

WATOA Teleconference 7/11/12

1. Call to order 2:08 PM
 - a. Dal, Linda, Mike, Megan, Chris, Jeff, Judy
2. Approval of minutes from 6/13/12, Jeff moved, Megan seconded
3. Treasurer Report—Dea Drake
4. Legislative items – Jeff, Mike
 - a. Update on email from Jeff and Mike—AWC already getting a lot of negative comments on the Department of Revenue Multistate Tax Commission (MTC), unlikely that any positive momentum would come from it
 - b. Federal Dist court decision in Detroit in Uniform Video Law, news is good that there's now some push back indicating that state franchises might not be bullet proof, that states could get out of state franchises. Could be good news for states like Texas, California. State franchise trend could reverse itself, give up on it in our state. Document reads as a victory, but Ken Feldman says it could still have legs in court system through appeals, but it's a good start.
 - c. Orange Co California having trouble with wideband issues, they're asking the FCC to modify the rules on the 800m, reaching out to NATOA for help in this situation, Steve Traylor will be helping Texas, California, and Arizona NATOA members for responding comments. NATOA wants issues like this to come through the Policy & Legal board rather than emailing the listserve.
5. Annual Conference registration pricing and sponsorship finalize – Chris Jaramillo
 - a. President's reception will be paid for by Advanced Broadcast Solutions--\$1500
 - i. Have commitments from 2 other vendors: VMI & ?, goal to firm them up in July
 - b. Sponsorship levels=estimate \$5500 in sponsorships
 - i. \$200 ¼ page add in conference workbook & brochures on table
 - ii. \$500 vendor booth, 10 minutes speaking time, half page ad
 - iii. \$1000 full page ad, booth, sponsorship of session or demo session, 10 minutes speaking time
 - iv. \$1500 presidents reception, have a demo, full page add, 10 minutes before keynote speech
 - v. Only 5 spots left for vendors
 - c. How much we're going to charge:
 - i. \$100 members (includes cost of food) (would break even)
 - ii. \$150 non-members (would make a \$10 profit on each)
 1. Similar cost to 2 years ago, was \$75, there's an extra meal this year
 - iii. Moved Dal, seconded Chris for those prices, unanimously approved
 - d. Small group to work on agenda, goal to have some speakers confirmed by August board meeting so we can open registration
 1. Friday July 20th Chris, Megan, Jeff, Mike
 - e. Use Brown Paper Tickets again
6. Quarterly newsletter finalize/comments – Linda Seesz, Dal Neitzel
 - a. Need articles from John Klockner and Tony Perez
7. Free Sponsorship of Media Technology Expo – Mike
 - a. Sept 26-27 Portland, OR
 - b. Free, make available a booth for WATOA, WATOA name listed with sponsorships
 - c. Talk with OR folks, combine with an OTOA and WATOA booth, send brochures and newsletter, flyers for our October conference

- d. Moved Dal, seconded Linda to take advantage of free sponsorship
- 8. Other business
- 9. Adjournment 3:01 PM