



# Board Meeting Minutes

May 18, 2017

Hubbard Radio, Phoenix

TO: Officers, Directors and Members of the Arizona Broadcasters Association  
FROM: Art Brooks, President / CEO

**Officers:** \* Acting Chairwoman – Anita Helt, KNXV-TV ABC 15 – Phoenix  
\* Sec/Treas - Doug Martin, Good News Radio Broadcasting, Tucson  
\* Immediate Past Chairman - Michael Mallace, Sierra H Broadcasting, Phoenix

**Directors:**

Bill Shaw, KVOA-TV, Tucson  
\* Trip Reeb, Hubbard Broadcasting, Phoenix  
Roger Anderson, Great Circle Radio, Flagstaff/Prescott  
\* Mike Barna, KSWG, Wickenburg  
Robert Yanez, Univision TV & Radio, Phoenix  
\* Rich Howe, KAZT-TV, Prescott- Phoenix

**Staff:**

\* President & CEO, Art Brooks  
Operations Manager, Jennifer Latko  
Digital Communications & Public Relations Specialist, Mary Kate Lau  
(\* Denotes attendance)

Board Acting Chairwoman Anita Helt, KNXV-TV, gave a welcome and called the third meeting for 2017 to order at 11:15 AM. The meeting began with thanking Trip Reeb for hosting this meeting at the home of Hubbard Radio in Phoenix.

**A.** There was an update on Araceli De Leon's health condition and although positive it appears there will be months of physical therapy. Our prayers continue for her full recovery.

**B.** There was discussion for leave of absence by Roger Anderson from the board as he cares for his wife. He will continue to conduct board business as he can

**C.** It was suggested by Acting Board Chair that we begin to prepare looking at future board members from Tucson and outer markets as a precaution. Our board nominations for 2018 take place at the December board meeting with discussion and updates at the board retreat August 18-19 in Tucson

Next agenda item was approval of the minutes from the March 23, 2017 meeting at ABA. Minutes were approved as submitted.

Next on the agenda was the April financial report. The report was approved as submitted. There was discussion on having the board accept an Investment Policy to strength our reserves which will probably include an acceptable instrument for continuation of the CEO's annual pension as negotiated and approved by the board and ABA CPA Sandi Turner. It was also suggested a small committee be selected to develop investment information for future stability of ABA reserves and have a report at the August retreat. Michael Mallace, Doug Martin, Anita Helt and Art Brooks volunteered.

Next on the agenda was the third 2017 membership report for the year. There are currently 161 Radio stations representing 48 companies (156/44 last report); 33 TV stations representing 18 companies (33/18 last report) and 27 Associate members (25 last report). Membership renewal continues for 2017. Next was the Marketing/PR report from Mary Kate Lau on all social media, timely newsletters and weekly publications. Next was the third P1 Learning & Think Zoom status report showing the usage of this great program and free member benefit. Covering March 20 – May 12 there were 310 (209 Radio/101 Television) users and 331 participant viewings (330 Radio/1 Television). The report included in-depth usage during the 20 nearly month span. Next there was an ABIP report for this year and inspections are being scheduled.

Next on the agenda was discussion of events. The report on the 13<sup>th</sup> annual AZ AMBER Alert Golf Classic Friday, May 5 at the Biltmore Golf Resort was presented. The ABA net for the event is \$16,129. The board suggested a follow-up survey of those who participated last year and not this year to discern reasons. There was a report on the Career Fair at EVIT May 11. There were 65 stations represented from 18 companies to welcome 175 job seekers. The final major event for 2017 will be the 28<sup>th</sup> annual Hall of Fame Awards luncheon October 12 at Talking Stick Resort, Scottsdale. The inductees will be: Allen Kath; Mike Owens; Steve Goddard; Jan D'Atri and Bob Davies

Next on the agenda was the legislative report and update on current issues: **1)** current & final state legislature report from lobbyist John Moody **2)** Issues before Congress are the Radio Performance Tax and the Local Radio Freedom Act. There are now 5 AZ Congressional Members signed on to protect local Radio (189 House & 22 Senate nationally). Advertising Deductibility issue which is surfacing in discussions in DC. We have two AZ House Members Trent Franks & Tom O'Halleran signed onto the Yoder/Engel bill in opposition to taking away the deductibility of advertising; Spectrum Auction Repack/Relocation Fund & as it relates to FM Radio and TV Translators **3)** A report on the NASBA meeting with FCC Chairman Pai at the NAB **4)** On-going issues and upgrades to EAS system **5)** A current Congressional Directory was issued as well

Next was a full report on NCSA & PEP campaigns for 2017. So far we have: Arizona 8-1-1, \$75,000; ADOT, \$150,000 & State Bar of AZ, \$27,500. The AZ National Guard is currently projected to return in 2017 and other possibilities include AZ Dept. of Agriculture, AZ GOHS & AZ DHS.

Under old/new business items the board next meeting is at the 2017 annual retreat will be held in Tucson at Hacienda Del Sol Resort August 18-19. The board also decided to not have a facilitator. Also, the Board has a questionnaire to fill out regarding the retreat.

The meeting was adjourned at 12:50 PM.

The next board meeting will be August 19 at Hacienda Del Sol, Tucson

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Submitted by Art Brooks, President & CEO  
5-22-17