

Meeting Minutes for September 13th 2022 CATV Board Meeting, 6 pm

1.Roll Call and Call to Order

Board Chair Cotting called the meeting to order at 6:04 pm. Board members Cotting, Jacob, Lewandowski, and Teubert present with one vacancy. Manager Davis present.

2. Approval of Previously Unapproved Meeting Minutes:

Regular Minutes from August 9th, 2022, Special Session Minutes from August 29th, 2022. Jacob/Teubert. Approve minutes as presented. Unanimous.

3. Citizen Input. None

4. Manager's report.

The Waterloo Cable Station is making progress in its quest to build its social media presents. In August we were able to produce a program called Nature Hike in Waterloo Wisconsin at the Garman Nature Preserve with the help of some of our friends at the Karl Junginger Memorial Library. Viewer can watch this program at WLOO CATV on YouTube. Staffing for the station is still a work in progress. We have hopes of additional employees and volunteers soon. The focus now is building a more sustainable brand to cater to. We would love to partner up with local entities and explore new ways to help create exposure. We are happy with the growth of our Facebook and YouTube Subscribers. Recently we added live streaming of Waterloo High School sports and it's off to a great start! WLOO first game has reached over 500 views within its first 24 hours of being published. These are great numbers in comparison to our neighboring stations. Viewers can find our municipal programs on our social media platforms as well. The stations functioning is satisfactory, and all backups are being serviced at this time.

NOTE: Waterloo Blooms paid \$120 for advertising on home games on WLOO CATV's Facebook page

5. New Business

a. Wisconsin Community Media request for advocacy

Davis informed the Board of WMC's outreach to member stations asking for participation in lobbying efforts. There was discussion regarding what level of participation was reasonable for WLOO CATV staff and the Regulatory Board to provide. The Board indicated willingness to review specific WMC initiatives as they are sent, and to decide whether or not to recommend them to the Waterloo Common Council for supportive actions, such as formal Resolutions.

6. Unfinished Business.

7. Future Agenda Items and Announcements.

Agenda item for October: Moving WLOO CATV HQ to the Waterloo Firemens Park Pavilion
Next Meeting: TUESDAY October 11th, 2022 at 6:00 pm.

8. Adjournment Motion

Cotting/Lewandowski. Unanimous. Meeting adjourned at 7:08pm

Minutes respectfully submitted 10/10/2022 by WLOO CATV Board Secretary Laura Cotting