



Washington Association of Telecommunications Officers & Advisors

a professional organization of individuals and organizations serving citizens in the development, regulation, and administration of cable television and other telecommunication systems.

March 12, 2021 - Board Retreat

1. Call to Order

10:00 a.m.

2. Roll Call of Officers

WATOA Board Position	2021 Board Member	Present	Absent
President	Jeff Lueders, City of Tacoma	x	
Vice-President	Robin Steel, City of Bellevue	x	
Board Secretary	Megan Hutton, Pierce County	x	
Treasurer	Alice Lawson, City of Seattle	x	
Regional Rep: District 1 (North & Puget)	Ben Skudlarek, City of Bellingham		x
Regional Rep: District 2 (King)	Amber Olds, City of Auburn	x	
Regional Rep: District 3 (Puget & Coast)	Jon Rauch, City of Bremerton	x	
Regional Rep: District 4 (Southwest)	Jim Demmon, City of Vancouver	x	
Regional Rep: District 5 (Rainier Valley)	Derek Young, Pierce County		x
Regional Rep: District 6 (Central)	Ben Faubion, City of Ellensburg	x	
Regional Rep: District 7 (Northeast)	John Delay, City of Spokane	x	
Regional Rep: District 8 (Tri-Cities)	Jon Funfar, City of Pasco	x	
Regional Rep: District 9 (At-Large)	Edgar Riebe, Seattle Public Schools	x	
Past-President	George Geyer, Kitsap County	x	

3. President's Report

- Introductions / Ice breaker / Conference Ice Breaker
- Approval of the Agenda
 - ✓ George motion/Alice 2nd - to approve agenda as amended, adding in 2020 retreat minutes
- Telecom Director request – SWOT
 - ✓ Asking if WATOA could add the service of, or become, a Municipal Broadband Association – a need identified within Washington state
 - ✓ Alice – we're working on telecommunications systems, not just cable TV, which does include Broadband, this feels like a natural progression for WATOA
 - ✓ A conversation followed about how a PUD, Ports or other broadband provider would be incorporated, are they a regional authority?, voting vs. non-voting
 - ✓ Discussed what it would take to provide the content and info that muni broadband folks who join – how it would change the conference by adding another track, web updates, local/national expert resources (state broadband office), pros and cons, adding positions to the board, create new cmte
 - ✓ NATOA is supportive, thinks it's a good move



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- ✓ WATOA conference has shown recent history of including some of this content, Alice doesn't see them as a dramatically different provider, networking & listserv may be a new service WATOA can offer muni broadband
- ✓ Jeff L. asked that nomination cmte and conference cmte give some thought to this, how do we reach out to them, and changes necessary

4. Secretary's Report

- Approval of minutes from the 2/28/20 Board Retreat
- Approval of minutes from 2/10/21 Board Meeting
 - i. George motion/Robin 2nd – unanimous approval of both sets of minutes

5. Treasurer's report

- Current bank balance \$21,671.08
 - ✓ Memberships are coming in
- Adjusted ending balance \$22246.08 (with more memberships pending)
- To-date 56% of existing membership has renewed

6. Committee Assignments and Break Outs

- Production – Jim Demmon
 - ✓ Start planning content for October conference – see conf cmte planning
- Nominating / Membership – Alice Lawson
 - ✓ Reaching out to new members, word of mouth
 - ✓ Alice to draft a communication marketing pitch
- Legislative / Policy / Legal – Jon Funfar
 - ✓ Tracking bills moving in the state legislature and FCC
 - 1. FCC – 621 Cable Order appeal
 - a. FCC has asked 6th circuit to but it aside (120 days?) so they can reconsider their opinion on it.
 - 2. FCC – considering a broadband subsidy
 - ✓ COVID has shown value of PEG channels, remote access, virtual meeting coverage, digital equity
 - 1. Look at planting seeds now for 2022 legislative session
 - 2. Check with AWC if now is a good time
- Communications
 - ✓ Website
 - 1. Redone in early 2020
 - 2. Less content than past, but keep it more up to date, plus basic info for folks who stumble upon our website
 - 3. Create new traffic for WATOA website
 - a. Add task for new web update on our monthly board call agenda, so we have reminder built in
 - 4. Listserv posts to cross reference
 - 5. Brian Wilson scholarships...put more info on WATOA website and use listserv to send them to web



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✓ Develop flyer for the conference – Robin will create

7. By-Laws Discussion

1:00 p.m.

