

**WATOA Retreat—Yakima City Hall  
March 2, 2012 10 AM-3 PM**

- 1) Welcome
  - a. Roll call: Mike, Dal, Dea, Linda, Randy, Megan, Jim, Jeff, John, Chris, Judy
- 2) Review mission statement, future of WATOA
  - a. Regulation and PEG sides used to be more separate than they are today, revise mission statement to reflect regulatory and production sides
    - i. Condense/simplify mission statement (Jeff, John, Chris)
      1. Add comments about broadband, right of way, PEG, share programming, tie to NATOA
      2. Revise “provide technical assistance”
- 3) Create a legislative agenda 2012-2013
  - a. Statewide franchise issues in Idaho, Alex Miknish, heads community TV in Boise—HB 410 in Idaho legislature: bill status unknown, but out of cmte. Bill considered awful, if a cable TV company wants to start a franchise, just has to sign up, no ability to get things for your local community. No capital pass through, limited to 5%, lose control of your right of way, if they’re in violation of anything you can’t enforce it. It does grandfather old franchises, but a new provider can just get a state franchise.
    - i. Is this moving toward us? Century Link said in our Oct. 2011 conference that they weren’t interested in a state franchise. The time is right to get an in-depth study done about the adverse affects of statewide franchises. Texas started 7 years ago, Michigan’s devastated PEG...there is a foundation of data to draw upon. If we have to fight it, we can have language ready. California is trying to repeal their statewide franchise.
  - b. Protect local municipal i-nets
  - c. Right of way management
  - d. Fluid document to share with Victoria Lincoln so she knows where we stand on certain issues, can keep us apprised if bills threaten what we care about, what we want to protect. One page with bullet points. Jeff has template.
  - e. Regroup legislative committee to come up with agenda list, put info in newsletter (Judy, Jeff, John...reps from around the state)
  - f. Congressional rewrite of the Telecommunications Act? starting as early as next year
  - g. Seriously work on getting a study done on statewide franchises, and push info out to other groups
- 4) Revisit committee assignments and how to make them more productive
  - a. Legislative Cmte (create list of what we want to protect): Jeff, Jon, Randy, Judy, Chris
  - b. Membership Cmte (retain & increase membership): Dea, Mike, Linda, Dal, Marlene

- i. Identify who to go after, past members
    - ii. (Mike) Make it easier to pay for memberships with credit cards, make membership process easier, faster, bypass govt. financial depts. that prevent WATOA from getting paid timely
    - iii. New marketing material, describe value of membership (Linda, Dal)
  - c. Communications Cmte (newsletter, conf. materials): Linda, Dal, Judy, Megan
    - i. Doing good
  - d. Conference Cmte (plan organize annual conf.): Mike, Chris, Judy, Randy
    - i. Format of conf.
  - e. Nominating Cmte (recruit board members, put out ballot, certify election): Chris
    - i. Revise districts? Less district members, more at large members
    - ii. Currently have 4 officers, 8 regional reps, 1 small community rep
    - iii. 7 members voted to look into it, membership cmte will address
  - f. Production Cmte (host workshops, program sharing): Dal, Jim, Megan, Edgar
    - i. Host one special workshop this year at no cost if your jurisdiction is a member, goal is networking get to know each other, learn some new skills.
    - ii. Ideas: writing for TV, interview lighting
- 5) Lunch—National NATOA update via teleconference with Tony Perez
  - a. National study about effects of statewide franchising
    - i. NATOA has an old statewide franchise toolkit
      - 1. In process of updating that tool kit to include new info/data
    - ii. Can safely and credibly conclude that told benefits haven't panned out, didn't result in faster build out, lower prices, better service
    - iii. UW law school gave findings to WA legislature this week
      - a. Draft report available on their web site, or Google "UW WA law school technology law and public policy clinic"
    - iv. Tony thinks they wouldn't pursue Statewide effort here, at least for this year, would see more resistance as compared to Idaho
      - 1. Maybe 2013
    - v. Hiring someone to do a nationwide study? Good idea, Jeff will propose at next NATOA meeting; also get UW involved again?
  - b. Tony will email group a franchise example from Bellevue
  - c. CAP Act: Community access protection
    - i. In holding pattern, no one expects action on it this year, no republicans on the board yet, bipartisan issue

- d. Rewrite telecom act, possibly 2013, so many digital applications now, current Act doesn't address them
    - i. Traditional services become broadband services that are unregulated
    - ii. NATOA wants to articulate their position about local govt interest in the broadband space (will be a session at NATOA 2012)
      - 1. Video application—lose franchise fees, protection?
  - e. NATOA Board feels comfortable they weathered the storm, market crash, Libby's passing, stopped big loss of membership, NATOA has stabilized, time to reenergize and boost membership
    - i. FCC cites some examples from NATOA, better relationship than in the past, FCC consults NATOA, local govt has more voice with FCC than ever before, some NATOA members chosen by FCC to serve on some ad board panels
  - f. Continue to protect local ability to regulate the right of way, PEG issues with CAP Act, how AT&T deals with PEG programming, taxation
  - g. Busy planning this year's conference in New Orleans
    - i. Session on privacy issues, eavesdropping
  - h. Use E-NATOA to talk about statewide franchising study
  - i. 2013 NATOA conf will be in Orlando FL—word is it's a great hotel!
- 6) Ideas to boost WATOA membership/treasurer report
- a. About \$500 deficit from 2011 WATOA conf., a few members still left to pay for 2012
  - b. Call people!!!!
  - c. WATOA board should try recruiting members, ask folks they know
  - d. Coordinate with Communications cmte on new materials, Production cmte on workshops to bring in new people
  - e. Send Dea list of names of folks who have dropped off recently
- 7) Determine WATOA conf date, location, focus
- a. October 11-12, 2012 or 18-19 as backup
  - b. Location TBD: Issaquah, backup location????
  - c. 2 lunches and reception, no breakfast
  - d. Offer lunch and keynote at end of 2<sup>nd</sup> day
  - e. Finalize details at April teleconference
  - f. You pay if speaker attends any additional session than the one they talk at
  - g. Exceptions: out of town guest speakers/big name keynotes
- 8) Newsletter assignments
- a. Front page regulatory, tips article, production, board member bios, WATOA president
  - b. Increase folks writing production articles
  - c. Recreate WATOA logo for better digital uses
- 9) Misc notes:
- a. ACM: will focus on fundraising and revenue this year

- i. Encourage reps from WATOA to attend regional ACM conf.
    - 1. Last weekend in April in Gresham OR
- b. Next WATOA teleconference meeting April 11, 2012