

Draft August CTTAB Meeting Minutes

(Draft)

August 13, 2013

Meeting held at Seattle Municipal Tower

An audio recording (podcast) of this and previous meetings are available at <http://bit.ly/cttabaudio>

Comments can be provided to communitytechnology@seattle.gov for distribution to the Board or posted via Twitter including a mention of @CTTAB or the #CTTAB hashtag.

Attending:

CTTAB Members: Ben Krokower, Dana Lewis, Brian Hsi, Beryl Fernandes, Daniel Hoang, Nourisha Wells, Philip Dougan

Public:

Staff: Sabra Schneider, John Giamberso, Tony Perez, Vicky Yuki

Meeting was called to order by Ben Krokower filling in for Rob Dolin.

1. Welcome Meeting called to order by Ben Krokower
 - Introductions by all attendees
 - August meeting and agenda approved after two agenda items were swapped on the agenda.
2. Public comments:
 - Ken suggested CTTAB meetings should be available live online or through a call in number. Beryl Fernandes thinks it's a good idea and would like to make a motion that DoIT explores the options and cost. Ken also urged the committee to draft a letter to council to move forward with amending the Directors rule.
 - Viet would like to see a recommendation going forward as well.
3. Digital Inclusion Committee: Get Online Campaign, Vicky Yuki and Stacey Wedlake Stacy and Vicky talked about the history of get online week and proposed changes for 2013
 - Started as get online day a few years ago then it got extended to a week now extended even further
 - Worked with computer labs, libraries, community center and help get people online and share resources and content
 - Health and the web is the proposed focus for October including helping people enroll in new health care options
 - Projected to provide online resources in English and other languages
 - Project is a joint venture between Community Tech and CTTAB and is a "train the trainer" model

- Beryl pointed out the digital divide and talking to folks together
- Community technology centers (part of other community centers)
- Contact Vicky or Stacey about changes or updates.

4. Seattle Channel (SC) - John Giamberso (20 min)

- John Giamberso presented the proposed level refreshment of the executive summary of the mandate.
- John asked what multimedia technologies the channel should use or investigate in the future. Suggestions included the following:
 - a. Universal hash tag that might help engagement?
 - b. People may be more engaged in producing shows than watching them.
 - c. How user generated content is with existing shows? Can the channel broaden communications and make them more of a two way dialog?
 - d. A show that showcases the work in the community. Use the website to showcase, doesn't have to be on the channel (rectec and partnering with reel girls are examples)
 - e. Tie the archive to into the official public record. Better integrate with "bonus material," including topics that are up for debate
- John asked if the Channel should abandon old technologies? What should the channel embrace? What should the channel let go of? Suggestions include:
 - a. Can public TV be distributed to new platforms (apple TV, roku, apps)
 - b. As many distribution channels as possible.
 - c. Suggestion for mutual advertising. Partner with similar folks/partners.
 - d. Suggestion for partnering with high tech folks looking to make a TV brand (google,)
 - e. Suggestion for using partnering org's to organize content.
 - f. Market the channel as a tool for political engagement.
 - g. More layperson's terms used in legislation. Maybe Seattle Channel can help explain legislation.
 - h. Make sure people know it's not just council meetings, it's actual programming about YOU and YOUR community.
 - i. Different platforms have totally different target audiences.
 - j. Get out into the community with cameras more.

5. CTTAB Web site - Public Engagement, Outreach, Mentorships, Partnerships (PEOMPS) Committee – Dana Lewis and Nourisha Wells (10 min)

Nourisha and Dana want to make the site more user friendly and easy to update including move site to blogging software that allows for tagging, restructuring navigation and featuring more content from members. New features will include:

- Calendar
- Ways to get involved, actions to take
- Accomplishments
- Policy and positions
- Broadband
- Integrate tech talk into the website
- Add interactive features

- Recommended reading and resources

CTTAB members suggested the following:

- Editorial calendar
- Making sure images are accessible
- Disclaimer addition

6. CenturyLink - Mary Taylor

Mary Taylor, Local Government Affairs Director for the state of WA from Century Link presented an update on the SDOT Directors Rule. Century Link is looking to do the following:

- Modify the directors rule
- Repair and replace existing equipment

Her presentation is attached and addressed the Century Link perspective on Myth's and facts.

7. Broadband and Cable (B&C) Committee Report (20 min), Brian Hsi and Daniel Hoang, Tony Perez

- Brian and Daniel gave an overview of what was discussed at the subcommittee meeting on the Director's Rule/telecom cabinet issue.
- Everyone seemed to be in alignment that the existing rule doesn't seem to be promoting broadband. SDOT suggests that community councils might want to get involved.
- CTTAB and members of the public had extensive discussion about the Directors Rule and agreed to reach out to SDOT to learn more about timing and their latest proposal.
- Everyone agreed a solution should be timely.

8. Additional agenda item put on hold due to time. Meeting adjourned at 8:22 pm.