

## **WATOA Teleconference 4/11/12**

1. Call to order 2:07 PM
  - a. Mike, Jeff, Megan, Dal, John, Dea, Chris, Jim
2. Add minutes to the agenda 2/8/12, Dea moved, Jeff seconded
3. Approval of minutes from 2/8/12, Dal moved, Jeff seconded
4. Treasurer Report—Dea Drake
  - a. RCC still not paid for 2011 conference—paid membership dues in September 2011, did not pay for 2011 conference, sent info and forms to Bill Oltman
    - i. Never filled out registration forms for conference, will send invoice again
5. State Legislative Update—Victoria Lincoln
  - a. None
  - b. Session ended at 3:30 AM today
  - c. Given the fact the Idaho legislation goes into effect July 1, WATOA should have talking points ready to go for next year.
6. Statewide Franchise offense discussion – Mike, Jeff
  - a. Get something out this year? Or wait?
    - i. More of a time for us to gather info and understanding from Victoria Lincoln, and info WATOA can provide for her, Jeff anticipates she won't need it much before next year's session. Not be reactive, but prepared for Century Link legislation migration toward us next year.
    - ii. Compile history from NATOA, Jeff mentioned to the NATOA board, NATOA board aware of the study
    - iii. Gain understanding from states that have went to statewide franchising, so if we need to write a statewide bill we know the wording we want.
    - iv. Do they intend to come here? Don't want to wait and see when they continue to lobby and pass statewide franchising in states like Idaho for example.
  - b. Create WATOA sub cmte. (Mike, Jeff) and one page fact sheet about why we don't want statewide franchising.
7. Annual Conference location and date finalize – Chris Jaramillo
  - a. Issaquah? 2 small hotels, not close to Issaquah city hall, Oct 11-12
  - b. (1<sup>st</sup>) La Conner? offering \$89 rate rooms, 2 facilities for meetings, Oct 18-19 only availability, no minimum for food, an hour north of Seattle, Chris going to check it out
  - c. (2<sup>nd</sup>) Semiahmoo Resort by border? Minimum 10 rooms at \$90, all AV, Oct 25-26
  - d. Yakima or Richland?
  - e. For reference 60 people at last year's conference
8. Production Workshop update – Megan, Jim, Edgar
  - a. NAB roundup & camera workshop
  - b. RCC host, 3 hour workshop
  - c. Host in mid-June
  - d. Free to WATOA member, \$50 to attend with a WATOA membership, as a teaching and recruiting tool
  - e. Lots of interest because of number of cities who couldn't send staff to NAB this year
9. Quarterly newsletter finalize/comments – Linda Seesz, Dal Neitzel
  - a. Approved, ready to put on the web
10. ACM Conference Sponsorship – Jon F.
  - a. \$250 listed in conference program and awards program, April 27-28, we can also set out our newsletters and membership info
  - b. Dal moved to approve sponsorship, Chris seconded

- c. Dea will fill out form and send check
- 11. Other business
  - a. Logo redesign: marketing cmte meet and talk about the logo and bring ideas to next meeting, not new designs yet, just continue the conversation
  - b. Membership ideas
    - i. Split up membership list, get contact info: phone/email/mail
    - ii. Send out membership info, about WATOA, WATOA newsletter, invite to NAB Roundup
    - iii. Encourage people who didn't renew last year to do it this year
    - iv. Look to potential member cities like Bellevue, Redmond, Olympia
  - c. Submit WATOA newsletter for contest
    - i. 3CMA, non member \$160
      - 1. May 18<sup>th</sup> submission due, Dea checking if we can use city of Kent rate of \$85
  - d. Mission statement—move forward on discussion
  - e. Megan to find alt. Secretary for October 2012-January 2013
- 12. Adjournment 3:33 PM