

WATOA Board Teleconference 5/17/17

1. Call to order 2:03 PM
 - a. Attendees: Linda Seesz, John Delay, Megan Hutton, Mike Connor, Judy Devall,
2. Approval of minutes from 4/12/17, Mike moved, Judy seconded
3. Treasurer's report – Alice Lawson
 - a. Conference Expenses
 - i. Total revenue \$8,650.00 (42 paying members, 12 non-members, 6 comps)
 - ii. Total expenses \$9,646 (food, room/speakers, reception, AV)
 - iii. Impact on WATOA fund balance \$996
 - b. Ending balance as of 4/30/17 \$11,932.86
 - c. Approval of minutes John moved, Judy seconded
4. Conference Recap
 - a. Total attendees 60
 - b. WATOA has reserved April 5-6 in Chelan for 2018 annual conference
 - c. John Delay talked with Tom at ABS, week before NAB will still be tough for them
 - d. What worked well/good feedback
 - i. Video compilations during lunch
 1. Keep introductions between videos
 2. Move to day 1 keynote lunch
 - ii. Audience overwhelmingly wanted to stay at Campbells in Chelan
 - iii. Timing for meals and sessions was great, use that agenda/schedule template again
 - iv. People liked the Mexican food & hot eggs at breakfast
 1. Keeping breakfast out for 1.5 hours from 8-9:30 was great
 2. Having food buffet and chapter meeting at 9 AM 2nd day had good attendance
 - v. Avg session attendance 30+ people
 - e. What we want to change for next year
 - i. Robin has idea for 2018 storyteller—Brian Miller (Wide Angle TV)
 - ii. Go back to a winery on-location with nice view/outdoor setting for reception
 1. Robin has a connection for a winery next year
 2. It may be cooler outside in earlier April
 - iii. Food counts
 1. Plated meals are cheaper (per diem) than buffet (about \$26-30 a person)
 2. 2nd day lunch attendance—35 people
5. NATOA conf update—Sept. 11-14, Grand Hyatt in Seattle
 - a. Sessions are finalized
 - b. Speakers are being finalized now
 - c. Chris Jaramillo, Tony Perez & Megan Hutton are locals helping w natl conf planning
 - d. NATOA very happy with sponsorship/vendors this early on
 - e. Chris staying at hotel, can help with early registration
 - f. Plan ahead now to attend these special events:
 - i. Monday—2 workshop tracks: storyteller or wireless infrastructure (both come with addtl cost); 6:30 PM Affinity Dinners
 - ii. Tuesday—1st reg day of sessions, 5-6 PM chapter meetings

- iii. Wednesday—Tour of Seattle Channel and King County TV 2:15-5 PM; NATOA reception at Museum of MoPoP (EMP) 5:30-8:30 PM
- iv. Thursday—Awards Gala 6-8 PM, WATOA paying for band afterward
- 6. Other business
- 7. Adjournment 2:40 PM

WATOA 2017 Conference	
Final Revenue-Expense Cost	
Final Revenue	
# Paying Members	42
Revenue Per	\$ 150.00
# Paying NON Members	12*
Revenue Per	\$ 175.00
# Non Paying Guest Speakers	6
Revenue Per	n/a
<i>Subtotal: Registration Revenue</i>	\$ 8,400.00
Sponsor (Tightrope Media Systems)	\$ 250.00
Total Revenue	\$ 8,650.00
Final Expenses	
Total all Food Costs	\$ 7,051
Total AV/Printing Costs	\$ 1,078
Total Room + Speaker Fee Costs	\$ 810
Presidents Reception: Rocky Pond	\$ 482
* Duplicate Registration <i>Refund</i> -King County DOT	\$ 175

(Joshua Jackson)	
WA State Bar Association (CLE Activity Sponsor Fee)	\$ 50
Total Expenses	\$ 9,646

Impact on WATOA Fund Balance **\$ (996)**

Total Attendees: 60