

2014 WATO Board Retreat
City of Tacoma – Municipal Services Center
February 21, 2014 10:00 am – 2:00 pm

1. Call to order 10:18 AM
 - a. John, Mike, Randy, Jeff, Megan, George, Mark, Jim, Chris, Dea, Judy
2. WATO Website and Logo. Should we make a change?
 - a. Logo
 - i. Create new one for a higher resolution image
 - ii. Ask Brenda & her designers to come up with 3 or so to pick from
 - iii. Look & feel—modernize & keep it simple
 1. Clean simple bold
 2. Needs a font that can be replicated in other things like our newsletter
 3. Ability to change color
 4. There's interest to keep WA state background
 5. Give an artist flexibility to create a new design
 - b. Website
 - i. King County will host new site and pay to redo it
 1. Judy on cmte to help
 - ii. Keep website free and available to all
 - iii. Look & feel
 1. To save money, see if King County has templates we can use without recreating the wheel
 2. Incorporate new logo into a top bar
 3. Have better navigation at the top, not the left side
 4. Ability to feature 1-2 events in the top half of the page
 5. Ability to post pictures & embed video
 6. Hot links, Update outdated links
 7. Sections: Our Comments, Hot Topics, FAQ
3. Washington State Legislative Update - Jeff Lueders
 - a. WA state--Substitute House bill 2175
 - i. Regarding municipal pole right-of-way for wireless companies
 - ii. Concerns:
 1. Language associated with equipment being located outside the primary enclosure
 2. Giving up the pole attachment agreements—public pole owned by municipalities paid with tax dollars giving private companies use of that
 - iii. Costs not supposed to make a profit, only to cover costs
 - iv. But there should be some income to offset pole maintenance and replacement costs, companies are making money off being able to be on that pole
 - v. Cmte hearing next Wednesday Feb. 26th
 - vi. Legislators may not realize that although wireless, the wireless receiver still needs to
 - vii. They want power to not pay pole attachment fees
 - viii. Better define description of 'pole'/'tower', anything that creates an attachment
 - b. Policy & legal group will write up 1-page for Victoria Lincoln today
4. Current committee assignments. What's working and any changes?

- a. Reduce to fewer committees
 - i. Policy & Legal
 - 1. Covers legislative (state & federal) & franchising
 - 2. Chairs: Jeff & George
 - 3. Randy, Brenda, John, Victoria Lincoln, Alice (franchising)
 - ii. Production
 - 1. Technical equipment, content for channel, digital transitions
 - 2. Chair: Megan
 - 3. Jim, Mark, Sean, Edgar, John G, James Burns, Andy H.
 - iii. Events
 - 1. Organizes conferences, workshops, conference calls
 - 2. Chair: Mike
 - 3. Judy, Chis
 - iv. Communications
 - 1. Newsletter, website, listserv
 - 2. Chair: Linda (web/newsletter)
 - 3. John (listserv), Dea (membership), Alice (newsletter), Brenda (logo)
 - v. Chairs will have access to website for updates as needed (once we get new web)
 - b. Old cmtes & assignments
 - i. Membership—Mike, Dea, Mark,
 - ii. Legislative—Jeff, John, Judy, Randy, Chris
 - iii. Communications—Linda, Judy, Megan, Alice
 - iv. Production—Jim, Megan, Edgar
 - v. Conference—Mike, Chris, Jeff, Randy
 - vi. Nominating—Chris
5. Status of WATOA membership and Treasurer’s Report – Dea Drake
- a. Balance \$11,576.65
 - b. Dea has billed everyone, money for membership is starting to come in
6. Should the cost for a non-NATO member be included in the membership cost?
- a. WATO has a fee charge to NATO for voting members
 - i. This only affects WATO members who are not a NATO member
 - 1. \$600+ annual NATO membership, based on population
 - ii. In past years, WATO has picked up \$50 NATO due for voting members. We’re no longer going to do that. Membership fee would be \$150, instead of \$100.
 - 1. Would still remain \$100 for WATO/NATO members
 - iii. We would ask WATO voting members to voluntarily pay \$50 to cover NATO fee that we’re currently picking up.
 - iv. Too late to do that for 2014 billing, would take effect in 2015.
 - v. Motion: add this to 2015 membership billing
 - 1. Chris 1st, mark 2nd, vote=unanimous yes
7. The process for adding new members through conference and workshop sign-ups.
- a. Actual cost per member for WATO Chelan conf. is \$100
 - b. We will not have a free membership fee for signing up and paying for a workshop/conference...we’re taking a loss by doing that. Because of NATO fee.
8. Filling the Region 7 (Spokane) Board position.
- a. Someone from Spokane Valley asked about listserv—maybe pursue them
9. 2014 Conference Planning – Chris Jaramillo
- a. Costs

- i. \$100 conference fee will cover food& AV costs
 - 1. Charge \$125 member/\$150 non-member
 - ii. Minimum Campbells requirement—35 rooms
 - iii. Cover 2 breakfasts/lunches
 - iv. Chris motion—WATOA pay reg/food for Fellman, hotel/food for 2 storytellers for production workshop, reg for Steve Traylor, John 2nd—vote: unanimous yes
 - b. Vendors (Mike C):
 - i. ABS main vendor, bring in 6 vendors with them
 - ii. ABS covers presidents reception at winery
 - iii. Wanted 1-2 sessions in production track
 - iv. See if ABS will cover bus cost
 - c. On Monday, can sign up online for conference, will go out onlistserv
 - d. Legislative/policy
 - i. Ken Fellman—Pole right-of-way HB2175, FCC issues
 - ii. Steve Traylor—not confirmed
 - iii. Garth Ashbaugh--?
 - iv. Tony Perez/Alice Lawson—Customer bill of rights/customer service
 - e. Production
 - i. 4 sessions on Thursday
 - 1. Point of View: Go Pro & Creative Production techniques
 - a. John Philips, Jim Demmon, Dave Kellman
 - 2. ABS 1-2 sessions
 - a. Make it about hands-on training, less show and tell
 - b. Lighting for HD, hands-on equipment
 - ii. Storytelling workshop (Friday)
 - 1. Speakers TBD
 - f. Thursday Lunch keynote everyone
 - i. HD transition
 - 1. Pam Burgess from Click, someone from PCTV, King County, Mark Seigel
 - g. Friday lunch policy & legal only
 - i. TBD
10. Adjournment 2:15 PM