

**Minutes for May 9th 2023 CATV Board Meeting, 6 pm**  
**The Solarium, 575 West Madison St. Waterloo, WI**

**1. Roll Call and Call to Order.** Cotting called the meeting to order at 6:12 pm. Abitz, Cotting, Jacob present with one vacancy. Manager Davis present.

**2. Approval of Previously Unapproved Meeting Minutes:**

Regular Minutes from April 11th, 2023 meeting. Abitz, Cotting move to approve. Unanimous.

**3. Citizen Input.** None.

**4. Manager's report.**

April was an exciting month for the station. The month was full of projects, some being outdoors and some being inside. We moved on to the second stage of filming for our Waterloo Gardens series. Covering most of our panel guest garden episodes and we also learned how to protect your yard during unexpected weather changes. We were also able to work with another local star by the name of Ty Springer. During this project we utilized part of our new facility to film the next installment of Waterloo's Resident Artist Series. Our guest was very happy to be a part of this program and seemed satisfied with the options we provided throughout the WLOO podcasting experience. I was able to get some guests in to shoot some photos for the marketing material which I hope to have ready soon. All content created was properly backed up and secured. Episode 2 of Waterloo Resident Artist series is complete and ready to air upon approval.

**5. New Business**

- a. Revised Performance Evaluation Form  
The form was discussed, further changes suggested. Will take up at June meeting.
- b. Facebook promotion strategies  
LaRon Davis wants to continue with the organic growth strategy of building viewership. Keep adding content and the viewers will be there. People like seeing themselves.
- c. Other Promotion Strategies: The Courier and WLOO CATV Flyers  
Difficulty in contacting representatives of The Courier was discussed.  
Cotting volunteered to create WLOO is HIRING flyers, and distribute them in Waterloo and Marshall upon online approval of the draft by the Board and LaRon.

**6. Unfinished Business.**

- a. WLOO CATV Open House  
Saturday September 16<sup>th</sup>, 1-9 pm. Live music, Food Trucks, Alcohol sales. Participants in the Resident Artist Series will be invited to display and sell their work.  
Per City Clerk Ritter: We will have liability coverage for the event. Vendors are responsible for their wares and equipment. Alcohol sales go through The Solarium's liquor license. Outside music must end by 9 pm. Cotting, Teubert and Jacob will research costs. Event budget to be set at June mtg.

**7. Future Agenda Items and Announcements.**

Next Meeting: WEDNESDAY June 14th, 2023 at 5:30 pm at The Solarium.

6 month budget review, Service Pricing, WLOO CATV Cell phone to be included in the Agenda.

JULY MEETING is THURSDAY, July 6<sup>th</sup> at 6 pm.

**8. Adjournment Motion** Jacob/Abitz. Unanimous. Meeting Adjourned at 7:25 pm.

Minutes respectfully submitted by Laura Cotting on June 12, 2023.