

Colorado Channel Authority Board - July 2014 Meeting Agenda

Friday, July 18th, 2014, 12pm-1pm

Location: 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:

- i. Sen Nancy Todd (1),**
- ii. Rep Chris Holbert (2),**
- iii. Renny Fagan (3),**
- iv. Tim Ryan -phone (4),**
- v. Ken Fellman -phone (5),**
- vi. Rep Singer (6) -phone**

b. Not Present:

- i. Sen Greg Brophy,**
- ii. John Montgomery,**
- iii. Chris Ryan**

2. Other Individuals Present:

- a. Tony Shawcross, Brandon Stiller, Kate Hawthorne, Ed Krisor, Zack Wimberly, Bart Miller, Sarah Shirazi, Gavin Dahl, John McCay, Max Majors, Mike Nelson(Comcast)**

3. Public Comment Period:

- a. None**

4. Review & Approval of May 2014 Meeting Minutes

- a. Rep Holbert -Moved. Ken Fellman -Seconded. Approved**

5. Election of Officers (1-Year Term)

- a. President: Sen Todd Elected May, 2013** Rep. Holbert Nominated Sen Todd to continue as Pres. Seconded by Renny Fagan. Sen. Todd will remain president
- b. VP: Ken Fellman Elected May, 2013** Ken Fellman is happy to continue or step aside. Moved: Renny Fagan, Rep. Holbert seconds. Ken Fellman will remain VP.
- c. Treasurer: Tim Ryan Elected May, 2014**
- d. Secretary: Tony Shawcross, Named Secretary May, 2014** Tony to serve as Secretary.

6. Fundraising Report: Kate Hawthorne & Tony Shawcross-

- a. Kate sent doc electronically and provided hard copies as well. Report includes analysis of similar orgs. Colorado's service is provided at a much lower cost than most other states. WA and FL have similar budget \$2.6 million. \$2 million for equipment.**
- b. Fundraising history update: Recommendation is to continue with grant funding,**

but focus on sponsorships. John on average sent 3 inquires and 1 proposal per month. The effort was important because it adds to the body of knowledge for fundraising efforts. Based on notes and CCAB feedback, Kate suggests revised approach focused on Trade Associations, Interest Group sponsorships. Reduction of hours for John, reallocate contract hours to: (Page 3 of Colorado Channel Recommendations) Suggests reaching out to people using the COCh. Strongly recommends that Colorado Ass. of Commerce and Industry as Rep. Holbert suggested.

- c. Suggests we Define Specific Fundraising Goals and OMF staff should use document to guide their efforts.
- d. Process could be made useful by specific targets. Sponsorship levels previously mentioned in last meeting were high. TV recognition, shared and dedicated based upon sponsorship levels.
- e. Holbert asks if the dollar amounts refer to annual revenue. Kate suggests that annual memberships are administratively most practical.
- f. Sponsor approach appropriate because grant funding can create mission drift. Foundations are a great supplement, but they should be relegated to the background and main effort should be focused on targeted, conservative sponsorship goals at first.
- g. Rep. Holbert: Because these are annual, he suggests that we should come up with a deadline/cut off date before session, before election. Doing so moves away from an association advertising or sponsoring during the session based on legislation that is important to them. Possibly prior to Oct 31st. All agree. "Come on now or you wait for a year to come on."
- h. Deadline to gather sponsorships: by Oct. 31st.
- i. Sen. Todd: Delivery system for sponsorship inquiries?
- j. Kate: Open House was a good suggestion, in terms of an exact approach, easy ask first (coffee event, etc). Or without time permitting, send sponsorship prospectus. Existing draft may need revisions.
- k. Ken: Leaving meeting, ensuring that there is still a quorum. Appreciates the work gone into this. **ACTION ITEM:** Fundraising Committee meet soon to ask follow up questions.
- l. Sen Todd: Suggests that if we do an event, we should decide what time of day is best and requests feedback. Perhaps mornings are best.
- m. Rep Holbert: If we do settle on Oct 31st deadline, he would be comfortable in holding onto date, even though he recognizes that this deadline is tight for this year.
- n. Kate: Probably unrealistic to achieve \$20k level. If the board is aware of challenges and understands that that the goals may not be met, it's a good deadline. She believes that fundraising committee may have insight here as well.
- o. Rep Holbert: If there was any level of success, that we would be exactly that much more successful.

