

Call to order: 10:15 am

In attendance: Linda Seesz, Alice Lawson, George Geyer, Jim Demmon, Jon Funfar, DJ Brown, Mike Connor, Chris Jaramillo, John Delay, Judy Devall.

Excused: Megan Hutton, Derek Young, Dea Drake

Introductions: Board members shared background and years of public service.

Board Member	Years of Govt Service	W/ Military
Linda	18	18
John D	28	28
Chris	30	30
Mike	22	22
Alice	13	13
DJ	7	7
Jon F.	15	15
Jim	24	24
George	19	55
Combined Total	176	212

Membership Report: As of 2/26/2016, have 20 city/county agencies and 3 associates, for total of 23 Agency membership and 56 individual members. Membership at 75% of YE 2015.

Treasurer’s Report: Current fund balance: \$13,885.60. No outstanding checks.

Committees: Committee functions and 2016 goals were discussed and defined as follow.

Membership:

- Promote value in large association #s.
- Board members serve as ‘ambassadors’ to areas of state.
- Maintain template letter to introduce WATOA. Update on WATOA actions.
- Letter to incorporate NATOA and WATOA connections.
- Send it out annually to all Cities/TV channels.
- Send to councils & mayor’s office, and cable contacts.
- Create membership list by type of roles. Send list to current members and councils/mayor of non-member areas.

Policy/Legal:

- By-Laws (Update annually)
- Monitor bills and legislation – NATOA liaison for legal
- Information repository – what’s happening
- Provide newsletter input & conference planning for legal/policy speakers
- Brainstorm yearly on WA issues/proactive advocacy of WA state issues (Elevator speech)

Events

- Conduct annual workshop planning: conference, workshops, etc.
- Survey Membership
- Monthly Board meetings.

- Yearly Board retreat.
- Legislative Day Olympia
- Promotion (promoting events)

Production

- Educational Group
- Newsletter article (Equipment tips)
- Conference planning for production track sessions
- Vendor liaisons
- Create 'What is WATOA' video (collect sound bites at 2016 conference)
- Facilitate sharing of programming resources (central Vimeo files, WATOA account on PEGMedia.org, purchasing/contract sharing). Free programming links.
- Connectivity: how to connect more school districts (Fiber) so high school kids can provide programming.

Communications

- All outward facing communications. Repository of information for all other groups.
- Website/Newsletter/ListServ/Vimeo page
- Conference agenda
- Marketing materials (Publications, videos, etc.)
- Surveys
- Link or voice from NATOA

Nominating

- Recruit board members/keep full slate
- ByLaw changes
- Manage elections

NATOA Update: Tony Perez, NATOA Past-President

- *Internet Tax Freedom Act* became permanent.
 - Looking at what portends in future for local taxes.
 - Conversation with members of Policy/Legal committee, now that FCC classified broadband (BB) as telecom, is possible can tax the telecomm (BB access) portion, instead of information from it (e.g., connection from one point to another)?
- *Partnering with NTIA*: developing program to advertise NTIA programs that help communities assess levels of BB connectivity and work with federal government on best practices & other resources to address BB gaps and literacy. Kickoff meeting March 21, 2016 in Seattle.
- *Working with FCC*: In planning stage for joint NATOA/FCC workshop on DAS and Small Cells (entry of Mobilitie). Date expected for early May 2016.
- *Participating with NAB*: partnering for court challenge of FCC's effective competition order. Order shifted burden to local communities and concern where channels placed on basic service tiers. NAB is funding legal effort.
- *FCC Set-top box NPRM*: NATOA to write and file comments on Notice of Proposed Rulemaking (NPRM). Change will reduce franchise fees for local areas (reduced equipment rental revenues to cable operators).
- *Section 6049 Order*: Continue to look at implementation

- *New eNATOs*: Added two new eNATOs based on listserv activity. One on 'Mobilitie' company model with private poles in ROW, and the other on Comcast's new 'all-in-one' installation fee and requirement to swap older set-top boxes to accommodate change to MPEG4 for HD programming.
- *PEG Closed Captioning*: looking at FCC 2nd report & order to determine extent to which any requirements apply to PEG producers.
- March 2nd @ noon next Policy & Legal committee call
- March 18th deadline for nominating committee.
- *Seattle BB map*: Seattle launched new BB map tool that allows for speed test and then plot location. Good tool for seeing BB throughout City. Is generating lots of national attention.

