

## **Colorado Channel Authority Board - September 2014 Meeting Minutes**

*Friday, September 19th, 2014, 12pm-1pm*

*Location: Colorado State Capitol, Senate Committee Room 356*

### **1. Call to order and attendance**

- a. Present:
  - i. Rep. Holbert
  - ii. Sen Todd
  - iii. Tim Ryan
  - iv. Renny Fagan
  - v. Chris Ryan
  - vi. Ken Fellman (Phone)
  - vii. Rep Singer (Phone)
  
- b. Not Present:
  - i. John Montgomery
  - ii. Senator Brophy

### **2. Other Individuals Present:**

- a. Sarah Shirazi
- b. Zack Wimberly
- c. Kate Hawthorne
- d. Tony Shawcross
- e. Ed Krisor
- f. Cindi Markwell
- g. Bart Miller
- h. Public Comment Period: None

### **3. Review & Approval of July 2014 Meeting Minutes**

- a. [July Meeting Minutes](#)
  - i. Approved

### **4. NAPAN Conference Report-Back:**

- a. Review [Document from Gavin Dahl](#)

### **5. Fundraising Report: Kate Hawthorne**

- a. [Minutes from CCAB Fundraising Committee](#)
- b. Kate is spending 8 hours a week on fundraising for the Colorado Channel
- c. Emailed 102 individuals, 20 organizations this week
- d. Focusing on follow up
- e. ACTION ITEM: Ken Fellman has requested that Charter Communications be contacted about putting the Colorado Channel on their cable systems
- f. ACTION ITEM: Tim Ryan suggests that we get a map of the state where Comcast is available/not available
- g. ACTION ITEM: Senator Todd suggests putting together a letter to other cable

- operators about putting the Colorado Channel on their cable systems
- h. Senator Todd suggested reaching out to Club 20, Action 22, Progressive 52. Kate Hawthorne has reached out to all three organizations.
  - i. ACTION ITEM: Tony will send out a request to Direct TV, DISH, Charter, Century Link, and to other cable & satellite carriers to offer Colorado Channel to each of them.
  - j. Century Link is expanding its services in Colorado. Goal is to secure franchises in every city in the Metro area. Laws encourage competition.
  - k. ACTION ITEM: Renny Fagan suggests prioritizing the lobbyists on the Sponsor prospect list. Prioritize lobbyists/ firms with telecom clients. Target 3-5 people in this industry to help introduce Kate to additional contacts/ prospects.
  - l. Senator Todd: Our goal should be to expand the reach of the channel.
  - m. ACTION ITEM: Representative Holbert suggests reaching out to Comcast first to let them know we would like to expand our footprint and inquire if they have any reservations about it.
  - n. Tim Ryan asked what our fundraising goal is? Is there a history of our fundraising? \$1,200 from a fundraising event.
  - o. Kate Hawthorne suggested sponsorships at high levels should be recognized more front-and-center on the website, instead of on a page more buried in the website.
  - p. ACTION ITEM: To discuss Incorporating splash pages in the videos that are supported and other sponsor benefits in next Fundraising Committee meeting. Rep Holbert suggests a lower level (Below \$500) that gets nothing but a “thank you” and acknowledgement from the CCAB.
  - q. Kate Hawthorne in her follow up communications is letting prospects know their support will go towards outreach efforts.
  - r. Kate Hawthorne is sending out individual emails to prospects. This is time consuming but respects everyone's privacy.
  - s. \$500, \$1,000, \$2,500, recognized on website. \$5,000 level, receive underwriting recognition on one educational video, \$10,000 two underwriting, 1 custom video underwriting, \$25,000 level underwriting 5 videos.
  - t. ACTION ITEM: Tony Shawcross will add the Colorado Channel sponsorship benefits review on the agenda for the next Fundraising Committee meeting. Discuss using “endorsers” or “supporters” instead.

