

Colorado Channel Authority Board - April 2014 Meeting Agenda

Minutes

Friday, April 25th, 2014, 12pm-1pm

Location: Colorado State Capitol, Senate Committee Room 352

Conference Dial-in Number: (559) 546-1000

Host Access Code: 819283*

Participant Access Code: 819283#

1. Call to order and attendance

- a. Rep Holbert: Present
- b. Rep Singer: Present
- c. Renny Fagan: Present
- d. Ken Fellman: Present
- e. Sen Todd: Present
- f. Carol Haller: Present
- g. Tim Ryan: Present
- h. Sen Brophy: Excused
- i. John Montgomery: Excused

2. Other Individuals Present:

- a. Tony Shawcross
- b. Sarah Shirazi
- c. Ed Krisor
- d. Bart Miller

3. Public Comment Period:

- a. None

4. Review & Approval of [March 2014 Meeting Minutes](#)

- a. Rep Holbert Moved. Unanimously Approved with no objections

5. Fundraising Update -

- a. Sen Todd summarized Fundraising report from John Aden
- b. Comments: **Rep Holbert:** Suggests once we have the 501(C)(3), we set more clear milestones: We need to set some goals and figure out why we are getting rejected so much... and consider shifting focus/approach in some way. **Sen Todd:** Suggests we enclose a DVD of highlights of what they would be supporting (or files/links to videos). **Rep Holbert:** Maybe produce a Fundraising Reel, explaining what we're doing, explain that we're a partnership, add to our "additional content" plans to make a video to bolster our fundraising applications. **Renny Fagan:** Foundations have a specific focus, and its rare that their focus is on this, transparency, video production, etc. That is true for corporations as well. Tony to ask John Aden which foundations would be best to ask (maybe have a Legislator ask) why we were rejected and what suggestions they have to improve our results in the future. Reach out to Sunlight and Knight and search the

Colorado Grants Guide again for guidance

6. 501(c)(3) Update -

- a. **Ed Krisor:** Application is completed and will be sent out in the mail today (April 25, 2014). No clear guidance on the time it will take to get a response/approval.

7. Additional Content Update

- a. OMF: Tony Shawcross provided basic report from Google Analytics. OMF web team to present a year-end traffic analysis/overview including Additional Content viewership, as well as click throughs on coloradochannel.net for May meeting.
- b. OMF: Draft a Summary of where to find the Additional Content online, encouraging legislators to share these links with their constituents - as well as info on how legislators can link directly to coloradochannel.net.

8. Equipment replacement:

- a. Tony Shawcross to share NAB findings with interested CCAB members
- b. Has Senator Todd sent out the letter drafted by Tony and Ken Fellman?

9. Other Agenda Items:

- a. Enforcing Creative Commons License/Copyright [infringements](#). Tony suggests drafting a letter to send to the Denver Post, which can also be used for future infringements.
 - i. General idea is that we want this stuff to be used, we just want credit.
 - ii. All Videos and websites need to have the CC info
 - iii. Tony Shawcross to Draft revision of policy
 - iv. OMF to Write a letter to Denver Post
 - v. In May review/approve the policy
- b. YouTube has a convenient mechanism for reporting copyright or CC infringements, so we could just follow that process, which would be a good way to ensure CC requirements are followed.
- c. This was actually reposted by the State GOP, so perhaps we need to proactively inform groups like that about the CC guidelines
- d. Tony needs to get the policy posted on the website and send it out to the board.

10. Next meeting date:

- a. May 9th: Noon At the Capitol. Tony to Follow up with Cindi Markwell to reserve a room.

11. Previous Meeting Action Items:

12. Upcoming Action Items:

- a. Update policy license information on website
- b. OMF Web team to prepare and present year-end content viewership report.
- c. Tony to bring a projector to show this to everyone.
- d. Want to spend some time on the website looking at additional content.
- e. Ask Cindi for Room 356.
- f. Tony to send equipment update to Tim Ryan and John Montgomery.
- g. All content on YouTube and elsewhere needs to be updated with CC info (automate for future content)
- h. Tony to ask John Aden which foundations would be best to ask (maybe have a

Legislator ask) why we were rejected and what suggestions they have to improve our results in the future. Reach out to Sunlight and Knight and search the Colorado Grants Guide again for guidance

- i. Senator Todd sent out the letter drafted by Tony and Ken Fellman?
- j. Tony Shawcross to draft revision of policy
- k. OMF to write a letter to Denver Post