

Colorado Channel Authority Board - May 2014 Meeting Agenda

Friday, May 30th, 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. Rep Holbert: Present
- b. Rep Singer: Present
- c. Renny Fagan: Present
- d. Ken Fellman: Present (by phone)
- e. Sen Todd: Present
- f. Tim Ryan: Present (by Phone)
- g. Sen Brophy: Excused
- h. John Montgomery: Excused
- i. Christopher Ryan: (Excused)

2. Other Individuals Present:

- a. Ed Krisor
- b. Brian Hiatt
- c. Tony Shawcross
- d. Brandon Stiller
- e. John Aden
- f. Gavin Dahl
- g. Sarah Shirazi
- h. Bart Miller
- i. Kate Hawthorne
- j. Zack Wimberly
- k. Cindi Markwell

3. Public Comment Period:

- a. None...

4. Review & Approval of April [2014 Meeting Minutes](#)

- a. Rep Holbert Moved, Singer Seconded, Unanimous

5. Replacing Treasurer, Carol Haller

- a. Introduction of Chris Ryan, and farewell to Carol Haller
- b. Action Item: Update coloradochannel.net Board list
- c. Renny
- d. Tony asked if anyone on the board is interested in filling treasurer role in place of Carol Haller. Ken Fellman, declines nomination. Tony describes position as someone who is a signer on the account and reviews budget. Sen. Todd presents question regarding co-treasurers. It was decided that this was not necessary. Tim Ryan agrees to fill position. Tim Ryan is the new treasurer.

6. Present 2014/15 Contract and Budget for review

- a. Everyone has print out of last years budget. Tony said: we can keep the budget the same, but we can also change it. 2.5% increase on personnel. Folding OMP service into budget. Wrapping web hosting in as well. Those two things saved a little over \$3000 for the cost of website maintenance. There is about a \$600 budget difference this year. The excess this year is only \$730. Sarah Shirazi: The beginning fund balance is as of July 1st 2013. Fund balance ending is as of now. Sen Carol: Why did incidentals go down. Tony: We haven't ever incurred any incidentals so it has accrued. Tony: Clarifies NAPN. Sen Holber: Does NAPN have any network of donors or entities that may help us in our grants? Tony: We have created a report, but the vast majority of entities get funding from their GA as does COCh. Rep Holber: I wonder if there are entities interested in underwriting. Sen Todd: During the meeting is there discussion of funding? Tony: The first time I've heard of conversation, was when we brought it up. We did a little report. Rep Holbert: I see board member per diem is \$0. But there was a bill being sent to the governor...I assume that if a per diem is made available, it wouldn't come out of this line item. Bart: I don't know if the gov. has signed the bill yet. I don't know and need to find out if it will cover legislators serving on this board. Rep Holbert: I do remember when that bill came through, that it would standardize and be applicable to CCAB. My assumption is that it will come out of a line item from the GA. Sen Todd: I am assuming that's correct. What we were trying to do this year is level the playing field for all committees. Cindi is checking currently. Tony: Originally line item was \$34k per year and we pulled funds for fundraising efforts for more educ and outreach work. We were hoping that within a year or two we could put the money back. We took money out of additional content and put it to fundraising efforts. Renny: Do we have a legal Budget for Ed? Ed: No this is pro bono. Sen Todd: Other questions about the budget? Ken: Under the expense, we have 20K for fundraising and grant writing. I know that John is working really hard trying to raise money, so far we haven't raised any. I'm not sure it impacts voting on budget, but if we go another year of trying to raise money from grant writing and fundraising, and still haven't raised money, we may want to evaluate keeping it. Looking at this as a results based expense I'm wondering if we want to cut. Tony: We had committed to doing a review of that work after one year. One of Kate Hawthorne's tasks will be to review this and present suggestions as to whether or not we should continue. She will be speaking to members of fundraising committee and will present to the board in July. Sen. Todd: I think that's a good judgement to make. Any further discussion? Is there objection to the budget? Seeing none, the budget is passed.
- b. Action Item: Tony will send report to board regarding NAPN funding.
- c. Action Item: Kate Hawthorne to present on fundraising efforts at next meeting.
- d. Motion to approve Budget Resolution: Adoption of Fiscal Year July 1
 - i. Rep Holbert makes motion. Rep Singer Seconds