Larry Dunbar: City of Ellensburg, Director Energy Services

- Runs electrical, natural gas and fiber optic for City. Responsible for PEG too.
- ECTV Ellensburg Community TV. Outsources PEG to Clearwater studios for council & school board. Struggle to keep enough on channel. Video stream too, on City of Ellensburg home page.
- 37 miles long fiber optic network. 2 concentric rings. \$80/month for 1 GB metrolink service. Today offer fast Ethernet, not internet.
- FTTH not going to happen. Too much risk & money. But wireless network is possible "Wicked Fast WiFi" design nearing completing. Electric & gas buys equip (base stations) to put on water tower. Use to monitor utilities remotely. Once municipal function established will ask Council to proceed with public WiFi offering. Would be really low cost and "help yourself" no WiFi support model.

Committee Assignments:

Membership/Nominating*: Judy, Alice (Treasurer), George

*decision made to combine Membership and Nominating Committee because of overlapping functions

Policy/legal: Jon, Derek, Alice

Events: Dea (VP), Alice, Chris (as conference hotel coordinator)

Production: DJ, John, Jim, Megan, Mike

Communications: Linda, Dea, John

- Assignments to be held for year, and re-determined at next year's Board retreat.
- Committees to hold a regular call and be ready to report out at each monthly Board call.
- Linda to set-up first call for each. Committee determines chair on first call.
- Google Hangout suggested as tool for group chats.

2016 Conference

- Session Agenda reviewed. Adjusted first day lunch schedule.
- Alice to report back on what takes to make conference CLE eligible.

Vendors:

Hotel can accommodate 7 vendor tables in main area, and possibly up to 10 total vendors.

Discussed vendors for sponsorships. Changing sponsorship/vendors model would require one year out for planning.

Linda to talk to Mark at ABS about serving as umbrella coordinator for vendors this year. Utter & Associates could also attend.

Don't need lighting vendors. More technical, encoding IP based vendors.

Events / Production Committees: **survey after conference** "What types of vendors would you like to see?" Then look at different vendor options for 2017.

Reception Planning: Judy to coordinate President's reception/winery planning.

2017 Conference Location:

Proposal made to keep location at Chelan again in 2017, then survey members for other ideas. Judy moved to keep 2017 conference at Lake Chelan. Jon seconded. Vote taken, approved unanimously.

Add to post-conference survey: "Would you attend if conference held in XX locations?"

Industry Panel: Ideas for questions to cable operators

- What are true barriers to entry for you in 2016?
- What is your view on fair compensation for use of public ROW in future of dwindling franchise fees?
- How is FCC Set-top box decision impact your plans?
- What would it take to get your company to get more involved in economic development in an area?
- How are you changing your services in the face of competition?
- Will we ever see al La carte programming?
- Give us 2-3 example of what your company has done goodwill community efforts in past year?
- How do we stay connected and communicate about community goodwill efforts in communities.

Other Business

Proposed Bylaw change: change *At-Large* Board position from '< 5,000 subs' basis to be selected from 5 member communities with lowest subscriber levels. Board agreed to change and Chris to **move forward to full membership for vote.**

NATO fees for non-NATO members: WATO pays \$30 for each member that isn't a NATO member. Cost \$990 in 2015. Discussed Membership committee advertising NATO membership more (part of new template letter). Discussed increasing general membership fees (e.g., \$15) to cover the NATO fee costs.

Judy moved that members who are not NATO members pay the \$30 fee as part of their membership. **Motion should be taken to next Chapter meeting.** Chris 2nd motion to bring it to full membership. Vote taken, motion passed.

Large Fund Balance: Alice requested Board consider large on-going fund balance and what goals were for using/reserving it for membership benefit. Committees will consider it as part of annual planning.

NATO Conference: September 19-22, 2016 in Austin, TX

Next Board Call: March 15, 2016

Adjourned: 3:04 pm