

## WATOA Teleconference 1/15/2014

1. Call to order 2:04 PM
  - a. Chris, George, Brenda, Linda, Jeff, Dea, Mark, John, Alice (quorum)
2. Approval of minutes – December 18, 2013, George moved, Alice seconded
3. Treasurer Report—Dea Drake
  - a. Balance \$11,576.65 at 12/31/2013
  - b. No change since December 2013
4. Certification and results of 2014 WATOA Election – Alice Lawson
  - a. Election is valid with 35 ballots issued and 19 votes returned.
  - b. All Board members elected by unanimous count of votes.
5. 2014 Conference Update – Chris Jaramillo
  - a. Contract has been signed with Campbells Resort at Lake Chelan, WA
  - b. Does Board want to keep \$100 registration rate again, or build rate based on costs?
  - c. Due to relatively low registrant turnout at two past conferences, planning committee has reservations about actively recruiting vendor sponsors, but instead wants the focus to be on rebuild participation levels. Decision made to invite all past vendors to again sponsor conference with a mailing; cost would be \$350 vendor fee and commitment to cover their \$120 table fee.
  - d. Currently ABS has expressed interest in sponsoring event and bringing other subvendors. In event ABS is the sole event sponsor, Dea and Jeff will ask their legal staff for opinion on whether it violates any purchasing rules.
  - e. Dea will work with Mike on creating mailing to past vendors and inviting them to participate again.
  - f. Save the Date is going out with Winter Newsletter.
  - g. Alice to schedule a conference call with Brenda, Jeff and Megan to plan session tracks.
    - i. Jeff shared idea from SCAN Conference of a Program Sharing segment.
6. February 21<sup>st</sup> WATOA Board Retreat. Call for agenda items.
  - a. Randy has confirmed that Feb 21<sup>st</sup> date works for Yakima meeting space.
  - b. Agenda items for meeting:
    - Legislative update
    - Conferences and membership – how works?
    - Logo review
    - Set committee assignments
    - Outreach
    - Use of Listserv (how to get more active)
    - Upcoming newsletter ideas
      - Linda to create list of past newsletter topics for planning future topics
7. Newsletter - Linda Seesz
  - a. Winter 2014 draft is ready for Board review, then will be released to membership.

- b. Target 2014 newsletter schedule is: April, July October
8. Other business
- a. Dea is revising Membership Dues Form and confirmed officers to be listed.
  - b. NATOA is hosting cybersecurity workshop in WA DC. Chris will send additional information and encourages members to consider attending.
  - c. NATOA update (Jeff)
    - i. Board is having annual retreat in WA DC in February, in conjunction with cybersecurity workshop.
    - ii. Jeff is assigned to serve on GPA and Multimedia Programming committees
9. Adjournment 2:38 PM