

Colorado Channel Authority Board July Meeting Minutes

Friday, July 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#

MINUTES

1. Call to order and attendance

- a. Present
 - i. Sen. Chris Holbert
 - ii. Scott Nachtrieb
 - iii. Tim Ryan (via phone)
 - iv. Rep. Van Winkle (via phone)
 - v. Christopher Ryan (via phone)
 - vi. Sen. Nancy Todd (via phone)

- b. Not Present
 - i. Ken Fellman (excused)
 - ii. Renny Fagan (excused)
 - iii. Rep. Jonathan Singer (excused)

As Sen. Nancy Todd joined via phone, Sen. Chris Holbert chaired the meeting

2. Other Individuals Present

- a. Tony Shawcross
- b. Leo Kacenjar
- c. Courtney Steele
- d. Kate Hawthorne
- e. Ed Krisor
- f. Zack Wimberly
- g. Bart Miller
- h. John McKay
- i. Jennifer Berman

3. Review & Approval of May Meeting Minutes

- a. May 2015 [Meeting Minutes](#)
 - i. Agreement to distinguish between agenda & minutes in title moving forward
 - ii. Sen Todd: Motion to approve, no objections, minutes approved

4. Fundraising Report: Tony Shawcross

- a. Present and Review [Fundraising Guidelines](#)
- b. Present and Review [Sponsor Thank You Letter](#)
- c. Update on Fundraising Committee:
 - i. Chairperson is Scott Nachtrieb
 - ii. Reviewed Incentive Structure: Keep as-is with review in Oct/Nov
 - iii. Courtney Steele to reach out to statewide policy-making entities for content to

contribute to Colorado Channel

1. Some of the production budget is being allocated to the outreach
- iv. Knight Grant Announcement: Leo Kacenjar
1. Open Media Foundation received a grant from the Knight Foundation Prototype Fund for a project entitled "She Said, He Said"
 2. The project's purpose is to make the daily work of representatives even more accessible to the general public
 3. The software will be performing audio analysis of video clips, adding metadata to define who is speaking when during Session recordings, and will allow users to find their representatives
 4. Phase 1, Research phase: optional survey passed out to board members, build focus groups for user-centered design and planning, prototyping
 5. Phase 2: Technical build-out will follow
 6. Project is scheduled to be completed by 2nd week in October
 7. Users presently can search keywords that are included in agenda/timestamping for clips, in the short term future, the current Colorado Channel software will be exposing YouTube automated transcriptions to search as well. Open Media Foundation saw lack of knowing who is speaking the words pulled up in search - decided to build Voice ID so search is not limited to just what is on the agenda
 8. Open Media Foundation received \$35K in grant money and project lead Leo Kacenjar travelled to Miami for project to work on user-centered design
 9. Sen. Chris Holbert asks is the system designed retroactively or is there current/future programming as well? Leo Kacenjar confirmed that the software works retroactively
 10. Sen. Chris Holbert asks if the functionality will be ready for 2016 Session? Highly experimental technology, prototype is being built. Application will run in parallel to start and would hopefully be ready for 2016 Session
- d. New Sponsors Update: Kate Hawthorne
- i. There are 6 new interested organizations, 2 have sent letters of interest to Kate
 1. League of Women Voters has individuals who would be happy to speak about how they use the channel, to be featured and used in a promotional piece/video
 2. Kate has been reaching out to lobbying firms with particular clients in mind and is seeing increased reply rate
 3. Sen. Chris Holbert asks Ed Krisor if there are any concerns or questions
 - a. Ed Krisor needs more details about featuring organizations in promotional video to make a judgement call
 4. Sen. Nancy Todd asks if there is a timeline for final decision for potential sponsors (before, after Session, etc)
 - a. Kate has been letting organizations know that website traffic begins with preparing for upcoming session in fall (anecdotal but also supported by analytics)
 - b. Kate asks Authority Board if board would like to implement a hard deadline for sponsors - Kate will select a tentative date per individual organizations, considering end of September as a good first round deadline

5. Performance Updates - Open Media Foundation

- a. Review workflow & performance updates:
 - i. Shifting archive from Archive to YouTube for 2016
 - 1. Rep. Van Winkle had mentioned sluggish nature of archive. This year the full archive will be embedded through YouTube. Will not impact past years, long-term archiving, or downloads. Primary videos on site will be hosted through YouTube
 - 2. Document below in Previous Meeting Action Items has detailed Workflow documentation to reflect process for getting videos up on YouTube as well
 - 3. Sen. Chris Holbert asks if performance will be noticeably different starting 2016 Session.
 - a. Tony confirms performance updates will be for 2016 Session moving forward.

