

WATOA Board Meeting Minutes
November 3, 2010

CALL TO ORDER

Jeff Lueders called the teleconference meeting to order at 1:37PM

Attendance:

Jeff Lueders, Mike Charboneau, Chris Jaramillo, Dea Drake, Bill Oltman, Jon Funfar, Linda Seesz, Denise Mellene, Randy Beehler, Dal Neitzel

APPROVAL OF MINUTES FROM 10/6/2010 BOARD MEETING

Mike Charboneau moved to accept the minutes. Dea seconded the motion. It was passed unanimously.

TREASURERS REPORT – Dea Drake

Balance (09/01)	\$8,471.98
Deposits	4,550.00
Ending balance	13,021.98
Pending Deposit	\$2,250.00

Outstanding Checks

Front Range Consulting	\$2,100.00
Look Net (List Serve)	240.00
NATO A (Chapter Dues)	390.00
A&A Motor Coach (conference)	315.00
City of Tacoma (conference calls)	406.11
Courtyard Marriott (conference)	2,232.83
Total Outstanding	\$5,683.94

Total assets to date \$9,588.04

Dea also pointed out that one of the conference sponsors and a few attendees still have not paid so there should be around \$1,300 more that will be coming in.

LEGISLATIVE COMMITTEE – Jeff Lueders/Jon Funfar

The only item being watched right now is HB2601

(<http://apps.leg.wa.gov/billinfo/summary.aspx?bill=2601>)

Professor Bill Covington and his UW Public Law students have been tasked by the state legislature to create a report on telecommunications regulations. The final report is due back to the legislature Dec 11, 2011. Tony Perez and Jeff Lueders have been invited into an advisor group that will meet and consult with the students. Others in the advisor group include about 5 telecom industry representatives, two ex-legislators and one member of the State UTC. Tony and Jeff will present WATO A's and NATO A's positions. Mike Charboneau voiced the opinion that it may be hard for the report to remain objective with so many industry advisors. Jeff mentioned that the advisor group may only get to meet with the students a few times before the report is submitted. Chris Jaramillo voiced concern about the level of input Tony and Jeff will have during the process and strongly hoped that WATO A had input all along the process and not just an opportunity to comment after the report was published. Dea suggested that we

should come up with a method to inform the membership of the progress of this report. Jon Funfar suggested that Jeff could use the listserve to update everyone whenever there is information to report. Jeff agreed. Chris asked if Victoria Lincoln should be part of the advisory group. Jeff said that he was in communication with Victoria about the house bill (2601) and the creation of the report and she is monitoring the situation.

CONFERENCE DE-BRIEF – Mike Charboneau

There were several voiced kudos to Mike for the well orchestrated annual conference that he brought together in Richland. Denise Mellene said that it was a great success and that the workshops were well planned and expertly presented. Chris Jaramillo thought the hotel did a wonderful job. Mike stated that although he was quite happy with the event he felt that it would have been better to have provided more opportunity for the attendees to mix with the vendors. The vendors were happy with the event but Mike felt that, in the future, more time should be given to the production side of the conference since that is most likely to be the area that attracts more attendees. Several members agreed. Mike also said that he felt it was a good idea to have the President's Reception off-site since it allowed attendees to leave the hotel for awhile.

There was a conversation about whether WATOAA should consider hosting more than one conference or workshop per year as has been done at times in the past. The general consensus was that two conference events are extremely difficult to pull off successfully for an organization of our size and we should stick to one conference per year.

There was additional conversation about improving attendance at the conference. It was pointed out that we had about 40 attendees this year, compared to about 50 last year in Tacoma. Some wondered if we might have better attendance closer to the largest population centers. No decision was made.

Further conversation developed around the idea of a way to better communicate with the membership. Several ideas were tossed around. The board landed on the idea of some form of electronic newsletter. There was some discussion about what would constitute the content of such a newsletter. Jeff mentioned that in the Minnesota equivalent of WATOAA where they have a newsletter that comes out several times each year, the chapter president writes an update column about a current local issue. They also include a regulatory piece by one of the institutional legal advisors such as Ken Fellman or Brian Grogan. Dea suggested that a communications committee tasked with the responsibility of managing and publishing such a newsletter might be an appropriate solution. Jeff suggested that this might be something to be considered next year. Mike Charboneau agreed that it sounded like a worthwhile idea and was willing to look at it again in 2011.

WEBSITE COMMITTEE REPORT – Linda Seesz/Denise Mellene/Jeff Lueders

Jeff thanked Linda Seesz and Denise Mellene for the website improvements. Linda asked if we should put PowerPoint presentations from the conference on the website. The consensus was yes. Linda and Mike Charboneau will be contacting presenters to see which PowerPoints they can post.

Linda also asked if we could begin thinking about dates for the 2011 conference so that it could be promoted on the website. Jeff said that he felt it was too early to select dates and offered that a generic promo might suffice until the dates have been set. Linda agreed.

MEMBERSHIP/NOMINATING/COMMITTEES – Chris Jaramillo/Janice Perry

Chris said that she and Janice are comparing 2007-2010 membership with present membership to see who is missing in an attempt to recapture lost members. She also stated that a letter about nominations for Secretary, Treasurer, Representative Positions 1, 3, 5, 7 and 9 would be coming out soon. The deadline for nominations would be in two weeks with the plan that ballots would be mailed out December 15th and returned by mid January.

OPEN DISCUSSION-Jeff Lueders

Jeff brought up the idea of a one day retreat for Board Members and Officers where we could sit down together to plan WATOA's future and discuss issues, face to face. Dea and Chris mentioned that this had been done in the past but not since at least 2006. Several presiding Board Members and Officers remembered attending the last retreat. All who attended thought it was a very productive social and business event. Jeff suggested that we look at this further. No action was taken.

Mike Charboneau mentioned that Swagit, one of the vendors at the conference, wondered if WATOA PEG programmers would be interested in participating in some kind of a group file sharing/FTP site where programming could be stored and shared. Dal Neitzel mentioned that such a site already existed through PegMedia (<http://www.pegmedia.org/>). He also said that although there was some relevant programming on PegMedia most of it was unsuitable and irrelevant to the Bellingham Government station. Dal also mentioned that he and Jeff had spoken about a WATOA sponsored file sharing site for PEG programming. Dal suggested that regional file sharing would be more practical than another national file sharing site for programming and that it might be a membership tool for WATOA. No action was taken.

ADJOURNMENT – Jeff Lueders

Jeff asked if there was any further business. Hearing none, Jeff Lueders adjourned the meeting at 2:34.

Submitted by:

Dal Neitzel

Acting Secretary

November 5, 2010