

Colorado Channel Authority Board - September 2014 Meeting Minutes

Friday, December 12th, 2014, 12pm-1pm

Location: Colorado State Capitol, Senate Committee Room 356

1. **Call to order and attendance**
 - a. Present:

 - b. Not Present:

2. **Other Individuals Present:**
 - a. Public Comment Period:
3. **Review & Approval of September 2014 Meeting Minutes**
 - a. [September Meeting Minutes](#)
4. **Fundraising Report: Kate Hawthorne**
 - a. [Report/update](#) on current (CACI, NFIB/CO, CREA) and prospective sponsors (AARP, CO Fiscal Institute, ACLU of CO, CO Motor Carriers Assoc., CO Competitive Council, CO Marijuana Industry Group, CO Municipal League, Amy Atwood lobbyist, George Dibble lobbyist, Ally Public Policy and others)
 - b. 3 letters of thanks for signature
 - c. Request for more visibility for Sponsors on the website. Proposal to include bar of sponsor logos at the footer to appear on every page.
5. **Additional Content Update -**
 - a. Memorials/Tributes
 - b. JBC Script
6. **Equipment replacement & HD Upgrade: Tony Shawcross**
 - a. Last meeting, we reported Replacing [Switchers](#) & Cameras, Utilizing existing cabling & platforms, still on-target for approved budget. However, after testing, we have learned that our engineer was mistaken in suggesting that new cameras would work with existing cabling, namely power. Currently exploring alternatives that will work with existing cables and working with Zack to explore options for re-wiring, if necessary.
7. **Other Agenda Items:**
 - a. Enforcing Creative Commons License/Copyright [infringements](#).
8. **Next meeting date:**
 - a. Standard meeting date is Jan 16 (third Friday)
9. **Previous Meeting Action Items:**
 - A. ACTION ITEM: Ken Fellman has requested that Charter Communications be contacted about putting the Colorado Channel on their cable systems. Senator Todd suggests putting together a letter to other cable operators about putting the Colorado Channel on their cable systems
 - a. Tony Has drafted a letter for Ken to review and Sen Todd to sign
 - B. ACTION ITEM: Tim Ryan suggests that we get a map of the state where

Comcast is available/not available

- a. Comcast says 83% of Colorado is covered, but does not have a specific map posted. Tony has sent a request.
- C. ACTION ITEM: Senator Todd suggested reaching out to Club 20, Action 22, Progressive 52. Kate Hawthorne has reached out to all three organizations.
- D. 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.
- E. 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.
- F. \$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.
- G. 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.
 - a. Meeting to be scheduled in Jan.
- H. ACTION ITEM: Send Attendance of Elected Officials to betsy.Holdredge@state.co.us
 - a. Done
- I. 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.
- J. 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.
- K. ACTION ITEM: Cindi please help reserve the room for December 12th meeting.

10. Upcoming Action Items:

- a.