6. Present & Review Treasurer Report - Tony Shawcross, Tim Ryan, Bart Miller

- a. Bart Miller - Historical Perspective on Colorado Channel budget
 - i. Intergovernmental agreement between CCAB & Exec Committee was distributed to members
 - ii. Overall budget has been constant over last few years including the amount the Legislature allots
 - iii. Motion adopted in 2009, presiding officers signed, outlines how General Assembly will pay for broadcast of House & Senate
 - iv. Money flows from State budget to Colorado Channel Authority Board to Open Media Foundation
 - v. General Assembly had agreement with City/County Channel 8 previously to provide staff for control room, 2 year agreement, City/County removed themselves, and Open Media Foundation became service provider
 - vi. Sen. Chris Holbert notes agreement from September 2010, and the current functioning of the Colorado Channel is within the agreement
 - vii. Tim Ryan confirms that Tony, Bart, Tim and Zach reviewed historical budget perspective together
- b. Tony Shawcross & Tim Ryan - [Treasurer Report](#)
 - i. Sen. Chris Holbert asks if there has been an audit or if there is an audit required
 - 1. Ed Krisor confirms that the Colorado Channel has asked for an exemption each year and have been given exemption
 - ii. For the first time there has been a goal developed for fundraising for this year
 - iii. In the 2016 budget, \$30K extra is earmarked for Capital equipment needs
 - iv. Scott Nachtrieb asks if extra funding is in the CCAB account
 - 1. Tony confirms that CCAB will not invoice for equipment until needed as equipment is owned by General Assembly
- c. Zack & Tony Equipment Upgrade Update
 - i. Status of equipment upgrade
 - 1. Zack is looking at options for cameras & wiring
 - 2. Each camera needs add'l ethernet and cabling, received not-to-exceed quote of \$8,500
 - 3. Waiting on approval of camera cost

7. Present & Review [2015 Website Analytics Report](#) - Courtney Steele

- a. Sen. Chris Holbert suggests that moving forward Open Media Foundation also provides information around % of users outside of metro area, rural colorado, etc. as well as show low end numbers
- b. Courtney Steele confirms that the Analytics report is an annual report

8. Other Agenda Items

- a. Replacing Ken Fellman on CCAB (Term Expires 10/6/2015)
 - i. Tim Ryan had suggestions - Tim to provide recommendations for Board to review
 - ii. Replacement will need to be a Governor Appointment

9. Next Meeting Date

- a. TBD September 25th? 12 - 1 pm
 - i. Tim Ryan & Christopher Ryan will be unable to attend
 - ii. Suggested Date: September 18th
 - iii. Friday, September 18th confirmed 12pm - 1pm in room 356 (Courtney to confirm with John that room is reserved)

10. Previous Meeting Action Items

- a. Fundraising Committee
 - i. Draft thank-you letter to all current donors- DONE
 - ii. Sen Holbert suggests creating chairperson for committee -DONE (Scott)
 - iii. Fundraising Committee to update [donor page](#) on website -[DONE](#)
 - iv. Fundraising Committee to review incentive structure -DONE
 - v. Finalize [Fundraising Guidelines](#) -[DONE](#)
- b. Brandon:
 - i. Rep. Van Winkle requests update on performance updates -[DONE](#)
 - ii. Follow up and confirm that Senate Room 356 is reserved for July -DONE
- c. Tony
 - i. Senator Holbert: Requested a [Treasurer Report](#) at each meeting
 - 1. Include Capital budget -DONE
 - ii. Send Zack a project plan to schedule around renovations, re-cabling, specify the cabling needs for each camera, especially power. (using Zack's cabling guy, Linx) -DONE
- d. Electeds
 - i. Provide contact information for lobbyists looking to raise awareness that may be interested in donating to Channel to Fundraising Committee (process confirmed in May meeting)

11. Upcoming Action Items

- a. Sen. Todd to review Thank You Letters
- b. Tim to provide recommendations for Board to review to replace Ken Fellman