

Colorado Channel Authority Board January Minutes

Friday, January 15th, 2015, 12pm-1pm

Colorado State Capitol, Senate Committee Room 356

Conference Dial-in Number: (559) 546-1000

Host Access Code: 819283*

Participant Access Code: 819283#

MINUTES

1. Call to order and attendance

- a. Present
 - i. Sen. Nancy Todd
 - ii. Sen. Chris Holbert
 - iii. Tim Ryan
 - iv. Scott Nachtrieb
 - v. Rep. Kevin Van Winkle
 - vi. Todd Barnes

- b. Not Present
 - i. Renny Fagan (excused)
 - ii. Christopher Ryan (excused)
 - iii. Rep. Jonathan Singer (excused)

2. Other Individuals Present

- a. Tony Shawcross
- b. Ed Krisor
- c. Courtney Steele
- d. Jennifer Berman
- e. Bart Miller
- f. Brandon Stiller
- g. Ben Boone
- h. Effie Ameen
- i. Kate Hawthorne
- j. Zack Wimberly

3. Review & Approval of October Meeting Minutes

- a. October 2015 [Meeting Minutes](#)
- b. Sen. Holbert moves to approve, no objections. Minutes approved.

4. Fundraising Report: Tony Shawcross & Kate Hawthorne

- a. Update on Fundraising Committee - next meeting upcoming
- b. New Sponsors Updates: Since last CCAB meeting two rounds of emails have gone out to 284 organizations (90 of whom opened the 2nd email) and 39 lobbyist/lobbying firms (18 of whom opened the 2nd email). Follow-up has included phone calls and messages to the list.
 - i. 12 of the total 323 organizations/firms contacted declined while 16 organizations indicated new or renewed interest, but no new commitments have been secured as of today's meeting.

- ii. Some hold-ups have to do with boards and budgets (a few declines cited oil and gas turndown), but part of the inertia has to do with a lack of urgency. Getting a lot of "not this year, but maybe next year" type of replies that indicate that the emails + calls approach by Kate may not adequately make the case for "why now".
- c. Consideration of new approach: creation of **Colorado Channel Value Webinar** to highlight OMP-for Gov's service and cost savings, the Colorado Channel's new HD capability, how to underwrite/ sponsor issues-based educational content for the Channel by partnering with state agencies, the She Said He Said project, and anything else that will help groups get the most out of the Channel and OMP-for Gov. Could be re-offered live or shared as needed in future.
- d. Invite current/potential sponsors, current/potential OMPG clients and partners, and any other interested organizations. Include on the legislative calendar and encourage legislators to invite their staffers.
- e. Perhaps a non-elected CCAB (fundraising subcommittee?) board member could present some of the information on the webinar (to promote it and attract attendance).
 - i. Sen. Holbert asks for specifics around the webinar logistics, is there any expenditure needing to be approved?
 - 1. Kate confirms that she will be able to accomplish in the current budget allocation
 - ii. Sen. Holbert asks Ed Krisor for clarification if a former CCAB Elected member could participate in the webinar, those who are not currently running for office, etc.
 - 1. Ed Krisor is comfortable with suggestion
 - 2. Kate Hawthorne and Scott Nachtrieb to meet to determine outreach strategy and any additional next steps
- f. Todd Barnes asks for a list of sponsors that have committed, and those that have not committed but are desired
 - i. Todd Barnes confirms that he is allowed to reach out to Kate Hawthorne directly for specific desired information & updates
 - ii. Kate Hawthorne to provide a list of those on board, a list of potentials that have declined and those in contact/desired for February board meeting

5. HD Upgrade Update: **Brandon Stiller**

- a. Channel is now HD and things are running smoothly thus far. Channel still plays in Standard Definition on Comcast
- b. One difficulty - Peg Vault video encoder on Day 1 failed. Slates and Interstitials are playing frequently right now. Brandon is manually converting files currently, but is working through it. The week's reruns will be playing during the weekend (1/16 - 1/17)
 - i. Equipment is on its way back to the manufacturer to see if it can be repaired or if it needs to be replaced
 - ii. \$150K originally approved for HD upgrade, have only spent just over \$100K of budget as of present time
 - iii. Tony/Brandon would like to replace broadcast server and encoder if okay with Board before end of fiscal year
 - iv. All of the computers are running XP and are susceptible to viruses - potential other consideration for the board for surplus of originally approved upgrade budget
 - v. Sen. Holbert moves to approve the expenses requested, Ed confirms not necessary, but Board approves
- c. Video feed went to media pool for State of the State coverage, Tim Ryan confirmed that this

was successful

- d. Budget increased to \$234K total this year. Agreement includes 10K increase for subsequent 3 years for necessary equipment upgrades, allows for operating budget increase as well. Agreement planned based on letter sent by Sen Todd, at the time Rep. Holbert and approved by Mike Mauer.
 - i. Tony and Zack to reach out to schedule a meeting with Mike Mauer to confirm agreement still stands

