

WATOA Teleconference 6/13/12

1. Call to order 2:10 PM
 - a. In attendance: Mike, Jeff, Marlene, Chris, Dea, Linda, Randy and Jon F.
2. Approval of minutes from 5/9/12; Chris moved, Jeff seconded
3. Treasurer Report – Dea Drake
 - a. Balance as of May 31: \$9,956.71 (includes \$250 check paid to ACM for conference which has been cashed)
 - b. Outstanding to deposit: \$925 in checks for membership dues for Tacoma, Everett and Enumclaw; plus PO from Yakima
 - c. Total current balance: \$10,981.71
4. Membership – Chris Jaramillo
 - a. Having done a comparison from 2008 until now of what agencies haven't renewed their WATOA membership, there are quite a number that can be contacted to see about renewals, approximately 30 names on the list, two pages' worth
 - b. Mike will look through compiled list to see if there's anyone that's been forgotten, then make initial contact in the next few weeks, and also inform them about the upcoming Production Workshop and Fall Conference
5. Annual Conference – Chris Jaramillo
 - a. Richland Courtyard by Marriott – October 11-12, 2012
 - i. Total costs – approximately \$8,000
 1. Food – \$6,000, assuming 60 attendees
 - a. Meal costs, two meals a day, breakfast and lunch (not counting President's Reception): \$50/day per person
 - b. Minimum food cost is \$4,000
 - c. Costs this year are higher because there's an extra meal, two complete days of meals; would like to get the food costs down if possible
 2. President's Reception – \$1,500
 - a. Winery costs, food and beverages: \$1,100
 - b. Bus there and back: approximately \$400
 - c. Planning to cover this cost with vendor sponsorships
 3. Hotel costs – \$600
 - a. Hotel rooms: \$105/day (\$6 more than 2010)
 - ii. Next steps
 - i. Re-establish Conference Committee
 1. Chris, Megan, Jeff, possibly Dal
 - ii. Determine cost to attendees
 1. Options were discussed
 - a. \$100 per person so the food costs are covered?
 - b. \$150 per non-members and \$125 for agency members?
 - c. \$125 per person and no mention of membership?
 2. Chris will do an analysis and we will decide attendance costs at next month's Board Meeting
 - iii. Establish speaker line-up and workshop topics
 1. Mike is lining up Garth Asplund and his franchising workshop for after the lunch on Friday

2. Chris asked everyone to email her or Jeff if there's anything they'd like to see at the conference this year
 - iv. Pursue vendors to cover President's reception and other costs
 1. Sponsorship discussion included the need to establish a rate schedule, with suggestions of the following options:
 - a. \$100 – logo/ad in the conference agenda/workbook
 - b. \$250 – booth with display area for two days, mentioned during presentations, must sign up and pay for conference if they want meals
 - c. Higher levels – \$500? – provide a slot of time for a workshop in one of the three rooms or guarantee them time in the agenda for 15 to 20 minute sessions in the booth area not during other sessions, giving them a captive audience
 2. Jon F. is willing to talk to vendors/sponsors
 - v. Advertise and promote
 1. Mike will do a Save the Date email through the list serve
 2. Dea – all paid members need to be put onto the list serve, if they're not there already, she will update the list
 - a. Discussion about list serve: Dea hasn't received a bill, Jon F. says we pay May through May and should get a bill soon
 3. Mike will get with Dal when he's back next week to update last year's flyer/mailer, will have a draft by next month's Board Meeting
6. Production Workshop finalization – Mike (Megan & Jim not on call)
 - a. June 22 at PCTV
 - b. Approximately 27 people signed up right now, expecting a couple of more from King County
 - c. Dea asked presenters to sign up on-line free of charge
 - d. Vendor will pay for the lunch, so no cost to the organization
 - e. If you're attending, be sure to read the instructions on where to park which Mike can forward if members need more information
 - f. Mike encouraged board members who are attending the Production Workshop to talk to each of the vendors there about coming to WATOA Conference in Richland in the fall
 - g. Kudos to Megan for all of her hard work
 7. Quarterly newsletter assignments – Linda Seesz (Dal Neitzel not on call)
 - a. July 13th is the next issue, articles due by June 22
 - i. Mike's article – Idaho bill/statewide franchising experience
 - ii. Guest article – Tony Perez on Co-Location or something of his choosing, Chris will coordinate
 - iii. Production article element – NAB recap, Megan
 - iv. Production article tip – John Klockner
 - v. Bios – Megan and Marlene, provide a head shot
 - vi. Conference information – Chris Jaramillo
 8. Other business
 - a. Discussion re statewide franchising and Idaho: Mike says it limits PEG channels to two, so jurisdictions with one head end for multiple jurisdictions will be in trouble, for example, a metropolitan area like the entire tri-cities would get only two PEG channels

- b. Jeff & Mike need to begin working on the paper for Victoria Lincoln. Mike counts 22 states with statewide franchising (counting Idaho), Jeff says the list has been updated, Mike will review and update count.
9. Adjournment 2:50 PM