

## WATOA Board Teleconference 10/14/15 - Minutes

Attendees: Linda Seesz, John Delay, Mark Somers, Chris Jaramillo, Mike Connor, Jim Demmon, Dea Drake, George Geyer, Judy Devall, Alice Lawson, Derek Young *Excused:* Megan Hutton

1. **Call to order** 2:05 PM
2. **Approval of Minutes from 9/16/15:** Correction made to Treasurer's Report balance figure, from \$12,481 to \$12,428.81. Dea moved to approve minutes as corrected. Mark seconded. Vote taken and corrected report approved.
3. **Treasurer's report:** Month-end Sept 2015 report reflects receipt of final revenue from annual conference (King County payment for conference program ad space). Report also reflects results of membership survey: WATOA communities represent service from 8 cable companies and 883,700 Washington subscribers.
4. **Conference Planning:** Conference committee to meet in late October to work on track sessions. Goal is to have solid idea of session topics and target speakers by end of November. Venue and dates are set. *Save the Date* notice can begin now.

Production Track: Not holding an all-day storytelling workshop again. Need more production session ideas. Ideas offered by Board:

- **Lighting seminar:** Producers (not a vendor) talk about lighting options, such as how to light an interview when not much time for set-up. Best practices for lightening techniques, etc.
- **PEG Over the Top Video:** Over the Top (internet) video and possibility for subscribers to view PEG content through ITV, AppleTV, ROKU, etc. How to package PEG video content for these avenues? Jim recommended Scott Freeman from Invintus Media as a possible presenter. Alice to ask Seattle PEG stations (Seattle Community Media on Roku, UWTV on Amazon Fire TV).

Policy/Legislative Track: Ideas offered by Board:

- **National issues:** 3 national speakers (Brian Grogan, Gail Garish, Ken Fellman) have expressed willingness to attend in 2016. Will provide their input on a topic(s) they'd like to cover.
- **Use of PEG \$ for non capital expenses.** How is this issue addressed with current franchises around state? How addressed at national level? This is a big deal for a lot of cities.
- **Community outreach for franchise renewal.** Getting support to run town hall forums, etc. for renewal. How to do set-up, purpose, etc. Some groups do a lot of community outreach, others get "shot down" when look to do community outreach.
- **Broadband.** Importance of creating a broadband strategy for your community. Examples of local WA efforts (Seattle municipal broadband study, Chelan County PUD, Ellensburg, others?)

Will also use 2015 conference survey suggestions for topics.

5. **Newsletter / Website**

Schedule for next issue

10/26: Articles due to Linda

10/28: Linda gives to Dea for set-up

11/18: Draft provided to Board for comment

11/20: Final version published

Front Page Article:

NATOA Conference Recap – hot topics from conference

4 contributors, 3-4 paragraphs each

(PEG track) Mike Connors and Edgar Reibe

(Policy/Leg Track) Derek Young and Alice Lawson

Production Article:

Add NATOA Awards with links to videos (Linda)

PEG management input on their award winning video (Dea)

Production Tip

Jim/Megan to talk off line and decide

Meet the Board

Preparatory information for elections (Alice)

6. **Other Business**

Even-numbered Regions up for Board re-election this year

Board members asked to let Chris know if *don't* want to continue on Board.

Chris to look at filling vacant spots.

7. **Adjournment** 2:39 PM