



# Board Meeting Minutes

March 21, 2019

ABC15 Arizona

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

**Officers:** \* Chairwoman - Anita Helt, KNXV-TV, Phoenix  
\* Vice Chairman - Trip Reeb, Hubbard Broadcasting, Phoenix  
\* Sec. Treasurer - Bill Shaw, KVOA-TV, Tucson  
\* Immediate Past Chairman - Michael Mallace, Sierra H Broadcasting, Phoenix

**Directors:**  
\* Mike Barna, KSWG, Wickenburg  
Andrew Deschappelles, Telemundo Arizona  
\* Ken Kwilosz, AZ Lotus Radio Group, Tucson - by phone  
\* Rich Howe, KAZT-TV, Prescott- Phoenix  
\* Alejandra Santamaria, Univision Arizona  
\* Bob Villones, El Dorado Broadcasting, Yuma - by phone

**Staff:** \* President & CEO, Chris Kline  
\* Operations Manager, Mary Kate Lau  
(\* Denotes attendance)

1. Board Chairwoman Anita Helt, KNXV-TV gave a welcome and called the board meeting to order at 11:10 a.m. in the conference room of ABC15 Arizona.
2. The minutes from January 22, 2019 board meeting at Univision in Phoenix were presented. The minutes were adopted as submitted.
3. Treasurer's Report
  - a. The following financial documents were submitted:
    - i. 2018 Financial Annual Review
    - ii. YTD P&L and Balance Sheet Review
    - iii. 2019 PEP Active Campaigns
    - iv. 2019 PEP Metrics, January and February
    - v. Financial 2019 collections report, including outstanding member dues and forecast
4. Membership
  - a. A list of current membership was submitted including two new members and one returning member
5. Events
  - a. Golf Tournament
    - i. A list of current registrants was submitted
    - ii. The board brainstormed tactics to hit golfer goal
  - b. 2019 Tucson Career Fair review
    - i. The career fair on 3/19 was well-received
    - ii. ABA will work to replicate similar experience at ASU
  - c. HOF Lunch 2019 initial planning
    - i. The proposed date and location is Sept 10, Talking Stick
    - ii. Resort has changed its down payment policy, board approved
    - iii. The lunch committee was formed, ABA will follow up to set first meeting
6. DC Visits/ National Advocacy
  - a. The annual state leadership Conference was reviewed
  - b. ABA provided updates on Local Radio Freedom Act

7. Q1 Goals Success Review
  - a. The following goals from quarter one were reviewed and discussed:
    - i. Complete in-person visits with at least 50% of member stations
    - ii. Audit all existing member services, present proposal for necessary changes or enhancements, rollout 2019 re-focused service list and ABA mission.
    - iii. Audit workflow of all PEP campaigns and traffic tracking systems, present proposal to enhance effectiveness of both campaign identification and monitoring, rollout evolved PEP strategy.
    - iv. Complete and seek approval in the March 2019 board meeting for 12-month-long 'Strategic Plan' to chart future vision for the ABA.
      1. Strategic plan approved by board
8. Q2 Goal Setting
  - a. Goals for Q2 were submitted and approved
9. Old business/new business
  - a. Scholarship Dollar allocation was submitted and approved
  - b. EAS Meeting on April 24 was announced and discussed
10. Next meeting
  - a. Next meeting will be May 23<sup>rd</sup> and Hubbard
11. Meeting adjourned at 1:02 pm.

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Submitted by Chris Kline, President & CEO  
3-22-19