

2013 WATOA Board Retreat

Yakima City Hall, 129 N. 2nd Street

March 15, 2013 10:00 am – 3:00 pm

- 1) Welcome and Introductions
 - a. Roll call: Chris Jaramillo, Randy Beehler, Linda Seesz, Dal Neitzel, Jim Demmon, Dea Drake, Megan Hutton, Brenda Cooper, Jon Funfar, Judy Duvall
- 2) Review Mission Statement
 - a. Sub committee (Jon, Jeff, Megan) to work on making concise revised mission statement—by June conf call
 - b. Better tie it with NATOA goals
- 3) NAB roundup
 - a. Ask Arco to get vendors focused on HD Technology, multiple stations are moving to HD this year
 - b. Dea creating Brown Paper Tickets account this week, then Chris will email WATOA list serve about the event, and include membership info
 - c. Megan will keep Arco aware of RSVP numbers
- 4) Identify a process for adopting a new WATOA Logo
 - a. Make hi-res copy of existing logo first
 - b. Brenda tracking down current logo
- 5) WA State Legislative Update via conference call with Victoria Lincoln
 - a. House Bill 1971 resolves issue of who pays sales taxes on telecommunications. VOIP is not subject to sales tax. Resolve debate between who pays and who doesn't. If bill doesn't pass, local govts and cities would have to pay back \$100 million.
 - i. Companies determined that if they all don't pay sales tax, it would be too big a hit on local governments. So they decided to repeal sales tax exemption. Bill would relieve \$250 Million in sales tax based on a court ruling in Thurston County Superior Court. This bill says land lines must now pay sales tax, they're no longer exempt. Residential land line users would get a new tax.
 - ii. Buys landline companies 5 years to see what happens in that sector, currently losing 5-7% of business a year to wireless and mobile service providers
 - b. State revenue down \$300-500 million
 - c. Legislature has to make a down payment on K-12 education, \$300-500 million
 - i. Have five years to fully fund, no teacher pay raises
 - ii. Local govt revenues are at risk like never before
 - d. Have Seattle and Tacoma review bill to make sure they're not missing anything
- 6) Current committee assignments. What's working and any changes?
 - a. See bottom of minutes for complete list of committees
- 7) **Lunch** - National NATOA update via conference call with Tony Perez
 - a.
- 8) Status of WATOA membership and Treasurer's Report
 - a. Fill 2 vacant positions from WA Peninsula and Spokane
 - b. \$10,000 reserve
 - c. Get names of folks we can recruit
- 9) Conferences and other training during 2013
 - a. Don't do a big conference this year, avoid cost, low turnout
 - b. Instead hold a couple workshops on specific subjects

- i. NAB Roundup (April 26 TV Tacoma 9:30 a.m.-3 p.m.)
 - 1. Present plaque to Carol
- ii. Legislative Update/Franchise Renewal (June—Chris, Brenda, Dea, Mike)
 - 1. Do it E-NATOA style—Chris figure out cost of doing that
- iii. ACM partnership, hold WATOA Friday before their Sat-Sun ACM conference (September/October)

10) Newsletter Update

- a. Articles due March 22
- b. Plaque for Carol Matthewson \$60 to honor before her retirement

11) WATOA List Serve

- a. To remain on the list serve, you have to be a member

Committee Assignments:

MEMBERSHIP

Dea Drake
 Mike Charboneau
 Chris Jaramillo
 Dal Neitzel
 Linda Seesz

LEGISLATIVE

Jeff Leuders
 Jon Funfar
 Randy Beehler
 Judy Devall
 Brenda Cooper

COMMUNICATIONS

Linda Seesz
 Dal Neitzel
 Judy Devall
 Megan Hutton

PRODUCTION

Dal Neitzel
 Jim Demmon
 Mike Charboneau
 Edgar Riebe (City of kent)
 Megan Hutton

CONFERENCE

Mike Charboneau
 Jeff Leuders
 Randy Beehler
 Jon Funfar
 Judy Devall

NOMINATING COMMITTEE

Alice Lawson
Brenda Tate
Chris Jaramillo