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**CATV REGULATORY BOARD
COUNCIL CHAMBER OF THE MUNICIPAL BUILDING
136 N. MONROE STREET
June 9, 2021**

1. **Call to Order and Roll Call** Laura Cotting called the meeting to order around 6:00 PM. Roll Call Laura Cotting, Eric Rhynes, Dale Van Holten also present City Administrator Mo Hansen, Director Jesus Burgos, and citizen Chad.
2. **Approval of Previously Unapproved Meeting Minutes from May 12, 2021.** Eric Rhynes called a motion to approve the previous meeting minutes from May 12, 2021. Van Holton second. Motion carried.
3. **Citizen Input** Laura Cotting introduced citizen guest Chad, who may be interested in filling the vacant position on the CATV Regulatory Board. Chad is from Waterloo and went to Radio, TV broadcasting, & Communications. He worked in the field for about two years.
4. **Directors report** Director Jesus Burgos reported that both stations are running fine accept blurriness due to cables. We have been busy live streaming activities for the Waterloo School District. So far we have covered their talent show, two baseball games were scheduled (one game was rained out), the High School scholarship banquet, and the High School Graduation from the football field. Burgos mentioned that Waterloo School District employee Cory Calvert has been extremely helpful to WLOO CATV. His cooperation has been incredible. We will continue working with the school. Things will slow down during summer break. Per Burgos, in the future we must learn to pick and choose what we will record based on what is beneficial for the station and the High School. We are limited in our hours of live streaming and cannot chose everything. In the future, you can sell the idea of getting sponsors. Burgos is still researching the purchase of the Switch. He has not purchased it yet, due the input and outputs are unnecessary right now, which is why they are costly. He is speaking with VHM to see if they can develop a switch for us with six inputs and with a lower cost. He is looking to purchase an HDMI SDI Switch. We are still SDI and Leightronix. Our recorder and switcher are both HDMI. Cotting inquired how Burgos' hours are. Jesus replied that he is training each technician since the announcement of his retirement so that it will run even without a director. Laron and Lacey are in programing. Bill works on setting the remotes. Michael is helping in set ups and is interested in programming also. Everyone is getting trained in different areas. For this reason, he is a little above schedule; however, he doesn't see another way of doing it. With live streaming being low, he can cut back his hours. The technicians are putting in more hours with the live streaming ut are still under budget. Eric Rhynes inquired about the Switch. Are the six switches what we need currently or is that considering future growth? Jesus replied that what we need exactly right now is an input for Leightronix, for our switcher, and our recorder. We really only need three input and that covers growth. It's a waste of money if we buy them like independent stations buy them.
5. **New Business**
 - A. Waterloo Business Association: Dale Van Holten mentioned that they just met to discuss the Waterloo Weiner and Kraut committee. They are getting things set up for South Monroe Street, a Weiner tent and a beer tent. Van Holten has a question if we are able to film the parade that is coming up. Weiner and Kraut day is 9/11/2021. This year, they are going to focus more of a kids zone. Cotting asked if they had an interest if local business have interest in live streaming. Per Van Holten, they are in the early works of sponsoring. Jesus inquired about the 9/11/2021 date so we can be prepared to be there and live stream if necessary. Cotting requested that the Waterloo Business Association be on the agenda.
 - B. Jesus will retire on 12/15/2021. The board has to start making plans on finding a person for his position. The guys that are already here at the station that are interested and could do the job. It is the board's decision. The board needs to decide how they will go about the hiring in the future. Jesus should not be involved, but

wants them . Van Holton encourages Jesus' input. He works everyone. Who better to look at bringing new candidates before the board than Jesus. Jesus asked Mo Hansen when we need to start posting this. Mo Hansen required for much overlap meaning for Jesus to wrap up the position and the new person coming into the position. Van Holten thinks we should do this as soon as possible. Cotting would like to see the position write up by the end of this summer. Cotting would like to take a few months to post it and schedule interviews. Cotting would like to see a one month overlap. The budget is due in August 2021 will need include how to budget for the overlap. Burgos mentioned that Sept. 2021 is possible. If Burgos wrote a description as it is, he is concerned that good candidates would get "scared away". Also, he wants to make sure that the candidate would be willing to do the job because no one else would be doing it. Rhynes suggested starting out with the top 5-10 day to day primary role functions.

6. Unfinished Business

- A. Waterloo School District Partnership Project: Per Cotting, Jesus gave the board an overview of live streaming projects during the Director's report. The school is on summer break and things are slowing down. Jesus reminded that we have to decide what we will live stream and what we will not. Mo Hansen indicated that the popularity of people seeing the cameras and set up results in the Director getting results in many kinds of programming. The role of the board is to set some guidelines and perimeters to spare the director from dealing with all of the inquiries. It will easily grow beyond the capacity of the station. Laura Cotting will work on creating a list on what we can live stream. Van Holten agreed that this task can be completed via email. Per Jesus, people will want to broadcast programs that will never sell and are a waste of time and money. For example, the 4th grade talent shows. It opened up doors and was fun but in the future, something like that will not "sell". It's hard to organize something with television with 4th graders because you never know what will happen. There are certain things that we have to say no to that will not work for CATV. Cotting then replied that Jesus will have to figure this out. The goal this year was to foster a good relationship between the school and the WLOO CATV. Van Holten replied that the 4th graders was a onetime experience, it wasn't good, so don't repeat it.
- B. Internship Project: Cotting indicated that we did not get to complete this project over the summer due to the training with Jesus transitioning. She would like to include more information on the internship description based on what Bill from UW Whitewater suggested. She will write it up and send it to Jesus. Jesus thinks it is a feasible goal for the Fall 2021.

7. Future Agenda Items and Announcements

- A. July Budget 2022 to include the five Year Plan
- B. Waterloo Business
- C. Waterloo School District
- D. Internship
- E. Next Meeting Date and time: July 14, 2021.

8. Adjournment Van Holton made a motion to adjourn. Rhynes seconded the motion. Motion was carried to adjourn the meeting.

Jesus Burgos
WLOO Coordinator/Director

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.
