

Minutes for February 9th CATV Board Meeting

1. **Call to Order and Roll Call.** Meeting called to order at 6:05. Board members Cotting, Lewandowski, Rhynes and Teubert present with one vacancy. Manager Davis present.

2. **Approval of Previously Unapproved Meeting Minutes from September 8, 2021 regular meeting and interview meetings from October 13, 20 and 26, November 10th 2021 and January 12th, 2022.** All minutes except January 12th still unavailable. January 12th meeting minutes approved, with the noted correction “next meeting Date” should be February 9th, not 14th, approval of the rest tabled. **Teubert/Cotting. Unanimous.**

3. **Citizen Input.** None

4. **Manager’s report.** Snow shoe recording went very well at Waterloo Fireman’s Park. Was able to get raw footage for Discover Wisconsin team. CATV is in talks with Gabe Haberkorn parks coordinator about offering CATV services for wedding photography and videography. Rhynes asked about hard drive recovery- Davis said 75% minimum restoration rate will be met and perhaps exceeded, so the disk data will be recovered. Rhynes mentioned the City of Waterloo is getting a “Cyber Insurance” quote, and the possibility that some or all of the \$1585 archive disk recovery cost might be covered by the policy.

5. New Business.

A- Reallocation of 2022 Budget Dollars:

Review of Clerk/treasurer updated figures and Vote on reallocation of 2022 budget dollars to put more money in equipment line items and less in salary line items.

Cotting presented the proposed reallocation figures, which allow purchasing new computer equipment and peripherals. Cotting and Davis said slow computers were a major source of inefficient use of man-hours, and noted the oldest computer was 18 years old. Cotting said reallocation included setting the “Internship” line item to zero, and noted there were no applicants. Teubert stated the position was important and should be revisited next year.

Cotting/Lewandowski. Roll Call: Cotting yes, Lewandowski yes, Teubert yes, Rhynes yes
Quotes and orders for: new hard drives/workstations, SDI input HDBaseT adapter for camera and school deck compatibility, backup drives and strategy.

Cotting presented sample figures for estimated costs of new equipment and software as a basis for the reallocation figures. Rhynes praised the speed of the RAID shuttle back-up drive. Teubert mentioned Blu-ray archive and YouTube cloud storage as much cheaper. Rhynes commented Blu-ray retrieval speeds prohibitively slow.

Cotting asked for a vote giving Davis the authority to proceed as he saw fit without asking for Board approval for each piece of equipment. **Rhynes/Lewandowski. Unanimous.**

B- New “Student Trainee” position- WHS students with work permits hired at \$10-\$15/hr (based on experience). New trainees will get raises based on performance and at Station Manager recommendation up to \$15/hr.

Cotting presented the notion of a student trainee position open to any WHS student with a work permit. WHS Guidance Counselor Tyler Kopplin approved of the position and promised to help recruit for it, but cautioned that this year there was a very unusual shortage of teenaged employees and we may get no applicants. Cotting volunteered to write up a job description similar to the Videographer position and ask municipal staff to use it to replace the Internship materials on the city website. Manager Davis said he was looking forward to training and working with WHS students at the station. **Cotting/Teubert. Unanimous**

C- New “Student Volunteer” position: Time spent volunteering for the station will count toward community service hours for student scholarship purposes.

Cotting presented a recruitment flyer for volunteers for the station and noted some college scholarships require documented hours of volunteer community service. WHS Guidance Counselor Kopplin was already distributing flyers to seniors, NHS and other potentially interested students. Kopplin told Cotting we might have better luck recruiting volunteers than employees due to the labor shortages. Informational, No vote needed.

D- New “Board Secretary” role: Designated or rotating Board Member takes and submits meeting minutes.

