

Minutes for February 9th CATV Board Meeting

1. **Call to Order and Roll Call.** Meeting called to order at 6:05. Cotting, Lewandowski, Rhynes and Teubert present with one vacancy. Manager LaRon Davis present.

2. **Approval of Previously Unapproved Meeting Minutes** from September 8, 2021 regular meeting and interview meetings from October 13, 20 and 26, November 10th 2021 and February 9th, 2022. All minutes except February 9th still unavailable.
Approve February 9th minutes with no additions or corrections. Teubert/Rhynes, unanimous.

3. **Citizen Input.** None.

4. **Director's report.**

Footage of snow shoeing event has been made available for Discover team. Recovered hard drive should be available soon. Price for data recovery was reduced because less data was recovered than expected. The station is still in the process of purchasing new equipment as some products are not readily available. No volunteers have applied yet. We will hold off on advertising the new student trainee position for a few more weeks.

5. **New Business.**

A- **Annual Performance Reviews**

[NOTE: The Cable Television Regulatory Board may meet in closed session per Wis. Stat. 19.85(1)(c) "considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercise responsibility. Upon concluding a closed session, the Board will reconvene in open session.]

Adjourn to closed session. 6:35 Cotting/Teubert unanimous.

Reconvene to open session. 7:35 Cotting/Teubert unanimous.

B. Using YouTube as an Income Source (LaRon) LaRon asked the Board to reconsider its policy for station use of YouTube. He explained that YouTube can be monetized based on number of subscribers, ads displayed during playback (at points specified by the station, such as at the beginning only, or at 25 minutes in, etc.). YouTube bases which ads it shows during playback of a video on a YouTube channel on cookies stored on the individual viewers computer from their browsing history.

Additional income could come from businesses and other organizations recruited by WLOO to buy promotional ads from WLOO to be played during a WLOO YouTube event, or they could pay for their own promotional displays to be filmed by WLOO while filming an event, or be invited to sponsor filming an event.

Activities that are inappropriate for monetization, such as public meetings or classroom footage, would continue to be archived on Vimeo.

LaRon Davis asked the Board for authorization to proceed. Cotting/Teubert. Unanimous.

C. **Updating the 2015 WLOO CATV Scholarship Application** Changes made for improved clarity, revised version approved. Teubert/Lewandowski Unanimous

6. Unfinished Business

A- Employee Handbook WLOO CATV Social Media Policy for Employees version two approved. Teubert/Cotting Unanimous.

7. Future Agenda Items and Announcements.

A- WLOO CATV Applications due April 15th, WHS Guidance office must be notified by May 6th.

NOTE: The WLOO CATV Board will meet on May 4th at 6 pm to review scholarship applications.

B. Relocating the WLOO CATV Station

C. Official WLOO CATV Shirts and/or Hats to be worn by employees while on duty.

D. Review WLOO CATV Content Submission Guidelines

E. Performance Review Process Debriefing

Next Meeting, April 13, 2022 at 6:00 pm.

8. Adjournment Motion: Cotting/Teubert Unanimous. Meeting adjourned 8:05.

Minutes respectfully submitted 03/13/2022 by Laura Cotting, WLOO CATV Board Secretary

LaRon Davis WLOO Station Manager