- ii. Sen Todd: Requests signature from acting Secretary (Tony)
- iii. Ed: Created contract between CCAB and OMF. Asks that we have a motion to approve contract. It's the same as previous contracts with the exception of the amounts and the fiscal year change. Payments that are made 12.5% July 1, 12.5% Oct 1 50% Jan 1, 25% April 1
- iv. Rep Holbert moves agreement. Rep Singer seconds. Contract adopted.
- v. Ed: New contract reflects budget totals.
- vi. Sen Todd: Approved for \$223,270

7. Fundraising Update -

- a. Fundraising report from John Aden
- b. John: Really no success to report. Should have received written report. We will be meeting again with subcommittee in July. Pursuing collaboration with Channel 8 via connection with Ken. The last meeting we looked at collateral piece that we're sending out. We decided to add a lower sponsorship level. Has been investigating new targets for grants and corporate sponsors. Any contacts the board has would be appreciated. As discussed, Kate will be making recommendations that will be available in July meeting.
- c. Rep Singer: Points out that on Fundraising report lines 23&45 Oscar Blues is listed twice. John: Will be sure to delete number 23. Sen Todd; have we had any feedback from anyone regarding how they could see the benefit of donating? We heard from Rose foundation and that's when we decided to look at curriculum. Has there been any other feedback: John: I think bringing in DOE has been a step in the right direction. 501c3 status has been an issue. The video part doesn't really excite people. They're looking more for straight out curriculum. Suggests we should have the videos be part of a larger curriculum. Rep Singer: With other state govts that utilize similar methods of transparency. Have there been any donors for those groups. Suggests we look at NCSL. Tony: 12 out of 30 people at NAPN a few that had family foundation support or local cable provider. At least one had it written into state franchise. Tony will provide specifics. Typically budget was coming from same line item as traditional transparency.
- d. Renny: Suggests that we could contact the Association of Representatives to solicit Sponsorship from chambers and associations and help us connect with people in different companies. Sen Todd: I don't think people know much about us. Perhaps doing an open house at OMF as an opportunity to hear about what we're doing and gather input about what may help them buy in.
- e. Action Item: Consider OMF open house
- f. Tony: Any suggestions of specific associations: Renny: Auto dealers, bankers, some of the statewide chambers. Anyone who has a foundation associated with their company.
- g. Rep Holbert: 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.

- h. Renny: A lower amount would be much more likely.
 - i. Sen Todd: Agrees that lower amounts would be more successful. Asks for a motion.
 - j. Ed: We would prefer that we don't make motion, but get a consensus.
 - k. Renny: FR committee will evaluate and suggest sponsorship level changes.
 - l. Rep Singer: Agrees.
 - m. Consultant review & suggestions: Goals for 2014/2015
- 8. 501(c)(3) Update -**
- a. Ed Krisor: May 9th letter from IRS: If we have provided all information, we should hear within 90 days. Hope we will hear some time in August.
- 9. Additional Content Update**
- a. OMF: Web Team Report through end of session.
 - b. Brian Hiatt: Short review of site analytics for coloradochannel.net. Overall it wasn't as exciting of a session as 2013. Taking that into account, there was a 50% reduction in online viewership. In comparison to 2012, we have a 40% increase. 71% are return users. Geographically, Denver Metro is the majority of visits: 13% of people are viewing on mobile devices. Most people are viewing live content.
 - c. Action Item: Brian to share slides with Tony who will forward.
 - d. Rep Singers: Brings up "Page Not Found" Error. Web team will check and see if there is in fact a dead page.
 - e. Rep Holbert: Is it possible to look at calendar for each day and come up with 2 or 3 bills that may stand out as reason for people to be interested. Sees an opportunity for Press Release> Here's what we do, this is what the public is viewing. People in press may be interested in understanding what people may be interested in seeing. Senator Todd agrees that we should make a press release. Suggests that we potentially invest more into marketing and outreach.
 - f. Brandon Stiller: Drafted a letter from the Colorado Channel Authority Board providing a link to the additional content and how to credit or link to the Colorado Channel Website from your own website.
 - g. Action Item: Brian to get with Brandon and identify specific days and bills that drove interest. Provide breakdown and make suggestions. Tony: We do have staff that could potentially create press release. May be a good idea to reach out to other offices at The Capitol. Holbert would feel better if OMF would do release to remain non-partisan. Tony suggests it could be redirected from Fundraising funds. Add to agenda for next month.
 - h. Action Item: Brandon Stiller to ask Cindi Markwell and Marilyn Eddins to distribute this letter.
- 10. Equipment replacement & HD Upgrade:**
- a. Comcast Letter sent by Sen Todd...No response.

