

Colorado Channel Authority Board December Agenda

Friday, December 12th, 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. Present:

Sen Todd

Kenneth Fellman

Tim Ryan

Rep Holbert

Christopher Ryan

Rep Singer

Renny Fagan

b. Not Present:

John Montgomery

Sen Greg Brophy

2. Other Individuals Present:

a. Tony Shawcross

b. Cindi Markwell

c. Marilyn Eddins

d. Zack Wimberly

e. Bart Miller

f. Kate Hawthorne

g. Ed Krisor

h. Brandon Stiller

i. Gavin Dahl

3. Review & Approval of September 2014 Meeting Minutes

a. [September Meeting Minutes](#)

b. Minutes - Motion made, seconded and approved

4. Fundraising Report: Kate Hawthorne

a. [Report/update](#) on current (CACI came on board at \$500 level, NFIB/CO, \$500 level, CREA \$1000 level) 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. Kate shared fundraising report

c. 3 letters of thanks for signature

- d. Request for more visibility for Sponsors on the website. Proposal to include bar of sponsor logos at the footer to appear on every page.
- e. Request for copy of potential donors spreadsheet Tony will send out copy after meeting to non-elected members of the board.
- f. Feedback about logos: Concern about too many logos, suggestion from Ken Fellman to making them all small. Perhaps we can change them out periodically.
- g. Elected members should not see list of potential donors.
- h. Rep. Singer suggests higher sponsorship level (logos during recess)
- i. Looking at optimization so that higher level sponsors are constant, lower levels rotate.
- j. The board agrees that we should add sponsorship banner to website.
- k. Rep Holbert: Is \$5000 too high?
- l. Kate: \$1000 and \$500 level is website recognition only. Kate feels sponsorship level is adequate.
- m. Kate: Are there any organizations that we would say we don't want their sponsorship?
- n. Rep. Singer: Probably not okay with individual campaigns for elected officials.
- o. Rep Holbert: Would prefer non-partisan sponsorships.
- p. Sen Todd: Don't seek it out.
- q. Ken Fellman: Suggests we take these suggestions into the Fundraising Committee and modify the [written policy](#) in January
- r. Rep. Singer: suggests we highlight musical group for music on the channel, either sponsor them or they sponsor COCh. (Also to be considered by fundraising committee)
- s. Tony thinks this would conflict with current policies (Content only from policy making entities)
- t. Rep. Singer would like Fundraising committee to decide if this is worth pursuing.
- u. Kate requests that at another meeting we discuss outreach around feedback. Is there more data?
- v. Kate: People want to know what other people have to say about the channel. Gather endorsements. Add as agenda item for next month.

5. Additional Content Update - Brandon Stiller

- 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.

- b. Cindi and Marilyn recommend not changing anything due to concerns of losing coverage during the session.
- c. Zack: The building is non traditional, believes it could take longer. Quickest: End of December, price is within the budget. Walking with contractor this afternoon.
- d. Rep Holbert: Recommends we wait until May.
- e. Rep. Singer: Recommends we wait until May and put Sonys in.
- f. Gavin asked about HD Channel on Comcast
- g. Sen Todd: Concern about prices changing/ request price freeze. Let's hold off until May.
- h. Consensus: Hold off until May
- i. Cindi: Senators in well don't like angle, consider adding a 4th camera and/or moving camera 2.

7. Other Agenda Items:

- a. Membership Changes
 - i. Sen Holbert Replacing Sen Brophy?
 - ii. New House Member to replace Rep Holbert (Jan 7th)
 - iii. Gov Appointment to replace John Montgomery
 - iv. Press Room no longer in Control Room, moved to Room 0111 as of February
 - v. Tony
 - vi. Adjourned until Jan 17th.
- b. Enforcing Creative Commons [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. and will leverage Ken's help.
- C. ACTION ITEM: Senator Todd suggested reaching out to Club 20, Action 22, Progressive 52.
 - a. 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. ACTION Item: Tony to send out a copy of Kate’s report, as well as the spreadsheet
- b. Tony: Draft letter for Sen Todd about Governor’s Appointment to replace John Montgomery.
- c. Ed and Tony make suggestions for policy around what happens when Copyright is broken
- d. ACTION ITEM: Tim Ryan suggests that we get a map of the state where Comcast is available/not available