



## 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.*

### WATOA Board Meeting Minutes March 24, 2023 (Board Retreat)

1. Call to Order – 10:05 AM
2. Roll Call of Officers

WATOA Board Position	2021 Board Member	Present	Absent
President	Jon Funfar, City of Pasco	x	
Vice-President	Chris Jaramillo, King County	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)	Patti Belle, City of Kent		x
Regional Rep: District 3 (Puget & Coast)	George Geyer, Kitsap County	x	
Regional Rep: District 4 (Southwest)	Jim Demmon, City of Vancouver	x	
Regional Rep: District 5 (Rainier Valley)	Vacant		x
Regional Rep: District 6 (Central)	Ben Faubion, City of Ellensburg	x	
Regional Rep: District 7 (Northeast)	Jessica Fisher, City of Spokane	x	
Regional Rep: District 8 (Tri-Cities)	Vacant		x
Regional Rep: District 9 (At-Large)	Edgar Riebe, Seattle Public Schools		x
Past-President	Jeff Lueders, City of Tacoma	x	

3. Approval of the agenda
  - a. Approved
4. Approval of minutes
  - a. 3/11/22 Board Retreat
  - b. 3/1/23 Board Meeting
  - c. Jim motion, Jeff second, to approve both,
5. President's Report – Jon Funfar
  - a. Motion to put WATOA ad in NATOA program for \$550
    - i. Jeff moved for a half page ad, George second, unanimously approved
6. Vice President's Report – Chris Jaramillo
  - a. None
7. Secretary's Report – Megan Hutton
  - a. None
8. Treasurer's report – Alice Lawson
  - a. Previous balance
    - i. 1/31/23 - \$19569.90
  - b. New balance
    - i. Ending bank balance 2/28/23 - \$21,819.90
    - ii. Adjusted balance 2/28/23 - \$16,875.90 (upcoming encumbrances included)
    - iii. Lots of renewals are coming in now
9. Committee Reports

- a. Conference Cmte
  - i. Cmte: Jon, Jessica, Jim, Megan, George, Alice (money side, not track side), Jeff, Chris (hotel)
  - ii. Board to have a discussion about the big conference schedule – reconsider how often we hold a big conference.
    - 1. We could put more focus on legislative advocacy
- b. Policy/Legal – Alice Lawson
  - i. Cmte: Jeff, Alice, Jon, Ben, Megan
  - ii. State Broadband map bill in the leg – not that different than what the FCC is doing but gives an opportunity to use that mapping data as leverage.
  - iii. The Board had a discussion about what more we can do regarding legislative advocacy
    - 1. Jeff – we are more reactionary, using addressing bad bills that pop up
    - 2. Alice – subjects we might address: cable franchising, wireless/ROW management, Broadband, PEG channels....we have a limited scope
    - 3. Ben- spoke about PUDs, but very limited experience on our board, and PUDs have their own associations and lobbyists
    - 4. Jim – spoke about the value of PEG programming
    - 5. Alice – how digital equity will play a role in future funding, and how PEG programming/PEG access can be seen as a vehicle for that
- c. Production – Jim Demmon
  - i. Cmte: Jim, Edgar, Ben, Megan, Jessica
  - ii. Create a WATOA video
  - iii. Discuss planning a workshop on the west side in 2024
  - iv. Add web work to this cmte
- d. Communications – Vacant
  - i. The Board discussed removing this cmte. We no longer create a newsletter. The motion is to dissolve the Communications cmte, and move website and listserv oversight and work to the Production cmte.
    - 1. Megan motioned to dissolve the cmte, Jim 2<sup>nd</sup>, unanimously approved.
- e. Membership - Alice
  - i. Patti Belle joined the board (King County rep/City of Kent)
  - ii. 21 agencies renewed 68%, 56 members 68%, more renewals are coming in, the board discussed what cities still need to renew
  - iii. Alice will update membership form to include list of membership benefits: listserv, annual workshops, discount on conference registration, first year members
  - iv. Jim motion provide up to \$300 annually to cover five WATOA memberships for first-time members, in the effort to grow membership.
    - 1. Jim motion, Chris second, unanimously approved
- f. Nominating – Chris
  - i. Cmte: Chris Jaramillo 2023, Jeff Lueders 2024
  - ii. Region 5 – Asking Jon Baker (Pierce County)
  - iii. Region 8 – Tri-Cities Jon Funfar is asking (Mark Ingram)
  - iv. Vice President – will be open in 2024
- g. By Laws – Jeff/Megan/George
  - i. Start on this in summer (June-August). Jon offered to help too.
- h. Brian Wilson Scholarship - George
  - i. How much do we want to offer for NATOA?
    - 1. \$800 registration (consider adding more for travel and lodging)



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2. On the application, include some reporting info, have they been before or not, which track are they interested in.
3. \$1200 each / \$2400 total
4. Alice, Jon, George discussed value of sending new folks, make that a priority in the selection process but not a requirement.
5. George motion for up to two scholarships, not to exceed \$1200 each, submittals due July 15, announcements made August 10.
  - a. Alice second, unanimously approved.

### 10. 2023 Conference Planning

- a. Registration Numbers
  - i. The board discussed who isn't registered yet. Low registration so far = 20
- b. Quotes for cost
  - i. Bus cost \$1000
  - ii. Winery minimum \$2000
  - iii. Hotel quote \$2000
- c. The board entered a discussion about the viability of the conference in 2023. Hotel contract is not yet signed, nor is the winery or bus. Are the costs and bringing in experts worth it with such low turnout? Discussion continued about the quality of content for sessions. The need to boost training and experts for the PEG side, where we see great growth opportunities. There was consensus that WATOA needs to do some strategic work, to bring us back to a competitive level of information sharing. And provide a higher level of training.
- d. Alice motions due to low registration numbers and conflicting conferences with similar content at the same time, that we cancel holding a live conference in 2023. And instead pivot to offer a one-day PEG workshop later this year and e-WATOAs. All former motions and prior encumbrances will be stopped or refunded.
  - i. Second by George. Unanimously approved.
  - ii. On Monday, Chris and Jon will work with the hotel.
  - iii. Jon will work up some cancellation language to share with everyone. This will go out on Tuesday: WATOA website, listserv, email to vendors.
  - iv. Letting people know
    1. Chris: Castus, Comcast
    2. Megan: Keycode, PEG track speakers
    3. Alice: decommission brown paper tickets, leg track speakers
- e. Much of the content planned can be repurposed at future workshop/e-WATOA events
- f. A big thank you to the board for having these honest conversations and being practical about meeting the needs of our members.

### 11. Old Business

- a. None

### 12. New Business

- a. None

### 13. Good of the Order

14. Next Meeting – 4<sup>th</sup> Wednesday of every month – 4/26/23

15. Adjournment – 2:20 pm