

WATOA Board Retreat Minutes

February 11, 2011

Yakima City Hall, Yakima, WA

Retreat called to order at 10:21

Attending: Mike Charboneau, Jim Demmon, Linda Seesz, Jon Funfar, Dal Neitzel, Judy Devall, Randy Beehler, Dea Drake, John Klockner, Chris Jaramillo

Absent: Ed Stern, Marlene Feist, Jeff Lueders, Denise Mellene

The Board Members introduced themselves.

Discussion of agenda.

Discussion of future of WATOA:

Ideas:

- Bringing in more production folks
- Better communication between members
- Better sharing with non-members about benefits of WATOA
- Focuses: Technical (broadband issues)/Legislative/Franchising/PEG
- Webinars?
- Programming resources for government access
- Knowledgebase contact lists for members
- Programming/Production emphasis to get sponsorships

Committee discussion:

Current committees and new assignments:

- Membership - Dea, Board members by district
- Legislative - Jeff, Jon, Tony Perez, Randy
- Communication - Linda, Denise, Dal, Judy
- Conference - Mike, Chris, Judy, Randy
- Nominating - Chris, Jon
- (New) Production - John Klockner, Jim, Dal

Discussion on ideas for committees and committee roles

Housekeeping: MOVED BY NEITZEL TO CERTIFY THE RESULTS OF THE 2010 WATOA BOARD ELECTION. SEESZ SECONDED. PASSED 10-0.

Board/bylaw Discussion:

- Discussion of expanding term of President to two years.
- Discussion of electing executive officers from board, not from general membership.
- Chris volunteered to clean-up bylaws to increase terms, discard term limits, and to discard automatic succession of the vice-president, to be presented at conference.
- Discussion of dues- we currently give NATOA \$30 per WATOA member who is not a member of NATOA.

MOVED BY DEVALL TO DELETE SMALL CITY AGENCY MEMBERSHIP (LESS THAN 5,000 SUBSCRIBERS). SECONDED BY KLOCKNER. PASSED 10-0.

MOVED BY DEVALL TO INCREASE AGENCY MEMBERSHIP TO \$125. SECONDED BY NEITZEL. PASSED 10-0.

Break for Lunch

Legislative Issues:

- Discussion of current bills and status in Legislature.
- Discussion of UW State of Broadband study.
- Discussion of statewide franchising.
- Discussion of satellite TV taxing authority.

Other Items:

Upcoming conference call with NATOA

- Satellite TV taxing authority
- Telecom Act
- Continuing support of state conferences by NATOA
- NATOA Membership information to pass along
- National conference costs

Discussion of Quarterly newsletter and items to be included:

- Committee reports
- 1-2 articles of value to membership
- Post on website

Discussion on article assignments

**MOVED BY DRAKE FOR WATOA BOARD TO DECIDE SPONSORSHIPS FOR NEWSLETTER.
SEEZ SECONDED. PASSED 10-0.**

Articles due by March 10.

Conference Discussion:

- Discussion of having conference in Seattle along with VMI show.
- Discussion of Western Washington location.
- Discussion of partnering with Alliance for Community Media Region on conference.
- Discussion of production awards for 2012.

Board/President goals for 2011:

- Personal calls from president to former/potential members
- Review of mission statement
- Review of Brian Wilson scholarship to national conference

Mike thanked everyone for their participation.

Meeting adjourned at 2:50.

Respectfully submitted,

Jon Funfar, Secretary