- p. Sen Todd: Even without hitting goal, any sum is good. If we include the possible donors in the letter so that other people can see who else may give, perhaps it would drive buy in. We want to make sure people are aware of who will be funding.
 - q. Kate: Good to inform other potential funders that there are potentially other funders.
 - r. Sen Todd: It may be advantageous to have article or letter in the Statesmen saying that this is something that we're doing. Some kind of advertisement. So that if we miss someone directly, they have an opportunity.
 - s. Rep Holbert: Is there a concern with conflict of interest from other advertisers.
 - t. Mike Nelson: No concern for conflict of interest.
 - u. Sen Todd: We must acknowledge that this channel is sponsored by Comcast.
 - v. Tony: AT&T and Comcast are currently acknowledged as our only sponsors. We will continue to do that.
 - w. Sen Todd: This is the time of year that people have their checkbooks out. Sometimes if it's a short turn-around it creates an immediacy. Are the mechanics of implementing this plan an issue?
 - x. Tony: Staffing question is the biggest question. Best to meet with Fundraising committee ASAP to identify people.
 - y. Rep Holbert: Is there any decision we need to make today so that we don't lose a month?
 - z. Tony: Sounds like consensus: Board appreciates recommendations. We should meet with Fundraising Committee Also, we're over time on agenda.
 - aa. Renny Fagan: On Fund. Committee, is available in coming weeks. Suggests we add a list of lead or likely sponsors. Prioritization of contacts, personal prioritization followed by mass invitation etc. Get a few people on board first.
 - bb. Sen. Todd: Cannot sign letter.
 - cc. Rep Holbert: Is there a chair of the committee?
 - dd. Advisory committee is non elected
 - ee. Rep Holbert: Ed should look at printed materials before they come out.
 - ff. Tony: Brief summary of remaining fundraising report
 - gg. Tony reiterates that this is a set of recommendations and it is up to CCAB to decide how to move forward.
- 7. 501(c)(3) Update -**
- a. **Ed Krisor** expects to hear back in August.
- 8. Additional Content Update -**
- a. **Brandon Stiller** gave an update on progress with the Colorado Department of Education collaboration
 - b. Requested feedback on the JBC script from Sen Todd and Rep Holbert. Rep Singer should also be included.
 - c. Legislative and historical tour videos to be completed this month.
- 9. Equipment replacement & HD Upgrade:**
- a. Many cost-saving solutions explored from new vendors (BlackMagic Design &

Livestream), but leaning towards staying with original system vendor (Broadcast Pix). Budget to be shared with Tim Ryan and John Montgomery by end of July for feedback.

- b. Mike Nelson: It doesn't look great to be HD for 2015, possibly 2016/17. Needs more information in order to help make the case. Right now it's a bandwidth issue. 6gbits is slowest point, but are sending 4-500 channels to everyone's house and are using every ounce of bandwidth. In the process of buying channels back from people because of bandwidth. 3-5 year plan for bandwidth allocation. Stress with 4k and everyone wanting faster internet.
 - c. **Action Item:** Mike Nelson suggests he needs more from us to make the case... discussing other states who are doing this in HD. We're making an investment that helps encourage Comcast to invest in a HD channel. Involve Ken Fellman in the inquiry, potentially moving a group of Channels (Denver's or others as a group request).
 - d. Sen Todd: If we paid for a portion, could Comcast match?
 - e. Mike Nelson: Not really a concern of cost. The real issue is bandwidth.
 - f. Sen Todd: What other information can we provide.
 - g. Tony: NAPN conference is next month. Gavin will explore this with other competitors to see who is broadcasting in HD. Talk about investment that state is making.
 - h. **Action Item:** At NAPN, look for other broadcasting in HD and gather info.
 - i. Mike Nelson: Trying to go to the cities and trade HD for analog signals. It may help to write letters to Comcast executives regarding HD.
 - j. Sen Todd: Asks for an email regarding Digital/Analog trends in state
- 10. Potential Press Release** - OMF could potentially create press release summarizing [web data](#), perhaps including HD announcement for next year.
- a. Brandon Stiller summarized the high web traffic days based on the Google analytics report from May's CCAB meeting.
 - b. **Action Item:** ask the web team to create a place in additional content for Tributes and Memorials
- 11. Other Agenda Items:**
- a. Enforcing Creative Commons License/Copyright [infringements](#).
 - i. Update on policy.
 - ii. Sen Todd: Should we proactively send a letter to House and Senate leadership to create awareness around policy.
 - iii. **Action Item:** Ed: Create letter for current House and Senate Leadership regarding policies.
- 12. Next meeting date:**
- Rep Holbert: Would there be willingness to meet in August & October?
- Tony: Suggests Sept 19th so that Chris Ryan can make it, not being removed from the board.
- Sept. 19th 12:00-1:00**

13. Previous Meeting Action Items:

- a. Kate Hawthorne to present on fundraising efforts
 - i. Consider OMF open house for fundraising purposes
 - ii. Consider Trade associations may be flattered to be invited to support the Colorado Channel. The Colorado Statesman lists resource organizations and associations, perhaps at a lower number (perhaps \$500 and \$1,000/year). Having a screen of logos on the website and perhaps on TV for a year.
- b. Brian to [share slides with Tony who will forward](#).
- c. Brian to get with Brandon and identify specific days and bills that drove interest. Provide breakdown and make suggestions.
- d. Brandon Stiller to ask Cindi Markwell and Marilyn Eddins to distribute this letter.
- e. Tony: We do have staff that could potentially create press release summarizing data, perhaps including HD announcement for next year?
- f. Senator Todd: Invite Mike Nelson and Jeff Dolan jeff_dolan@cable.comcast.com (Head Govt affairs for Comcast) to authorize HD channel for Colorado Channel.

14. Upcoming Action Items:

- a. **Ken Fellman:** suggests a meeting of the CCFC soon to review and make a formal recommendation based on this document. Senator Todd suggests making specific plans for an open-house/reception. Suggests not doing it in the evening, but perhaps morning.
- b. Senator Todd: Suggests we put something in the Statesman (Press Release, Letter to the Editor) announcing this
- c. Senator Todd: ensure that while recognizing these donations, we need to acknowledge Comcast's donation of the channel itself.
- d. Renny Fagan: Start with a list of entities with whom we have a personal connection, prioritized based on relationships among CCAB members. Suggests a meeting with the CCFC within the next two weeks.
- e. Rep Holbert: Ensure that Ed Krisor reviews any solicitations and mass mailing to check against the advisory opinions of the Ethics Commission.
- f. Fundraising committee must meet, and we pin date for an open house (without elected officials).
- g. Brandon: Check with Cindi on having sent add'l content letter. Also, reserve room for next meeting.