



Board Meeting Minutes

May 23, 2019
Hubbard Radio

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
* Rich Howe, KAZT-TV, Prescott- Phoenix
* Alejandra Santamaria, Univision Arizona - by phone
Bob Villones, El Dorado Broadcasting, Yuma

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 11:00 a.m. in the conference room of Hubbard Radio.
2. The minutes from March 21, 2019 board meeting at ABC15 in Phoenix were presented. The minutes were adopted as submitted.
3. Treasurer's Report
 - a. The following financial documents were submitted:
 - i. YTD P&L and Balance Sheet Review
 - ii. 2019 PEP Metrics, March and April
 - iii. Financial 2019 collections report, including outstanding member dues and forecast
 - b. The board discussed the ABA office building lease and options moving forward
4. Membership
 - a. Chris Kline gave a Station Tour report
 - b. The board reviewed the ABA's 2020 Dues Proposal
 - i. The board accepted as submitted
 - ii. Next Steps: dues must be voted on via proxy or in-person by member quorum
 - c. The board reviewed the ABA's 2020 BOD Proposal
 - i. The board accepted as submitted
 - ii. Next steps: board must be voted on via proxy or in-person by member quorum
 - d. The following documents were submitted:
 - i. Updated Associate Membership Value Proposition
 - ii. 2019 ABIP Progress and Expectations



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5. ASU Media Sales Discussion
 - a. The board was presented with a partnership pitch from Cronkite School Dean Chris Callahan and Associate Dean Mark Lodato for a media sales course offered through the school.
 - b. Next step: ABA to develop ideal outcomes for the course so the curriculum can be built.

6. Events
 - a. The following documents were submitted:
 - i. Golf Tournament P&L
 - ii. 2019 Phoenix Career Fair review at ASU and EVIT
 - b. ABA Future and Awards Lunch
 - i. The nomination packet will be sent out no later than Tuesday of next week and the board will be asked to weigh in on nominees by early June.

7. Goals
 - a. Q2 Goals Progress Report was submitted
 - b. Q3 Goals Setting and Review was submitted

8. The next ABA Board Meeting will be August 22 at Arizona Lotus in Tucson

9. Meeting adjourned at 1:13 p.m.