



136 N. MONROE STREET, WATERLOO, WI 53594
PHONE (920) 478-3025
EMAIL cityhall@waterloowi.us
FAX (920) 478-2021

**CATV REGULATORY BOARD
COUNCIL CHAMBER OF THE MUNICIPAL BUILDING
136 N. MONROE STREET
September 9, 2020
5:00 p.m.**

1. **Call to Order and Roll Call.** Laura Cotting called the meeting to order at 5:00 p.m. CATV board members present: Laura Cotting, Eric Rhynes, Bobbi Foutch-Reynolds, and Dale Van Holten. CATV Director Jesus Burgos was also present along with the City Clerk/Treasurer Mo Hansen.
2. **Approval of Previously Unapproved Meeting Minutes from June 18, July 30, and August 6, 2020.**
Motion: Moved by Dale Van Holten to approve all unapproved minutes. Seconded by Eric Rhynes.
Voice vote: Approved.
3. **Citizen Input**
None
4. **Director's Report**
Jesus Burgos reported that the new local program from Marshall was set to record for a second time on September 25, 2020. Jesus clarified that they are recording enough material to cover five programs before scheduling an airtime. Jesus also reported that he was finally able to communicate with Leightronix and they were working on a package that included the cost for service for live streaming on CATV along with the internet. Jesus Burgos also informed the Board that he had a conversation with District Superintendent Brian Henning about the possibilities of going back to recording and airing the School Board Meeting on CATV since they are back to in person meetings. Jesus agreed to record the meetings and guaranteed Brian Henning that if someone needed to stay home and go virtual he would work with the District Network Administrator Cory Calvert to make sure that we were on the same page so that everything would run smoothly.
5. **New Business**
None
- 6 **New Business**
A- Jesus Burgos presented a City of Waterloo - Personnel Request Form for the current year through 2023, with two added position titles.
 - 1- Videographer and Graphics operator who will specialize in operating the Character Generator during recordings and will run cameras when needed. This position would be a part time position with an hourly pay of \$15.00 per hour. Laura Cotting mentioned that the pay period should start on the year 2021 and should be corrected on the request form along with the raises. Eric Rhynes added that there should be an asterisk along with, Plus Applicable Raises. All members agreed and Jesus Burgos mentioned that he would make the correction.
 - 2- TV Announcer - who will be announcing play by play during sports recordings and act as master of ceremonies during special presentations. The TV Announcer would be a part time position with a payment of \$100.00 per TV presentation.
B- Jesus Burgos also presented two long term Capitol Purchase Request Forms for the City of Waterloo WI.
 - 1-Three portable video cameras along with a video switcher would be needed by the years 2024-2025 at an expenditure amount of \$40,000.00.

2-Sports Programing character generator. This equipment serves as an electronic title displayer that can be used to display scores in sports presentations, lower third name tags and credits. Jesus Burgos mentioned that it could cost from \$2,000.00 - \$3,000.00 and he was still looking for the best cost for the right equipment.

Dale Van Holten mentioned that there was a typo on the word title that needed to be corrected.

Motion: Moved by Eric Rhynes to approve the Personnel and Capital Purchase request forms with mentioned corrections to be made. Seconded by Dale Van Holten. **Voice Vote:** Approved.

C- Waterloo School District Partnership Projects. Laura Cotting presented notes from a phone conversation with the Waterloo School District Network Administrator Cory Calvert. **(Please refer to attached form.)**

Discussed Topics:

- A- How WLOO CATV can partner with the Waterloo School District by joining CATV staff, equipment, and monies with School District infrastructure, staff, and school sponsored events,
- B- The different capacities of district parents to access programing of School Board Meetings and School events.
- C- The most immediate interest of the school District programing.
- D- Other possible filming events.
- E- How to proceed with developing the partnership.
- F- Google meet link between WLOO/CATV and the School District.

The Board members commended Laura Cotting for her efforts and Jesus Burgos thanked Laura for walking the extra mile for the benefit of WLOO/CATV.

7. Future Agenda Items and Announcements.

Next Meeting Wednesday October 7, 2020.

Adjournment: Motion: Moved by Dale Van Holten, Seconded by Eric Rhymes. **Voice vote:** Motion carried.

Notes from Laura Cotting's August 14th Phone Conversation with Waterloo School District Network Administrator Cory Calvert

The topic was how WLOO CATV can partner with the Waterloo School District joining WLOO CATV staff, equipment, and monies with School District infrastructure, staff, and school sponsored events. The benefit to WLOO CATV will be additional content for website and Vimeo archives of great local interest, which could increase the station's viewership. The benefit to the school district will be valuable additional services provided to students and parents at no monetary cost to the Waterloo School District. The conversation progressed from relatively simple to fairly arcane topics, at which point I sat back and took notes while Cory talked.

We discussed the differing capacities of district parents to access footage of school board meetings and school events. Many parents do not have cable TV and cannot watch our PEG channels. This gives station Vimeo archives the potential to have an important role in increasing our audience. Also, WLOO CATV's PEG status may give us more latitude with respect to copyrights in what we can film and put up on Vimeo than the School District has. Jesus will research that further. Consequently, the station's Vimeo presence could be an important asset to the School District.

The most immediate interest of the School District is having their meetings filmed and aired on our PEG channels and archived on our Vimeo account. The next most immediate is filming school events. This includes installing cameras in the new school gym. Cory said the infrastructure is there, but network based, meaning cabling in the gym is connected to the school's internet/electronic network. This will influence what cameras the station acquires and how the footage is collected and stored. There is also interest in using WLOO CATV resources in the classroom, especially during the pandemic, however nothing specific at the time of the conversation because district classroom protocols were still in flux. Cory suggested that topic be revisited after school had been in session for some weeks.

We went into detail about filming events. Cory suggested filming middle school sporting events, music concerts, school plays, and special classroom events such as presentations by guest performers or lecturers in addition to high school sporting events. Plays and Concerts fall under copyright law, which usually stipulates that material not in the public domain cannot be broadcasted without a license, which is an additional license and fee to that those required of the school to perform the work. Cory suggested the individual music teachers be contacted right now about their Spring concert material. WLOO CATV could pay additional license fees, provided the WLOO CATV Board deemed it affordable. Our PEG status may give us special privileges in that regard, Jesus will look into it.

We discussed how to proceed with developing the partnership. The School District is a much larger organization than WLOO CATV, so I asked for contacts for specific aspects of filming events and getting information out to the parents. District Superintendent Brian Henning supports the partnership, has let that be known to staff, and is available for questions and troubleshooting.

Google Meet link for WLOO CATV- either District Superintendent Brian Henning or District Admin Assistant Beth Karnick.

School website: Jen Mortensen. Ask to mention our PEG channels and put a link to our Vimeo archive on the school website

To film athletic events: Blanket permission forms are already issued to parents, discuss Vimeo and game schedule with Dave Frisell, the athletic director.

High School Band Director: Kirsten Haukness, HS Choir Director: Charlene Ulichny

The conversation became more technical at this point, because we discussed bandwidth and transmission speed, and WLOO CATV's difficulties with Charter and accessing their fiber optic line. Cory said the City of Waterloo had an uncommon advantage. The conversation went rapidly over my head, so please pardon any inaccuracies. He said the city is one of the few that is a "certified local exchange carrier" and may be able to access broadband resources through Telecom. Cory also mentioned the possibility of accessing "dark fiber" through wisc.net. I would urge the Board to explore these topics in greater depth with Cory Calvert, but that someone more knowledgeable than I (Eric perhaps?) have another conversation about it with Cory first.