

Colorado Channel Authority Board October Minutes

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#

MINUTES

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
 - vi. Tim Ryan

- b. Not Present
 - i. Scott Nachtrieb (excused)
 - ii. Todd Barnes (excused)
 - iii. Rep. Kevin Van Winkle (excused)

2. Other Individuals Present

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

3. Review & Approval of June Meeting Minutes

- a. June 2016 [Meeting Minutes](#)
 - i. Sen. Holbert moved to approve, second by Tim Ryan. Approved with no objection.

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
 - 1. Sen. Holbert asks if Ads will be tied to issues to increase viewership or taking a broader and nonpartisan legislative approach
 - 2. Courtney Steele confirms AdWords will be targeting the latter
- b. Fall sponsorship email went out to 319 organizations beginning of October.
 - i. Have received some positive replies and working on follow-up
- c. Have attended several events since last meeting - feedback includes:

- i. Orgs suggest opportunity to do pre/post session interviews on Channel - potential sponsorship benefit?
 - ii. Want to see examples of additional content before they sponsor (Great Divide, Strong Sisters etc.)
 - iii. Excited by opportunity to put non-partisan existing educational content on Channel
- d. Ford Foundation [Civic Engagement and Government](#) opportunity. Kate has contacted David Johnson, Education and Outreach Director at TVW, to begin conversation.
 - i. Sen. Todd believes that education about State Government is important, and giving people a greater understanding.
 - ii. Brandon Stiller confirms that there is some existing content that addresses education surrounding State Government
 - iii. Rep. Singer suggests going back to leadership and relooking at Comcast Newsmakers content
 - iv. Sen. Todd suggests that NCSL might have content as well that CCAB could leverage.
- e. FastForward Accelerator opening up new potential grant/funding opportunities. Plugging us into local tech community.

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

- a. Committee Room Beta Test
 - i. Open Media Foundation suggests rolling out a Beta Test for 2017 Legislative Session of coverage for committee rooms
 - ii. Content would not be broadcast, simply a test to see what potential obstacles would be
 - iii. Tim Ryan thinks the content is interesting and is in strong support of next step for Colorado Channel (logical next step)
 - iv. Chris Ryan asks if CCAB has looked into filming JBC proceedings as an opportunity for content
 - v. Bart Miller recommends that leadership should be approached with idea by sub-committee within CCAB
 - vi. Could be additional cost with expansion in the future, Beta test would help solidify what estimates could potentially be
 - vii. Renny Fagan asks about technology and selections - Zack Wimberly confirms that the same way audio is clicked around, the video would be as well
 - viii. Sen. Holbert agrees that it is a logical next step for the channel to take. Sen. Holbert cannot recall what concern was expressed by leadership at an earlier point in time
 - ix. Sen. Todd recommends that leadership is approached after change happens

- x. Sen. Todd recommends sending a letter to current leadership about filming in committee rooms to bring leadership into what has been discussed
 - 1. Sen. Holbert suggests bipartisan communication be sent to new leadership after elections
- xi. OMF to scribe a letter to new leadership, to review and discuss at next CCAB meeting

8. Next Meeting Date

- a. Friday December 16th, noon - 1pm LSB-B

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

- a. Brandon Stiller & OMF team to identify where gaps are in current additional content library - create a presentation to share with CCAB at next meeting
- b. Courtney Steele to share year over year analytics report from 2013 to date with Board
- c. OMF to scribe a letter to new leadership, to review and discuss at next CCAB meeting (identify what the different rooms are, clarify beta test)
- d. Brandon Stiller to follow up with Zack Wimberly about feasibility of having House & Senate social media accounts promote Colorado Channel