6. Officer Nominations/Election

- a. Ed Krisor suggests that October Minutes are reviewed
 - i. At last meeting we had discussed electing officers today (2016)
 - ii. Suggested to proceed with an election for a single year term (in 2016), and next year (2017) elect officers for 2 years, bylaws have been amended to reflect above schedule
 - iii. Board approves schedule
- b. Sen. Holbert nominates Sen. Todd for one year term as Chair of Board, Rep. Van Winkle seconds. No objections, Sen. Todd accepts
- c. Vice Chair has historically been a non-elected member of the board, is not written in the bylaws
 - i. Todd Barnes volunteers to be Vice Chair of the Board, No objections, Todd Barnes named Vice Chair
- d. Treasurer, Tim Ryan confirmed as staying in role
- e. Secretary, confirmed as Tony Shawcross for another term

7. New Members

- a. Ken Fellman: replaced by Todd Barnes
- b. Tim Ryan: reappointed

8. Treasurer's Report: Tony Shawcross & Tim Ryan

- a. Will begin adding brief bullet points to all meetings moving forward (equipment, reserves, etc.)
 - i. Profit & Loss
 - ii. Reserve Balance - \$19,033
 - iii. Equipment Report
 - iv. Check
 - v. Abnormalities
 - 1. Nothing unusual or concerning at this point
- b. Anything that the Board would like to add to monthly report? No other requests from the Board

9. Review Amended Bylaws: Ed Krisor

- a. [Redlined Version](#)
- b. [Final Version](#)
- c. Sen Holbert moves to approve new bylaws, seconded by Rep. Van Winkle, no opposition. Bylaws approved

10. NAPAN Trip Recap: Gavin Dahl

11. Other Agenda Items

- a. History Colorado - met with Open Media Foundation
 - i. Video funding, looking to see if any videos overlap with Colorado Channel Priorities
- b. Todd Barnes to help distribute Colorado Channel PSA. Tony/Brandon to send to Todd.
- c. Educating Legislators about the Colorado Channel - address in February meeting, new members
 - i. Brandon & Zack to discuss a Lunch & Learn or other educational opportunity
 - ii. Scott Nachtrieb asks if we have reached out to the Department of Education to see how we can help get into schools and provide support to schools?
 1. Brandon Stiller has started many conversations with DOE
 - a. Plan was to do focus groups with teachers to find gaps and how content could be used/what content would be used in schools. Couldn't organize and coordinate
 - b. Todd Barnes recommends doing a survey instead of focus group
 - c. Brandon Stiller to send contact to Scott Nachtrieb
 2. Kate had conversation with Lisa White at CML, encouraged to stay in touch, vested interest in education. Could be crossover and potential to collaborate based on [Sam Mamet's](#) dedication to/interest in education
 3. Follow up in February
 - iii. Suggestion to put highlight video about upgrades made in both chambers on the Channel
 1. Zack Wimberly to help get Brandon Stiller footage (both chambers)
 - iv. Topic for February - expanding committee content on channel

12. Next Meeting Date

- a. February 19th, 12 - 1 pm, Senate Cmt Room 356 (Effie Ameen confirming reservation)

13. Previous Meeting Action Items

- a. Ed Krisor to reach out to governor's office about both replacements for Tim Ryan & Ken Fellman.
- b. Ed Krisor to update bylaws to reflect CCAB Officers serve 2 year terms
- c. Tony Shawcross & OMF team to look at work that would be required to pull 24/7 stream of Channel 165 - rollover to February Meeting
- d. Tony Shawcross & OMF team to look at ways to fix skewing of videos in archive

14. Upcoming Action Items

- a. Kate Hawthorne and Scott Nachtrieb to meet to determine outreach strategy and any additional next steps
- b. Kate Hawthorne to provide a list of those on board, a list of potentials that have declined and those in contact with/desired for February board meeting
- c. Tony Shawcross & OMF team to look at work that would be required to pull 24/7 stream of Channel 165 - rollover to February Meeting
- d. Todd Barnes to help distribute Colorado Channel PSA. Tony Shawcross/Brandon Stiller to send to Todd Barnes
- e. Brandon Stiller & Zack Wimberly to discuss a Lunch & Learn or other educational opportunity for legislative staff
- f. Brandon Stiller to send DOE contact to Scott Nachtrieb (sent 1/15/16)
- g. Zack Wimberly to help get Brandon Stiller Chamber Upgrade footage (both House &

Senate)

- h. Tony Shawcross and Zack Wimberly to reach out to schedule a meeting with Mike Mauer to confirm agreement still stands
- i. Tony Shawcross - to review Original CoCh Bill with mission, guiding principles, to use for new board member orientation and possible information for lunch and learn
- j. Chris Ryan and Scott Nachtrieb to talk about Judiciary on TV