



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
January 5, 2021
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, 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 December 10, 2020.**

Motion: Moved by Eric Rhynes to approve the unapproved minutes from December 10, 2020. Seconded by Dale Van Holten. **Voice vote:** Approved.

3. **Citizen Input**

Laura Cotting mentioned that she was still trying to recruit additional board members and was planning on following up with Kate Lewandowski and asked everyone else to help out with the recruiting.

4. **Director's Report**

As per Laura Cotting's comment that the stations were not looking as clear as in the past. Jesus followed up and called spectrum and they tweaked on their side by making some adjustments and Jesus also made some adjustments on his side. Jesus Burgos added that we will always have the problem of not having a 100% clear picture because of our downgrading from HD to analog cables in between the station and Lake Mills. Having said that Jesus added that frontier construction was digging and laying down fiber optic cabling in between Lake Mills so he stopped and asked the workers about what they were working on and they gave Jesus the contact number of the person in charge. Jesus gave the info to Mo Hansen and Mo said that he would follow up with the contact.

Mo Hansen replied that he reached out to the third party who is contracted with Frontier. Their purpose is to do a general upgrade for Frontier and as Jesus learned when he met with them, they have the capabilities of connecting our building to their fiber. Our goal is to get a quote from this third-party provider. In theory, much better than what we got from spectrum in the past. Laura Cotting mentioned that this was great news and that she was looking forward to what that quote will be when the time comes. Jesus continued by mentioning that we are still working on Rafael Vilorio's program as well as Michael Blumenburg's show.

5. **New Business**

A- Rafael Vilorio Toro Donation Via Waterloo Community Foundation.

Laura asked Jesus to continue with the donation information and Jesus asked Mo Hansen City Clerk/Treasurer to give that information since he was working with Mr. Rafael Vilorio on the transfer of funds. Mo Hansen informed the board that Rafael Vilorio was donating \$1000.00 and that amount would be matched by his employer We Energies. We Energies requirement was that it run through a 501C3 IRS entity. We reached out to Steve Battenberg who heads the Waterloo Community Foundation. We have receipt of Rafael Vilorio's contribution. Steve has done the acknowledgement letter that Rafael is taking it back to WE Energies. As We Energies processes that, we will get the second \$1000.00 and Steve will write out a check of \$2000.00 for the Cable Board Revenue. Laura Cotting asked Jesus Burgos if he could work on a thank you letter on behalf of the CATV board and Jesus replied that he would work on that.

B- Creating A CATV Board 501(c)3 Entity.

Jesus Burgos explained that in our last meeting during his report, he asked Mo Hansen about the possibilities of having our own 501C3 because in the future we would be bringing in more business and having our own 501C3 would help us minimize the process of receiving donations and sales of sponsorship or advertisements.

Jesus added that he recalled that Laura Cotting had mentioned that we would have to approach an accountant. Laura Cotting clarified that she would like to lay out the basic summary of steps. First of all, there needs to be a board made of three people minimum. They basically will be the 501C3 organization. That means that we would have to find three people that would be interested in filling that role. Initially it would be an improper idea to have the board members of the 501C3 to be the same as the Cable Board members. The next step is to file articles of incorporation with the IRS. There are modest filing fees and it can be up to six months for the IRS to respond with the IRS tax number and EIN number. From that date flows the annual filing requirements. There is a big difference between a 501C3 that takes in less than \$50,000.00 a year and one that take more than \$50,000.00 a year. If it is less than \$50,000.00 the filing requirements are very easy. The hardest part is finding the three people who will be ready, willing, and able to become members of this 501C3 board. Eric Rhynes replied obviously we would like to look into the future and be able to get more funds in, but I don't know if we are ready for that stage yet. At what point do we pull the trigger? Laura Cotting answered that her personal preference is that she likes to plan and lay frame work out, rather than suddenly scrambling because we have a crisis. I'm open to the idea of seeing if there is any interest out there, from my experience usually, people who have already donated have already proved that they are interested, so they're the ones to start with the asking. Would one of the Viloria's be Interested in becoming a 501C3 board member. Also for a fund-raising organization its considered wise to at least have two members of the board who are relatively prosperous, because those people are looking for places to donate money and they interact with other people, who will be inclined to donate. Jesus Burgos replied that the main reason why he felt that we had to have our own 501C3 was that when we find a possible donor or a client interested in sponsoring or advertising we do not want them having to jump through so many hoops because you might lose that possible opportunity. As for the Viloria's, Jesus mentioned that he was going to approach them with the idea of becoming members.

Unfinished Business

A- Live Streaming and installation and training

Jesus Burgos explained that we had the training and it turned out to be a very good zoom meeting with great Information on how to work the live streaming equipment. Unfortunately, we were informed for the first time that If we wanted to go live on the cable station, we had to purchase a decoder. Jesus clarified that this was the first time he ever heard of this information. He informed the trainer that the salesperson and the installer never gave us the information of the need for a decoder. Laura Cotting who was present during the zoom meeting asked, the trainer about the price for the decoder and the trainer replied about \$500.00. Jesus mentioned that he was in communication with Sara Mason, sales manager at Leightronix in order to see if we could get the price for the decoder waived. Sara Mason said that she would look into it but there was no guarantee. As for the training we have the recording of the meeting where we can go back and revue to get the live streaming working on the internet.

B- Waterloo School District Partnership Project

Because of Covid -19 we are still awaiting on the School District to inform us on what will be available to record or live stream. There are possibilities that this new year there will not be any sports activities. Laura Cotting asked if there were ways of showing projects that students make. A number of the classes are tech ed classes, and they involve making items. Just as an example, every now and then Mike Schopen has a special topics class where the students make robotic machines. That would be neat to have on the air. Another topic are animation classes and making animations. What that would need is more involvement In part of the faculty and the principals could give us a list of what projects the teachers are doing, and we can contact them to see if they have any interest in broadcasting these projects. Jesus Burgos mentioned that we can look into it and Laura added that it was a way of getting some school content on the air. Eric Rhynes mentioned that it sounds very good.

7- Future agenda items and announcements

Next meeting February 11, 2021

Adjournment:

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