

Colorado Channel Authority Board April Agenda

Friday, April 22nd, 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#

1. Call to Order and Attendance

- a. Present

- b. Not Present

2. Other Individuals Present

3. Review & Approval of February Meeting Minutes

- a. February 2016 [Meeting Minutes](#)

4. Fundraising Report: Kate Hawthorne

- a. The Colorado Channel Webinar went live on air on April 20th at 2:00pm. Hosted by Kate Hawthorne and Gavin Dahl with video from Frank McNulty, Andrew Romanoff, and sponsors NFIB Colorado, Colorado Fiscal Institute, League of Women Voters of CO, Housing Colorado.
- b. The Channel can now share [this video link](#) with anyone, anytime (<https://www.youtube.com/watch?v=gXScSkhFI3k&feature=youtu.be>)
- c. We took two questions during the presentation from viewers regarding 1) state-wide policy making entities submitting PSAs and 2) functionality of the video archive.
- d. Fourteen people registered live and the video has 68 views. Kate will begin using the recorded webinar in outreach next week.
- e. [Harvard Innovations in American Government](#) \$100,000 Award - deadline extended to April 29th. OMF will apply on behalf of the Colorado Channel Authority Board unless there is objection. Draft application and guidelines can be reviewed [here](#).
- f. Sponsors Update: NFIB Colorado has renewed their sponsorship and increased it to \$1,000 level up from \$500.
- g. Should we schedule a Fundraising Committee meeting?

5. Social Media Discussion & Brainstorm: Tony Shawcross & OMF Team

- a. Live Tweeting: Gavin Dahl & Brandon Stiller
 - i. [Alaska Gavel to Gavel](#) has not created best practices for Twitter
 - ii. Brainstorm
 - 1. This practice likely needs a policy - if discussion goes beyond 30 minutes post a tweet?
- b. Other ways to increase engagement: OMF
 - i. Ensure legislators & staff know how to use embedding & sharing tools
 - ii. Recommendation - reach out to NAPAN listserv to see if anyone has best practices they would be willing to share
- c. <http://coloradocapitolwatch.com/>: Brandon Stiller
 - i. Would like to include the Colorado Channel coverage on their paid site.

6. **Expanding Committee Content & Outreach:** Scott Nachtrieb
7. **Discuss Content Not Created by State Policy Making Entities:** Tony Shawcross & Sen. Nancy Todd
8. **Treasurer's Report:** Tony Shawcross & Tim Ryan
 - a. Profit & Loss vs Budget: [Excel Budget](#) (maybe enter into quickbooks)
 - b. Reserve Balance: \$13,463
 - c. Check Signing: Bring checks for Q1 and Q2
 - i. **January 1, 2016: \$113,978.00**
 - ii. **April 1, 2016: \$56,989.00**
 - d. Pressing Items: [HD Equipment Upgrade Report](#) Bounce off Brandon and ask for any updates.
9. **Educating Legislative Staff About Channel Update:** Brandon Stiller & Zack Wimberly
10. **Review of [HB 09-1307](#) and [Guiding Principles](#):** Tony Shawcross
11. **Other Agenda Items**
 - a. NCSL in Chicago in conjunction with NAPAN gathering - OMF would like to present at NCSL
12. **Next Meeting Date**
 - a. May 20th or 27th?, 12 - 1 pm, Senate Cmt Room 356
 - i. Present 2016/17 fiscal year budget & Contract
 - ii. Meet in June to Renew Contract, then Aug, Oct, Dec meetings to round out 2016
13. **Previous Meeting Action Items**
 - a. Todd Barnes to help reach out to CenturyLink and Charter about carrying CoCh.
 - b. OMF to check back in with Andy Davis from Comcast on HD channel news
 - i. No updates
 - ii. Phone: (303) 603-2424, (720) 951-2868
 - iii. Email: andy_davis@cable.comcast.com
 - c. Scott Nachtrieb to send out fundraising document to the Board for review before next meeting
 - d. OMF to add social media to March meeting agenda
 - i. Done
 - e. Brandon Stiller & OMF to think about how we might be able to accomplish live tweeting during Session
 - i. Done
 - f. Brandon Stiller & Zack Wimberly to follow up on lunch & learn scheduling
 - i. Done
 - g. Gavin Dahl to reach out to Alaska contact to see what has and what has not been working with live tweeting
 - i. Done
14. **Upcoming Action Items**
 - a. Chris Ryan and Scott Nachtrieb to talk about Judiciary on TV