

Minutes for June 12th 2024 CATV Board Meeting, 6:00 pm
The Solarium, 575 West Madison St. Waterloo, WI

1. Roll Call and Call to Order Meeting began at 6:06 pm. Abitz, Cotting, Teubert present. Mgr Davis present.

2. Approval of Previously Unapproved Meeting Minutes:

April 9th 2024 and May 14th 2024 regular meeting minutes. Abitz/Teubert. Unanimous.

3. Citizen Input Citizens reported not being able to find Finance committee meeting films on YouTube. Davis responded that public Standing Committee and Council meetings filmed on the same date are all uploaded under the title "Municipal Meetings". Davis was requested to add a listing of committees to the video clip title.

4. Manager's report.

In the month of May my team and I were focused on completing projects mainly for YouTube content. We added 6 video projects to our channel and have accumulated over 1000 views in the last 28 days. The Waterloo PD was a pleasure to work with on the appreciation project and we hope to work with them in the future to help build better public relations.

WLOO attended and did film work for the Waterloo Fire and EMS Supporters, Inc. at the Community Appreciation Day. This was a wonderful experience for our staff, and we were happy to be invited. We collected lots of content and will stay in contact with the WFD for future outreach projects. We were also invited to film some training events that could be of great use to help with informing and recruiting future talent for the WFD. On Facebook we helped to promote events for the Waterloo Business Association like the Wine Walk and the Farmers Market. We also created and posted a banner in recognition of Cinco de Mayo. All city of Waterloo municipal meetings were recorded and upload3ed to channel 992 and YouTube.

Additional Comments: Ben Reigel videos are moving forward. Friends of the KJML "Kiss the Cow" event in June will be filmed. WHS 2024 Graduation was not livestreamed because Mrs. Davis went into labor shortly before Manager Davis was scheduled to set up the equipment for it. However, the ceremony was recorded.

5. New Business

6. Unfinished Business.

- a. Plans to promote WLOO CATV (Teubert)
 - i. Draft Sizzle reel
Narration needs to be redone.
 - ii. Draft Business Card
Davis presented a WLOO business card design. Abitz, Cotting suggested layout changes.
Approve Business Card Draft with noted layout changes. Cotting/Teubert. Unanimous.

7. Future Agenda Items and Announcements: WELCOME to the World, LOLA DAVIS!

2025 Draft Budget

WK Day WLOO Table/Booth

Next Meeting: **Wednesday, August 7th, 2024** at 6:00 pm at The Solarium. (July 10th mtg. Canceled).

8. Adjournment Motion Cotting/Abitz. Unanimous. Meeting adjourned 6:30 pm.

Minutes respectfully submitted August 5, 2024 by Laura Cotting