

Colorado Channel Authority Board February MINUTES

Friday, February 20th, 2015, 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:
 - Tim Ryan
 - Chris Holbert
 - Jonathan Singer
 - Nancy Todd
 - Renny Fagan
 - Kevin Van Winkle

- b. Not Present:
 - Ken Fellman
 - Chris Ryan

2. Other Individuals Present:

- a. Tony Shawcross
- b. Brandon Stiller
- c. Kate Hawthorne
- d. Courtney Steele
- e. Gavin Dahl
- f. Zack Wimberly
- g. Scott Nachtrieb
- h. Bart Miller
- i. Ryan _____
- j. Cindi Markwell

3. Review & Approval of January 2015 Meeting Minutes

- a. Jan 2015 [Meeting Minutes](#)
- b. Sen Holbert moves to approve. Approved

4. Fundraising Report: Kate Hawthorne

- a. Updated Fundraising Guidelines
 - i. No updates, Ken Fellman's updates have been made, will share updates next meeting
- b. Sponsor Benefits altered, with [Sponsorship Doc](#) and website updated accordingly: <http://www.coloradochannel.net/sponsors>
 - i. updates made to document, separation of donation levels, subcommittee approved \$500 slate on channel, logo will air 2 x per day

on channel, also added to website & Facebook page

ii. 3 new sponsors have been added

c. Update on responses received so far from three new potential sponsors and Alternative Corporate Fundraising opportunity.

i. Of 14 on list of prospects, 4 are expected to come on board

1. First round of emails have been sent out, will be following up with phone calls

ii. Colorado Livestock Association (link to channel in all newsletters), Colorado Motor Carriers Association, Colorado Marijuana Industry Group requested phone call, Colorado Fiscal Institute

iii. Approached by Barbara James, meeting with Profit ID, an alternative Corporate Fundraising Firm, wanting to support Colorado Channel through expense reduction savings from analysis are given to nonprofit based on previously agreed upon amount

1. Presenting to fundraising committee? Communicate that solicitation to elected officials is not welcome.

5. Aerospace day on March 23: Senator Todd

a. 23rd of March, House/Senate will be having Aerospace day, similar to Military Day

b. Feedback on featuring on website:

i. Sen Holbert: There is a fundraising opportunity here, suggests we are careful about perception of funding conflicts.

ii. Rep. Singer: Raises question of highlighting things of viewer interest.

iii. Tony: Clarifies policy - Limited by gavel to gavel coverage and policy making entities.

iv. Sen Todd: Will make sure that Kate has aerospace contact

v. Kate has made contact with Lockheed Martin and has not received a response

vi. Tony: Policy is in place to not solicit sponsorship from companies that are attached to a specific piece of legislature expected or pending

6. Additional Content Update - Brandon Stiller

a. JBC Video Final coming to your inbox soon!

b. Leg/Historical tours with updated b-roll of chambers wrapping up.

i. will be sending soon

c. Tributes from House and Senate 2014 posted, pending creation of landing page: creating space/feature on website

d. Legislative Interstitial Slides are being posted to the site. Wrapping up.

i. will have landing page in coming weeks on website

e. CDE Video Update: Brandon has reached out to district Social Studies Coordinators from Cherry Creek School District, Denver Public Schools, SD27j, Adams 12 and Jeffco.

i. have been made aware of services/tools, requested feedback on gaps/holes to help guide video creation. May arrange focus group to

find out how to best serve educators/students in state

- f. State of State & State of Judiciary added as additional content. Still needs trimming and captions.
 - i. Brandon will work on captions (take approx Brandon an hour and a half)
 - g. We will need bios and photos from new CCAB Members to update the site.
 - i. we are current, other than updating Rep. Van Winkle's photo - have photo available
- 7. Explore ideas for expanding reach of Colorado Channel in 2015**
- a. Sen. Todd had requested conversation, OMF staff has suggestions with budget implications
 - b. Tim Ryan: Comcast distribution, get on Dish/Direct. Letter has been drafted that can be sent to other service providers (from Sen. Todd), difficulty with providers being national (See Action Items below)
 - c. Letters to go out to all members with step by step guide for using the channel, orientation materials for new members. Show embedding function. Requesting links on their individual websites... email and paper mail. (See Action Items below)
 - d. Hand out business cards, explore opportunities to distribute them more
 - e. Sen Todd: Suggests we send a letter...not an email informing GA about adding to the website. Brandon: Letter was sent out at beginning, we can potentially reuse letter (had been sent to Marilyn & Cindy for distribution).
 - f. Two members of House and Senate reach out to caucus offices to incorporate into trainings for outreach departments, communications departments. ACTION ITEM: Brandon to send [draft of letter](#) to CCAB elected officials, who will forward it to the caucus offices, outreach and communications departments and encourage them to help train aides and interns to use Colorado Channel.
 - g. Gavin - clarify that training is offered face to face to staffs, has not yet produced results. Suggestion: Engage press corp and train on sharing and knowledge of how to use tools
- 8. Equipment replacement & HD Upgrade: Revisit in May**
- a. Update: have received invoice from engineer/consultant
 - b. Will be passing along expenses before end of session, and completing upgrade during off session
 - c. Zack Wimberly: Installing television on Senate President's Podium or below on floor, looking into installing new sound devices
- 9. Other Agenda Items:**
- a. Free [Livestreaming for Governments](#) Class/Webinar: 3:30pm March 18 at OMF
 - b. CCAB Membership Changes: Update board on terms. 4 years for all members.
 - 1. Sen Holbert replacing Sen Brophy, will need re-appointment in 2016
 - 2. Rep Kevin Van Winkle will also need re-appointment in 2016
 - 3. Governor Appointment to replace John Montgomery: Scott Nachtrieb
 - a. Tim Ryan to suggest Gail O'Brien for subsequent vacancy this fall
 - b. Tony: Clarify that there was confusion about term length in statute