#### **6. 501(c)(3) Update -**

- a. Ed Krisor spoke with someone from the IRS. The reviewer passed the application to their supervisor. It passed the initial review. It could be 6 months or it could be 2 weeks until we hear more. Ed Krisor will let us know as soon as he hears more from the IRS.

#### **7. Additional Content Update -**

- a. [Report from Brandon Stiller](#)
- b. Cindi Markwell and Max Majors provided us with their Floor Procedures DVD

- c. Representative Holbert asked about explaining legislative procedures between the House and the Senate
- d. ACTION ITEM: Rep Holbert suggests that an intro be added to explain that this is just the Senate, and that it is different for the House.

**8. Equipment replacement & HD Upgrade: Tony Shawcross**

- a. Replacing [Switchers](#) & Cameras, Utilizing existing cabling & platforms, still on-target for approved budget.
- b. Tony Shawcross has quotes available for replacing the switchers and cameras, sticking with the same technology and tools used in prior years, but upgrading to HD, cost is \$150,000. Will not spend this right away, first purchase will be \$70,000.
- c. Cindi Markwell let us know that we can move forward with equipment replacement and HD upgrade purchases.

**9. Potential Press Release: - Skip discussion**

- a. ACTION ITEM: Write a press release to announce the HD upgrade in December

**10. Other Agenda Items:**

- a. Adding Tim Ryan, new Treasurer as a check signatory
- b. Rep Holbert Moved, Renny Fagan Seconded that Tim Ryan is added as a check signer Motion passed.
- c. Enforcing Creative Commons License/Copyright [infringements](#).

**11. Next meeting date:**

- a. Standard meeting date is Nov 21? (Week preceding Thanksgiving)
- b. **Next Meeting Date Set: December 12th. Noon in Sen Cmte Rm 356**

**12. Previous Meeting Action Items:**

- A. Ken Fellman: suggests a meeting of the CCFC soon to review and make a formal recommendation based on this document. -DONE
- B. Senator Todd suggests making specific plans for an open-house/reception. Suggests not doing it in the evening, but perhaps morning. -Under Discussion
- C. Senator Todd: Suggests we put something in the Statesman (Press Release, Letter to the Editor) announcing this - Under Discussion
- D. Senator Todd: ensure that while recognizing these donations, we need to acknowledge Comcast's donation of the channel itself. -DONE
- E. Renny Fagan: Start with a list of entities with whom we have personal relationships among CCAB members. Suggests a meeting with the CCFC within the next two weeks. -Ongoing, Kate
- F. Rep Holbert: Requests that Ed Krisor review any solicitations and mass mailing to check against the advisory opinions of the Ethics Commission. -Ongoing, Kate
- G. Fundraising committee must meet, and pick a date for an open house (without elected officials). -Under Discussion in [CCAB Fundraising Committee](#)
- H. Brandon: Check with Cindi on having sent add'l content letter. Also, reserve room for next meeting. -DONE

- I. Ed: Create letter for current House and Senate Leadership regarding policies. Include with the Introductory note sent out annually by OMF/Brandon.
- J. At NAPAN, look for other broadcasting in HD and gather relevant info. -Gavin Dahl has requested, only received partial response
  - a. Connecticut is moving to HD
- K. 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). -OMF Needs to Follow-up with Ken Fellman.

**13. Upcoming Action Items:**

- a. ACTION ITEM: Send Attendance of Elected Officials to [betsy.Holdredge@state.co.us](mailto:betsy.Holdredge@state.co.us)
- b. ACTION ITEM: Rep Holbert suggests inviting the Colorado Statesman to take a photo of the equipment room to help promote fundraising and outreach efforts. Kate Hawthorne offered to reach out to Jody, Editor of the Colorado Statesman. Ask the Statesman to do an article about the effort for raising funds for the Colorado Channel. Ed Krisor would like to speak to Kate in advance to make sure we are compliant.
- c. ACTION ITEM: Tony to bring a photographer (or at least a camera) to the Dec or Jan meeting so we have a photo representing the CCAB.
- d. ACTION ITEM: Cindi please help reserve the room for December 12th meeting.