

**Colorado Channel Authority Board April**

*Friday, April 24th, 2015, 12pm-1pm*

*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
  - i. Scott Nachtrieb
  - ii. Christopher Ryan
  - iii. Senator Chris Holbert
  - iv. Rep. Jonathan Singer
  - v. Rep. Kevin Van Winkle
  
- b. Not Present
  - i. Ken Fellman (excused)
  - ii. Renny Fagan (excused)
  - iii. Senator Nancy Todd (excused)
  - iv. Tim Ryan (excused)

**2. Other Individuals Present**

- a. Ed Krisor
- b. Tony Shawcross
- c. Kate Hawthorne
- d. Zack Wimberly
- e. Courtney Steele
- f. Gavin Dahl
- g. Cindi Markwell
- h. Connor Randall

In Senator Todd's absence, Senator Holbert chaired the meeting.

**3. Review & Approval of March 2015 Meeting Minutes**

- a. Mar 2015 [Meeting Minutes](#)
- b. Rep. Singer moved to approve, Rep. Van Winkle seconded the motion and the Minutes, as submitted, were approved.

**4. Fundraising Report: Kate Hawthorne**

- a. Updated Fundraising Guidelines
- b. Update on Fundraising Committee Meeting
  - i. Retaining current donors
    - 1. Need to draft a thank-you letter to all current donors
      - a. Ed Krisor recommends thank it be sent from "CCAB" and it can be signed by Chair of the Board
      - b. Action: Fundraising Committee to draft thank-you letter to all current donors
      - c. Rep. Singer recommends sharing viewership, offering

behind-the-scenes tour of the Colorado Channel, explain how it works, etc. to show how donations are benefitting donors and the channel

2. Need to update the donor page on website

a. Action: Fundraising Committee to update donor page on website

c. New Sponsors

- i. Schedule Development Committee to add to the list and do some personal outreach. Of 14 interested sponsors at end of 2014, seven are still deciding. Five new interested sponsors have been added and Kate is awaiting their review.
  1. Fundraising Committee is using public library list to inform future discussions, collecting email addresses to begin outreach
  2. Action: Fundraising Committee to create enhanced content packet to share types of content potential donors would be supporting
  3. Sen. Holbert suggests reaching out to groups that use the Capitol between sessions and see if they would be interested in becoming sponsors
    - a. Action: Cindi to provide contact information, Kate to reach out to groups
- ii. Kate reached out to Development Committee to help close deal for some potential sponsors who are on the fence
- iii. Kate to ask current donors if they have any suggestions for other leads or individuals to serve on our Fundraising Committee
  1. Sen. Holbert asks if electeds can provide contact information for lobbyists looking to raise awareness that may be interested in donating
    - a. Ed Krisor is comfortable with electeds providing contact information
    - b. Suggestion made that after May 7th would make it easier for electeds to refer contacts who don't have pending legislation
- iv. Renny Fagan suggested expanding the Fundraising Committee or securing other volunteers who can help with fundraising outreach

**5. 2015/2016 Proposed Budget Review - Tony Shawcross (budget emailed to all members)**

- a. Board will be approving contract at next CCAB meeting 5/22
- b. Budget partially relying on success of fundraising activities to help support 3% increase in operating costs
- c. Need to clarify equipment budget - not included in CCAB budget as equipment itself isn't owned by Channel
- d. Sen. Holbert requests clarification on incentive for Fundraising Committee
  - i. Tony Shawcross clarifies that there is an hourly incentive for success within fundraising/grant writing line item, rather than commission
    1. Action: Put item on agenda for next Fundraising Committee meeting to review incentive structure
- e. Rep. Van Winkle requests more details on budget items, personnel (how many, hourly? etc.)
  - i. Tony Shawcross clarifies that budget covers 4 individuals (not full-time) during session
- f. If approved, this is the budget that will be included in contract being reviewed at next meeting (5/22)
- g. Tony & Ed Krisor to meet so the contract can be reviewed for next meeting

## **6. Other Agenda Items**

- a. Rep. Van Winkle requests update on performance updates that will be happening
  - i. Tony Shawcross confirms that YouTube will be used for next session
  - ii. Gavin Dahl explains other options for performance/upload improvement
  - iii. OMF will share outcomes of internal conversations as they become relevant

## **7. Next Meeting Date**

- a. May 22nd, 12 - 1 pm
- b. Action: Cindi Markwell reserving Senate Room 356

## **8. Previous Meeting Action Items**

- a. Zack to find out more information about a Lunch & Learn for legislators - OMF to look for lunch sponsor
  - i. Friday Jan 15th recommended by Sen Holbert
- b. Ed Krisor to check guidelines of Amendment 41.
- c. Tony to invite Scott Nachtrieb to the Fundraising Committee Meeting
- d. Send minutes to Ed Krisor by April 8, get back his revisions by April 15. Send minutes and draft agenda for April 24 meeting to Board by April 10.
- e. Tony/Courtney to send out reminders of action items by April 10 at the latest.
- f. John (or Cindi) to reserve Room 356
- g. Ken to get Centurylink contact (Jim Campbell), and will ask a contact at Dish Network. Tim Ryan will do that as well. Senator Holbert may have contact information
- h. Tony/Brandon/OMF to update so that embedded videos are coming from YouTube next Legislative Session

## **9. Upcoming Action Items**

- a. Fundraising Committee to draft thank-you letter to all current donors
- b. Fundraising Committee to update donor page on website
- c. Schedule Development Committee to add to the list of potential donors and do some personal outreach.
- d. Fundraising Committee to create enhanced content packet to share types of content potential donors would be supporting
- e. Cindi to provide contact information for groups using capitol during off-season/summer, Kate Hawthorne to reach out to the groups
- f. Electeds to provide contact information for lobbyists looking to raise awareness that may be interested in donating to Channel after session is complete
- g. Tony/OMF to bring contract to next CCAB meeting for approval
- h. Tony & Ed Krisor to meet so the contract can be reviewed for next meeting
- i. Fundraising Committee to put item on agenda for next Fundraising Committee meeting to review incentive structure
- j. Cindi Markwell reserving Senate Room 356
- k. Send minutes to Ed Krisor by May 8, get back his revisions by May 14. Send minutes and draft agenda for May 22 meeting to Board by May 15.
- l. Tony/Courtney to send out reminders of action items by May 15 at the latest.