Cotting and Davis said a source of inefficiency in man-hour usage was recording meetings, then later having an employee listen to and transcribe the recordings into minutes. Cotting suggested a willing Board member take minutes during meetings, and volunteered to do so until the May meeting. **Lewandowski/Rhynes. Unanimous**

E- Fundraising Strategies: an outline of strategy and first steps presented by Cotting

Sponsors:

Low hanging fruit: Ask the CDA to sponsor Economic Development videos, beginning with “The Mayoral Tour of Economic Development”. Sponsorship would include some cost sharing. Mayor Quimby supports and is willing to participate in the pilot project.

Grants: (Fundraisers, Solicit Donations)

Cotting found no opportunities so far, due to the station not being a 501(c)3 organization or because public programming grantors specifically exclude PEG stations. Will keep looking. It is too early in the station’s growth to invest in Fundraisers/Active donation solicitation yet.

Sales

Low hanging fruit: selling promotional products, beginning with collaboration between Davis and Haberkorn to offer wedding video products. It is too soon to sell air time on livestreaming programs yet.

Cotting asked for a vote of approval on the general direction and that the item be taken off the agenda until a specific development occurred. **Cotting/Teubert. Unanimous.**

6. Unfinished Business

A- Waterloo School District Partnership Projects.

Nothing to report. Motion to change this item’s status from a Standing Item on the Agenda to optional, and for future developments on this topic to be included in the Manager’s Report.

Cotting/Rhynes. Unanimous

B- Internship Project.

Cotting noted there were no applications, speculating it was due to the station's poor social media presence and issues with the quality of the cable signal as well as the labor shortage. The Board just removed funding, so this item should be removed from the agenda till Fall 2023. **Cotting/Lewandowski. Unanimous**

C- Employee Handbook.

The draft uses black (Lewandowski) and purple (Cotting) colored fonts. Discussion centered on where to draw the line between respecting employee privacy and protecting the station's interests (including legal exposure). Revisions: Keep #2 in the purple font, eliminate item #5 (purple) under Manager's Responsibility, add that Manager is responsible for making it clear to clients and other officials that the manager is the point of contact (not the employees), and eliminate the requirement for employees to disclose the names of all their social media accounts, then review that draft at the March meeting. **Lewandowski/Rhynes. Unanimous**

7. Future Agenda Items and Announcements.

A- Message from County Supervisor Ben Wehrmeier and Discover Jefferson County Team:

Jefferson County Supervisor's email thanking participants for their cooperation with the Discover Jefferson County Team, announcing Choice Destination status, which includes permission for project participants to use the attached digital Discover logo on pertinent participant projects.

B- WLOO CATV as a vocational training site

Cotting suggested two possible long term goals for the station: 1) Vocational training site. Cotting said there may be economic/educational grants available. 2) Station Relocation. Cotting noted current station quarters are getting cramped, and suggested revisiting the notion of relocation. The Maunsha Business Center is a possibility. The MBC was created using an Economic Development grant, so there may eligibility for further ED grants to facilitate relocation, especially if relocation was needed to become a vocational training site. Lewandowski raised concerns about MBC facility layout, number of tenants, and site security.

C- Annual Performance Review at March Meeting

The Board voted in 2022 to hold annual performance reviews every March. Lewandowski noted that although Davis was recently hired, the review will be a good exercise because it's a new practice for the Board. Lewandowski stated the review is a two-way process and encouraged Davis to give the Board feedback on his experience as WLOO CATV Manager. Rhynes will email draft performance review questions to Manager and Board members tonight.

D- WLOO CATV Scholarship Application Deadline in April

Cotting noted past confusion about what "The Media Arts" means, so a Fact Sheet, including names, years and college majors of past recipients was given to WHS Counselor Kopplin.

E- WLOO CATV Board Vacancies Van Holten resignation Jan. 1, Rhynes' upcoming in May.

Next Meeting, March 9, 2022 at 6:00 pm.

8. Adjournment Motion: Cotting/Teubert. Unanimous. Meeting adjourned 7:05 pm.

Minutes respectfully submitted by WLOO CATV Board Member Laura Cotting.