

Agenda for June 14th 2023 CATV Board Meeting, 5:30 pm
The Solarium, 575 West Madison St. Waterloo, WI

1. Roll Call and Call to Order Meeting called to Order at 5:47 pm. Abitz, Cotting, and Teubert present with Jacob absent and one vacancy. LaRon Davis present.

2. Approval of Previously Unapproved Meeting Minutes:

Regular Minutes from May 9th, 2023 meeting. Minutes unavailable b/c municipal website down. Table until next meeting. Cotting/Abitz. Unanimous.

3. Citizen Input.

4. Manager's report.

Now recording for Waterloo Gardens series. A lot of editing work. WHS Graduation was livestreamed. Station operations nominal. New episode for the Resident Artist series released, featuring Wildlife and Nature photographer Jeff Pietrick. He was happy with the product. WLOO is close to release of the next episode of Waterloo Gardens "Spring".

5. New Business

a. 6 Month Budget Review.

Cotting presented the detailed budget/expenditures report provided by Waterloo City Treasurer Lana Nelson to the Board and LaRon Davis. Cotting noted WLOO was staying within its budget to date. Earned interest was higher than expected, videographer hours much, much lower than expected. Cotting proposed reallocating funds as follows:

200-55-5560-120 WAGES VIDEO/ASSIS decrease from 17,049.00 to 10,049.00

200-55-5560-340 RENT increase from 0.0 to 4950

200-55-5560-399 MISC increase from 2,800.00 to 6,800 (9/16 Open House Event will be charged to this)

200-55-5560-732 CATV WLOO INTERNSHIP decrease from 3,000 to 1,500

200-55-5560-810 OUTLAY increase from 8,000 to 11,000

200-59-5936-001 TRANSFER TO GENERAL FUND decrease from 4,200 to 700 (rent to City Hall was paid for with this item, WLOO only has two months rent to pay for 2023)

Cotting provided email by Jacob expressing support for whatever the board decides regarding the Open House and budget reallocations.

Cotting/Teubert reallocate funds as described. Roll Call: Abitz yes, Cotting yes, Teubert yes with Jacob absent and one vacancy.

- b. New Equipment Needs-** Camera, "Ready-to-Go Kits", backup supplies. Teubert presented his observations of WLOO's operational vulnerabilities based on his experience working as a station videographer. He suggested creating Ready to Go kits to make it easier for videographers to be properly equipped when going out to film. LaRon explained a new camera was needed because of the 3 station cameras, one does not color balance the same way the other two do, thus causing many editing hours needed to correct the balance. Model XA55 has the needed color balance.

- c. **Reallocation of Funds from Videographer Line Item to Capital Outlay Line item**
Cotting/Abitz Buy Camera and Kits as described, and charge to 200-55-5560-810
Roll Call: Abitz yes, Cotting yes, Teubert yes with Jacob absent and one vacancy.
- d. **WLOO CATV Cell Phone** No information as yet. Waterloo Clerk Ritter will inform WLOO when a decision has been made about municipal cell phones.
- e. **Service Pricing:** Manager Davis wants to create a WLOO Service Pricing package, but feels he needs expert guidance. The Board authorized LaRon Davis to pay tuition (about \$550) for an online class in business practices for media/TV stations, from Flash Film Academy, to be charged to line item 200-55-5560-320 CATV WLOO VIDEOTAPE/PROG. Cotting/Abitz. Unanimous.
- f. **Landlord Requests and Praise** Cotting reported on dialogue with The Solarium owner Joshua Wurzbarger. He was extremely pleased WLOO filmed the June 10th UR action event, and wants to help WLOO more. He proposed using some of The Solarium's advertising budget to buy a commercial from WLOO promoting The Solarium as a venue for events that foster improved dialogue between various civic groups.

6. Unfinished Business.

a. WLOO CATV Open House

Cotting reported on progress to date. Mayor Quimby shared observations of previous Solarium gatherings with Cotting and offered advice regarding seating and alcohol sales. Cotting will contact Cassandra of The Solarium and Park & Rec Director Gabe Haberkorn regarding additional tables and chairs. Clave y Afinque can perform for the final evening slot, for \$1300. Although Cotting contacted Guimo's about a food truck, both in person and by phone there has been no definitive commitment. Teubert offered to take the matter up because he knows Gustavo. Abitz suggested inviting PK & K Sweet Creations to sell their fudge at the Open House. Using a bluetooth speaker and playlist to play background music during periods of no live music was suggested.

b. Revised Performance Evaluation Form

Approve with noted corrections. Cotting/Abitz. Unanimous.

7. Future Agenda Items and Announcements.

Next Meeting: THURSDAY July 6th, 2023 at 6:00 pm at The Solarium.

8. Adjournment Motion

Teubert/Jacob. Unanimous. Meeting Adjourned at 19:18.

Minutes respectfully submitted by WLOO Board Secretary Laura Cotting July 5, 2023.