

WATOA Board Retreat 2/20/15 Yakima City Hall

- A. Call to order 10:30 AM
 - a. Attendees: Linda Seesz, Dea Drake, Megan Hutton, Jim Demmon, Mark Somers, Randy Behler, John Delay, Judy Duvall, Alice Lawson, Chris Jaramillo, Jon Funfar
- B. Approval of last year's board retreat minutes 2/21/14, Dea moved, Mark seconded
- C. 2014 Conference Planning
 - a. Hotel details
 - i. Campbell's Resort, Chelan
 - ii. Wed-Thurs April 29-30
 - iii. Same price as last year
 - iv. Committed to 50 rooms
 - v. Chris suggested we hold dates at same hotel for 2016 conf on a Thurs-Fri, John moved, Jim seconded, the group approved
 - vi. Judy is working on the winery selection
 - b. Schedule
 - i. Wednesday
 - 1. Breakfast 8:30
 - 2. Keynote breakfast 9:15-10:15
 - 3. Breakout session 10:30-11:45 (long)
 - 4. Keynote lunch 12-1
 - 5. 30 minute break
 - 6. Breakout session 1:30-2:30
 - 7. Breakout session 2:45-4:00
 - 8. Break
 - 9. Social/appetizers 5 PM
 - 10. Winery buses 5:45
 - ii. Thursday
 - 1. Board meeting 8-9
 - 2. Breakfast 8-9
 - 3. Storyteller workshop 9-12
 - 4. Lunch 12-1 video showcase, show best videos from WATOA/NATOA
 - 5. Breakout session broadband 9-10
 - 6. Breakout session codes 10:15-10:45
 - 7. Breakout session franchising 11-12
 - 8. Public affairs keynote 1-2:30
 - c. Keynotes
 - i. Wed Breakfast: NATOA WATOA ACM
 - ii. Wed lunch: over the top video primer
 - iii. Thurs lunch—Promote sharing videos (Megan) & Award winning WATOA Videos
 - iv. Thurs 1-2:30 Turning mundane govt. topics into public affairs programming with Enrique Cerna (people stay in lunch room)
 - d. Franchise track
 - i. Feds & the FCC—Wed 1st
 - 1. Net Neutrality/Title 2
 - 2. TeleComm Act rewrite
 - 3. Rate regulation
 - 4. MVPD order/Sling TV

- 5. Speaker: Gerry Lederer
- ii. Washington State Legislative View—Wed 2nd
 - 1. Right of Way usage fees
 - 2. Speaker: Victoria Lincoln
- iii. Provider panel—Wed 3rd
 - 1. Comcast, Century link, Charter, Wireless
- iv. Municipal Broadband—Thurs 1st
 - 1. Invite a city, county to speak on how that's working
 - a. Chelan County has fiber to home, City of Ellensburg is trying to do municipal broadband, Seattle in planning stages
- v. Master codes and your franchise—Thurs 2nd
 - 1. How building and master codes affect your franchise, modernizing codes before you reauthorize
- vi. Franchising panel—Thurs 3rd
 - 1. Negotiating franchises with secondary providers
 - a. Differences negotiating with Comcast, Century Link, Charter
 - 2. Speakers from Yakima Randy Beehler (newest franchise w Charter) and King County (Comcast), Bellevue Robin??
- e. Production track (Megan/Jim)
 - i. Wednesday:
 - 1. What to do with your baggage
 - a. 1st half
 - i. Central file storage, archiving, backup systems, could services
 - ii. Babysitting equipment—preventing major equipment failures
 - iii. Daryl Peck Seattle Channel engineer
 - b. 2nd half ABS equipment demo with this focus
 - 2. Social media trends for the next generation
 - a. Jim Demmon—new govt websites, feeding the beast
 - b. Hunter George—understanding FB & Twitter analytics, best times to post
 - c. Young PR person with Spokane TBD –social media trends for the next generation
 - 3. Show & Tell Videos: Shooting with small cameras & new techniques
 - a. DSLR point and shoot cameras that also shoot video
 - b. Go Pros
 - c. Kim Hill, King County TBD
 - d. Speaker TBD
 - e. See if ABS can do DSLR demo
 - ii. Thursday—Storyteller workshop: Enrique Cerna KCTS 9 9-12
 - 1. Public affairs keynote 1-2:30
- f. Lunch—NATO update conf call with Tony Perez
 - i. Feb 26th meeting with the FCC, reclassify broadband service as a telecomm service
 - 1. Don't foresee any consumer protection or fee structure
 - ii. FCC will likely issue ruling barring some communities from expanding building/owning/operating broadband networks

- 1. NATOA to issue letter showing support for local choice
 - iii. Watching merger activity with Comcast and Time Warner; AT&T with Direct TV
 - 1. Comcast/TW merger about 70% likely to happen
 - 2. Hope it doesn't draw distinction between capital and operating fees, would give PEG more flexibility
 - iv. Helping with templates for smaller cities with wireless citing orders
 - v. San Diego conf in September 8-11
 - vi. MVPD Order
 - 1. Sling TV by Dish Network—over the top video product, 20 channels for approx. \$20—you get sports like ESPN (sports is typically what sustains the cable model)...could lead to more people cancelling traditional cable service
 - 2. Could lead to more over the top offerings—we can't apply our franchise fees or utility taxes
 - vii. Some noise in Congress about opening the Telecomm Act
 - 1. Don't expect anything to come up this year—especially during presidential run, but changes in future are inevitable
 - 2. Increase lobbying efforts at state, local and federal level to educate law makers about the challenges for PEG
 - viii. NATOA wants to increase membership, advocacy for building our own networks, opportunities for PEG/brand recognition
- D. Membership Report
 - a. Notices went out end of January, issue with mailing checks to Seattle, people now sending their checks to Dea until a PO Box is purchased
 - b. About 31 people/14 agencies paid so far—approx 50%
- E. Treasurer's Report
 - a. Balance \$11,5554.16
 - b. 2014 WATOA represents 818,019 subscribers/households
 - c. No cost for conference calls this year
 - d. Pay for a PO Box
 - e. Consider buying a drop box site to keep sharable videos for all WATOA PEG agencies
 - f. Approve hotel/food comp for visiting speakers—victoria, brian, ken, Gerry, Enrique
 - i. Free meal for cable providers if they stay
 - ii. Have vendors register & pay registration
 - iii. Alice moved, Judy seconded, unanimously approved
- F. Communications
 - a. Newsletter—3 a year
 - i. Next issue—Spring edition deliver at conference
 - 1. 2 Production—John Delay, Mark Somers
 - 2. Lead article—Title 2/Net Neutrality (Tony or Steve)
 - 3. Blurb on what each WATOA cmte does
 - 4. Plug NATOA membership
 - 5. Board member feature—Alice & Mike
 - b. Website updates (Linda)
 - c. Printing materials/collaterals
 - i. 2nd half of the year—logo creation contest
 - ii. Create letterhead
- G. Committee assignment changes

- a. Communications—chair Dea Drake, Linda, Megan, Alice, (Brenda off)
 - b. Events—chair Judy Devall, Chris (Mike C off)
 - c. Policy/Legal—chair Jon Funfar, (Jeff L off)
 - d. Bring back the Nominating cmte (for past president)—chair Chris
- H. Other business
- a. Jeff Leuders from City of Tacoma resigned from the board, need to fill position region 5
Rainier Valley
- I. Adjourn 3:10 PM