

WATOA BOARD MEETING  
MINUTES  
July 7, 2010

Call to Order and Attendance

The July 7, 2010 WATOA Board meeting was called to order at 1:35 p.m. The following members were in attendance: Mike Charboneau, Jeff Lueders, Donna Mason, Denise Mellene, Dal Neitzel, Janice Perry and Linda Seesz

Approval of Minutes

Corrections were made to the June 2, 2010 meeting minutes. Mike C. moved to approve the minutes as corrected. Dal N seconded the motion. The motion carried unanimously.

Legislative Update

Victoria Lincoln with Association of Washington Cities was unable to join us. It was noted that there does not appear to be any activity at the state level at this time.

Washington Broadband Summit

Jeff L. and Janice P. had attended the Summit. At the full day session there were discussions around "Economic Development and Job Creation Implications of Broadband", "Overview of the National Broadband Plan", reviewed Washington's Broadband Map, panel discussions on the future of Broadband, Rural Development, and then interactive sessions on "How High are the Hurdles?" – Identifying the Barriers and Bottlenecks to Meeting Broadband Needs; "How Much Speed Do You Need" and "Planning for Possibilities". In summary, Broadband appears to be a topic of interest and importance to the State of Washington. What the focus will be and how priorities will be established remains to be seen.

Board Vacancy

The resignation of David Kerr (from the No. 2 King County Regional Representative seat) left a vacancy on the Board. At the previous meeting, where the resignation was accepted, the nominating committee was asked to seek candidates to fill the position. The Board wanted to consider Chris Jaramillo as a possible candidate as well. The nominating committee did not receive any names to put forth. Jeff L. had spoken with Chris to determine her interest in serving which she was willing to do if there were no other candidates.

Mike C. nominated Chris Jaramillo to fill the unexpired term created by the resignation of David Kerr. Dal N. seconded the motion. The motion carried unanimously.

Treasurer Report

No report.

State Conference

The balance of the time was spent discussing the fall conference. The hotel is the Courtyard by Marriott in Richland, WA and the dates are October 21-22, 2010. The plan is to have a couple of keynote sessions and the balance will be concurrent sessions with a focus on legislation, production and technical. Tentative Topics are: "How Technology is Changing Franchising", "The State, The Feds, The FCC", "Producers Forum: Ideas That Work", "Social Media - Get the Most Out of Your "e" Presence", "Future of P.E.G." and "Working in the Digital World". Technology demonstrations by various vendors are planned for the technology sessions.

Tentative panelist or presenters are: Jeff Lueders, WATOA President; Brian Grogan, Attorney with Moss & Barnett, Ken Fellman, Attorney, Kissinger & Fellman and NATOA President; Victoria Lincoln, Association of Washington Cities; David Kellman, PCTV, Pierce County; John Miller, TV Tacoma; Candace Andrews, Public Information Manager, City of Richland; Jesse Manning, VP Business Development, CivicPlus; Frank Antonivich, VP Northwest KMA and representatives from Charter, Comcast and Frontier (formerly Verizon).

Finalizing the program and presenters still remains to be done as well as discussion about what cost to cover for out-of-state presenters. The conference fee needs to be set once all the expenses are understood.

Adjournment

Because of time, the agenda items pertaining to the WATOA website and additional committee reports/discussion were tabled. The July 7<sup>th</sup> meeting adjourned at 3:31 p.m.

Respectfully Submitted,

Janice Perry, Secretary