- b. Rep Holbert and Ken Fellman Suggest that we Invite Mike Nelson and/or Jeff Dolan jeff_dolan@cable.comcast.com (Head Govt affairs for Comcast) to authorize HD channel for Colorado Channel. Sen Todd will invite them.
- c. Action Item: Senator Todd to extend an invitation to the next meeting.

11. Other Agenda Items:

- a. Enforcing Creative Commons License/Copyright [infringements](#).
 - i. Tony Shawcross & Ed Krisor Draft revision of policy
 - ii. Tony started with current policy. Would like to discuss if it is too stringent. We've only collected \$2000 for licensing. Do we want to change it or clarify how we're enforcing it? We may want to change it simply to attribution or attribution noncommercial. Ed: Would the board restrict use of video so that there cannot be any manipulation (remix, tweak, reengineer). The harder question: are we willing to limit the free use of it to noncommercial purposes. Currently, if it is commercial, they must pay fee. Tim: Are we obligated to seek licensing fee? How many requests do we get? Tony: Historically, 1 request per year. We aren't obligated to charge fee. Ed: Looking at ways we could differentiate and encourage State news entities to use our video, yet if you're without a local presence, charge them. Or we open it for free regardless of use...or any use there is a license fee.
 - iii. Tim Ryan: Ask do we give this to anyone or do we decide to draw that line.
 - iv. Tony recommends that most news agency usage would be covered under fair use clause. It's best to think with policies like creative commons. Suggests we maintain policy and create a policy for how we proceed when our rights are infringed upon.
 - v. Sen Todd: Thinks it makes sense that when a copy is requested, there is a fee.
 - vi. Ed: Suggests we insist on attribution. Tim Ryan agrees.
 - vii. Tony proposes that OMF sends out letter drafted by Ed regarding current licensing if attribution is lacking. Wait 1 week, and flag content to report as infringement...doing this with goal of attribution not removing video.
 - viii. Ed: Unclear about commercial usage definition.
 - ix. Action Item: Tony to work with Ed to determine a Fair Use Response.
 - x. Sen Todd; They could feasibly (tv or newspaper) be in the chamber filming. Should therefore be free. Rep Holbert agrees. He likes requiring attribution, possibly looking at IRS classification to delineate.
 - xi. Sen Todd: Keep policy as is. Ed: With the understanding that local news agencies don't charge. He would prefer something more concrete. Place this item on Agenda for next meeting.

12. Next meeting date: July 18th 12:00pm in same room (356)

13. Previous Meeting Action Items:

- a. Update policy license information on website
- b. OMF Web team to prepare and present year-end content viewership report.:

Specific content request(individual bills)

- c. Request to spend some time on the website looking at additional content.
- d. Tony to send equipment update to Tim Ryan and John Montgomery -June
- e. All content on YouTube and elsewhere needs to be updated with CC info
- f. John Aden to inquire with foundations to provide guidance as to why we were rejected and what suggestions they have to improve our results in the future.
- g. Reach out to Sunlight and Knight and search the Colorado Grants Guide again for guidance
- h. Senator Todd sent out the letter drafted by Tony and Ken Fellman
- i. Tony Shawcross to draft revision of policy
- j. OMF, Ed Krisor to write a letter to Denver Post

14. Upcoming Action Items:

- a.