- c. ACTION: review and confirm Appt. End dates
- 4. Bart Miller: Inclusion of closed captioning, propose to reprice to see if it is possible/beneficial to include on Colorado Channel. Have been reaching out to YouTube about their services (See Action Items below)
 - a. Sen Holbert (no formal suggestion): engaging organization that serves hearing impaired, as a sponsor? Is there a conflict?
 - b. Tony: New FCC rules state that if closed captioning is elected for use on broadcast, required online as well

10. Next meeting date:

- a. Standard meeting date is Noon, March 20(third Friday)
 - i. Ed Krisor has a conflict on Third Fridays. Suggesting shift to 2nd or 4th Friday (Renny Fagan has conflict on 2nd Fridays)
 - ii. Next meeting March 27, no objections ACTION ITEM: ask Cindi to reserve Room 356
 - iii. April meeting on 24th
 - iv. May 22nd
 - v. July 24th (every other month during off-session (May-Dec))

11. Previous Meeting Action Items:

- A. Ken Fellman has Drafted a letter for Charter Communications (Also CenturyLink) about putting the Colorado Channel on their cable systems. Ken and Tony to finalize. Senator Todd to approve and sign.
- B. Brandon to revive the conversations with CDE (Brandon)
- C. John Aden/Tony to follow-up with Sen Holbert Re: Exploring partnerships with education, expanding relationship with high-schools, school boards. Senator Todd: may be able to explore possibilities for concurrent enrollment, and other educational opportunities state-wide.
- D. Tony/Christopher Ryan to Set a Meeting between OMF and the Judiciary (Christopher Ryan) to explore adding Judiciary content to TV channel
- E. Brandon to put State of the State and State of the Judiciary videos in “additional content” section of Colorado Channel website
 - a. embed State of the State and State of the Judiciary with YouTube instead of Archive so they can be viewed with Closed Captions?

12. Upcoming Action Items:

- a. Tony to Email Rep Van Winkle fundraising guidelines (Should be sent to all members of the CCAB)
- b. Kate to explore potential sponsor opportunities with aerospace, and to be aware of any pending legislation
- c. Sen. Todd to provide contact information to Kate for aerospace key industry contacts

- d. Tony/Kate to ensure that we explore pending legislation and potentially abstain from approaching aerospace and other potential sponsors when/if they have legislation pending currently.
- e. Letter to be sent to Sen. Todd to review letter written to other cable providers by next board meeting
- f. John Aden/Tony to follow-up with Sen Holbert Re: Exploring partnerships with education, expanding relationship with high-schools, school boards. Senator Todd: may be able to explore possibilities for concurrent enrollment, and other educational opportunities state-wide.
- g. Tony/Brandon to send out letter to current members explaining how to use channel site. Potentially have letter from the launch that can be repurposed.
- h. Tony/Brandon to draft letters (not email) to all members with step-by-step guide and orientation materials for new members (including embedding functionality and request for links on their individual websites)
- i. Next meeting: to discuss YouTube streaming of Colorado Channel, Tony/Brandon to report back on workflow shift to incorporate YouTube and additional time needed
- j. Tony to reach back out to Colorado Caption to get updated quote on closed captioning
- k. Send minutes to Ed Krisor by March 6, get back his revisions by March 13. Send minutes and draft agenda for March 27 meeting to Board by March 20.
- l. Tony/Courtney to send out reminders of action items by March 20 at the latest.
- m. Next meeting March 27, no objections ACTION ITEM: ask Cindi to reserve Room 356