent which brings in 47% of their operational costs. Current model at Access is to have those who want to use space become members. Discussion circles back to board development targeting experienced board members with the right skills to help execute an organizational plan and business strategy.
  - Donna would like to explore using access Sac TV studio as a live film location for elected officials and political pundits to that connects to major media outlets. Joe knows

another place that does this. We have the equipment for it. We are in the state capitol. Could be a potential revenue generator.

- Active discussion about getting a board approved organizational plan in place so the Executive Director can create a business strategy to execute around the board's organizational plan.

- **New Business**

1. **New Show Idea** – Donna Girot

To bring value to the adult County Community Donna and the staff have started development on a monthly news journal that address topics that affect our county. We can use this model to secure some funding. Research Summer 2024, build set and shoot Nov/Dec, air starting 2025. Need to find the rhythm and a comfortable interview format. Have secured a City of Sac Film & Media \$10,000 grant to launch this show idea.

2. **Board Development** – Joe Barr

Discussion about building the board responsibly with mature, experienced diverse board members who can make a positive impact with their skills and networks. Joe Barr suggests that we assess the current board (are we in alignment), who we are and what we bring to the table, how do we collectively work, what are the gaps. plans to recruit new members strategically. Developing board culture, open communication, respect collaboration, effective meetings that are focused and efficient. Develop a system of evaluation of board and board performance, leveraging our networks. Succession planning for board. Joe has spoken with Donna Girot and Impact Foundry who are willing to help us with board development. Staff Connection/Trust gatherings, listening sessions with them is a starting place that we can do this month.

Action Items:

- MOTION–Reach out to Impact Foundry to have an initial meeting and get an estimate, second by Trevor. Passed. Joe will reach out.
- MOTION Joe- Donna will create a document to start a strategic plan that we can work off of. Trevor- Second, All in favor.
- MOTION to invite the staff out for lunch– Donna, Christina, TD, James, Carlos and Laureen – Tuesdays at 12 PM is a good time. Joe seconds, Passed. Do it on July 16th hopefully, check with Don. Donna can pitch in a staff meeting tomorrow.

3. **Power of Voice Celebration** – Hester Wagner

Date: Saturday 11/16/24, Location: Futures Explored Studios, 2533 R Street, Sacramento

- Initial discussion of what needs to be done to make this important event successful.
- Hester volunteered to take on the planning management. Create a spreadsheet of action items and identify entertainment, food, \$\$ elements and work offline on that.
- How to integrate staff into the planning process? Donna mentioned that Access Sac just started a volunteer program for pre-event and event day volunteers. Christina Jeffers to be the staff best liaison because she has experience in fundraising event execution.

- BASECAMP: Christina Jeffers will invite ED and Board to use this project software system to keep thematic project specific conversations contained.
  - Hester will work with Christina on event sponsorship suggestions. Leverage Futures connection to gain some of these.
  - Check In on this on July 11th to make a final decision on moving forward.
4. **Member Mingle Open House:** Thursday, July 25 2024 6-8 PM at Coloma Community Center TV studio, board members come if you can.

- No Public Comment

Executive Session – (Board Members Only) – Not needed during this meeting.

ADJOURNMENT 7:30

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### **Attachment A - Executive Director Report General Board Meeting – July 1, 2024 (June 2024 Postponed Meeting)**

- The 24<sup>th</sup> A Place Called Sacramento filmmaking is deep into production. Many of the filmmakers have asked us to be open during closed hours so they can use the studios and office for their location shoots. One filmmaker had to abandon her production because she is a state fire fighter and this season is demanding more effort than anticipated. We offered to find leadership to finish her project for her, but understandably, she prefers to produce it.
- We applied for a renewal of the SacSewer supported high school PSA competition grant that Access Sac management coordinates heavily with the Sac Unified school system media teachers as part of their curricula. SacSewers understand the strength of this educational program so we are hopeful that they will continue to support it.
- Sacramento Metro Cable TV Commission approved our 2024-2025 channel licensee budget on Friday, June 21<sup>st</sup> in the SMCTC general meeting. We're in business to support the county community for another year!
- Access Sac received a new \$10,000 grant from the City of Sac Film & Media to fund the pilot shows of a new studio TV show, "County Edition." We are working on all aspects of preproduction to start this local county-wide topical investigative journal show off the ground by the beginning of the new year.
- Key full-time staff attended the national Alliance for Community Media in San Jose, July 25-27, 2024. Many inspirational alternate funding and educational media program ideas

where exchanged, and national contacts made through the conference.

- We have thoughtfully executed two rounds of curriculum changes to the HD Truck Training course which we feel are highly successful in training improvement. We offered scholarships to those who had attended the City of Sac film & Media/California Film Arts Alliance production assistance training program, which filled our class to capacity. Part two of our Truck Training course includes the opportunity to work with a truck crew in a real filming scenario. Students were given the opportunity to work on the Land Park Juneteenth performances show and/or on the Sac Gay Men's Chorus performance show, both of which we recorded this month. A second truck training course is scheduled for mid-August. We are currently understaffed for "Game of the Week" crew and have identified prospective employees.
- Closer to launch: Working on developing a volunteer program that will work to support front office efforts while hopefully not becoming too much of a burden for staff to execute.
- Looking for a key sponsor for the A Place Called Sacramento film premiere to bolster sponsorship of this key community outreach event that mirrors our core values of inclusion, diversity originality and localism.
- The Access Sac 2024 Teen Radio Drama Competition was a successful with entries mostly from two EGUSD high schools, Florin HS and Franklin HS and from independent home-schooled teens. The Florin HS media teacher asked us to continue the competition because he has successfully incorporated it into his media curricula for all levels of media classes, and he says the students are very eager to work on their projects and excited that it is a competition. We created two shows that highlighted the kids work, that aired on KUBU 96.5 LP-FM in May.

Written by Donna Girot

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