

Colorado Channel Authority Board October Agenda

Friday, October 14th, 2016, 12pm-1pm

Legislative Services Building (LSB) B

Conference Dial-in Number: (641) 715-3276

Host Access Code: 819283*

Participant Access Code: 819283#

1. Call to Order and Attendance

- a. Present
 - i. Sen. Nancy Todd
 - ii. Christopher Ryan
 - iii. Renny Fagan
 - iv. Rep. Jonathan Singer
 - v. Sen. Chris Holbert

- b. Not Present
 - i. Scott Nachtrieb
 - ii. Todd Barnes
 - iii.

2. Other Individuals Present

- a. Courtney Steele
- b. Brandon Stiller
- c. Ben Boone
- d.

3. Review & Approval of June Meeting Minutes

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

4. Fundraising Report: Kate Hawthorne

- a. OMF applied for & received Google AdGrants for CCAB
 - i. Will be managing campaigns for the Channel
 - ii. Will present analytics as campaigns progress
 - iii. Already to date, we have had almost 1,000 impressions in less than one month
- b. Fall sponsorship email went out to nearly 300 organizations
 - i. Have received positive replies
- c. FastForward Accelerator opened up new potential grant opportunities.
- d. Ford Foundation
- e. Pursuing relationships with 9to5 Colorado and Women's Foundation of Colorado

5. [Analytics Report 2016](#): Courtney Steele

- a. Increased the number of site users by 9%
- b. Increased the number of sessions (interactions with the site) by 11%

6. Treasurer's Report: Ben Boone & Tim Ryan

- a. Profit & Loss: [Profit & Loss](#), [Balance Sheet](#), [Stmnt of Cash Flows](#)
- b. Reserve Balance: \$13,378.89

- c. Check Signing: 2 checks in the amount of \$28,840 each to sign for Q1 and Q2 2016-2017 (already invoiced and reimbursed from GA)

7. Other Agenda Items

8. Next Meeting Date

- a. Friday December 16th?

9. Previous Meeting Action Items

- a. Fundraising Committee & Kate Hawthorne to present plans to CCAB on viability of fundraising goals next quarter
- b. Brandon Stiller to follow up with Zack Wimberly about feasibility of having House & Senate social media accounts promote Colorado Channel
- c. OMF to invoice state legislature on behalf of CCAB 7/1 for 1st quarter 2016/17
- d. OMF to follow up with Heather Lin to verify [upgrade budget](#) (\$9881.81)

10. Upcoming Action Items