- Create a new By-Laws cmte, who will review the wording each year
 - ✓ Secretary, President, Past president
 - ✓ George to work on schedule for when in the year the by-laws should be examined annually, based on full membership meeting, signed copy annually
 1. Usually held at our conference
 - ✓ Then we'll set a meeting to meet before April 14th
 - ✓ Look at NATOA's bylaws for comparison
 - ✓ Consider changes to term limits for VP, President, Past President, etc

8. NATOA Updates – Chris Jaramillo

1:30 PM

- NATOA launches new website next week, we can promote on Listserv
- Memberships have kept up with NATOA, didn't drop off as much as planned
- Conference in 2021 – Virtual
- Conference in 2022 – Denver, CO

9. WATOA 2021 Conference (Events / Annual Conference Committee) - Chris/Alice 2:00 PM

- Meet every other week to begin planning, have met once to-date
- Brainstorm conference theme
 - Stay Connected
 - Keeping you connected
 - Communications & Transformation
 - Celebrating Community Connections
 - Expanding Community Connections (winner! – unanimously approved)
- PEG Track ideas
 - Podcasting
 - Closed Captioning
 - So your elected can act
 - Color correction/ editor focused session
 - Roundtable: Creative production takeaways from COVID
 - To script or not to script
 - Managing the future of hybrid virtual council meetings
 - 4K, 8K, 10K...what's the K for you?
 - Storyteller speaker
- Legal Track ideas
 - Franchise renewal – cable and small cell
 - Permitting, shot clock deadlines
 - Federal, State, Legal, Courts update (Keynote)
 - Emerging technologies: 5G networks, low orbit satellite
 - Connectivity issues
 - Broadband buildout (new state & federal funding)
- Facility, Signage, Audio & Video (support)



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- Facility – Chris
 - Check if larger ballroom is available, giving us three complete breakout rooms
 - We are committed to an attendance of 50, downstairs only accommodates 60
- Signage – Edgar
- AV needs – Edgar/Jon Funfar
- Vendors, Speakers, Moderators, Checklists
 - Propose speaker ideas to folks on the cmte
 - Vendors – keep sponsorship/table rates the same? Yes, but if vendors bring guests, add \$25 (to cover food costs)
 - Add 1-hour session to PEG track with 10-minute spot (pair with a lunch spot)
- CLE's – Alice Lawson
 - Will do again
- Meals, President's Reception, Dinner
 - Plated or boxed lunch, no buffets (at this time)
 - Reception – Tsillan Winery is a possibility, they offered good amounts of food
 - Mike Charboneau's Mediterranean food truck?
 - Will have buses again
- Spending Approvals
 - Pricing \$175 WATO A member, \$200 non-member (same as 2020)
 - Alice motion, George 2nd, unanimously approved
 - Speakers/covering the room costs
 - Raffle prizes to keep folks around through end of conference
 - Local wines, gimble, video gadgets, ear buds, Best Buy gift card, free registration for 2022
 - Hard dollar amount requests to come later

10. Good of the Order

- List of Committee assignments
 - ✓ Communication
 - 1. Robin, Megan, Edgar, Alice (web posting)
 - ✓ Events
 - 1. Chris, Alice, Megan, Jim D, Robin, George, Amber, John R, Jon F
 - ✓ Nominating
 - 1. Chris, George
 - ✓ Membership
 - 1. Alice, Amber, Ben F
 - ✓ Policy/Legal
 - 1. Alice, Jon F, Ben F, Jeff
 - ✓ Production cmte
 - 1. Edgar, Jim, John D, John R, Megan, Ben S
 - ✓ Bylaws
 - 1. Megan, Jeff, George



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11. Next Meeting(s)

- Board Meeting April 14 (2nd Wednesday of each month)
- WATOA Conference October 27 – 29, 2021 (Campbell's Resort)
- NATOA Conference September 20 – 23, 2021 (Virtual)

12. Adjournment

2:51 p.m.

- **George motion, Robin 2nd, approved**