

**Minutes for April 9th 2024 CATV Board Meeting, 6:00 pm**  
**The Solarium, 575 West Madison St. Waterloo, WI**

**1. Roll Call and Call to Order** Meeting called to order at 6:15 with Cotting, Jacob and Teubert present. Abitz arrived at 6:30. Manager Davis present.

**2. Approval of Previously Unapproved Meeting Minutes:**

Cotting mentioned for the record that there was an irregularity in posting the March Agenda on the municipal website, so it did not get posted before the meeting. However, the Agenda was posted next to The Solarium's front door, so the minimum legal requirement for due public notice had still been met.

March 12<sup>th</sup> 2024 regular meeting minutes. Teubert, Jacob. Unanimous

March 12<sup>th</sup> 2024 Closed Session minutes. Jacob, Teubert. Unanimous.

**3. Citizen Input**

1) email correspondence from Maureen Giese regarding WLOO CATV channels 991/992.

Davis response: She was associating the YouTube link with the cable channel, and didn't understand why she wasn't directed to the cable channel when she clicked on the YouTube link. Material is broadcast on the cable channel, but up to a week later after it is broadcasted on YouTube.

2) Requests by two different citizens (Ben Reigel, Deb Metke) to broadcast their YouTube videos. Davis will follow up.

**4. Manager's report.**

In the month of March WLOO covered all municipal recordings and listed them to our Cable and YouTube channels. We attended the Waterloo middle school museum night and showcased some of the exhibits on our Facebook page. A new Waterloo Gardens episode featuring Anet Novak was completed and posted to our Youtube channel. We attended the Waterloo Business Association meeting at what is expected to be the new downtown restaurant. At this meeting we extended our services and let the association know we are available to help with marketing if needed. I was given a verbal update concerning the podcast collaboration with parks coordinator Gabe Haberkorn. He stated he is waiting to hear back from the bands that are booked for the upcoming season. Travis Uhlig attended the Easter Egg hunt and created his first video project which you can view on WLOO CATV on YouTube. A local resident had concerns about broadcasting on our local channels 991/992. I had a conversation with the resident advising that the show she's interested in airs on 992 and our Youtube channel which I helped her connect to. All regular station operations were satisfactory in March.

\*\* Davis noted that YouTube will pull down a livestreamed video when copyrighted music is played on it, however the City of Waterloo has a municipal license to play copyrighted music, so there are possibilities for collaboration between WLOO and the Waterloo Parks department to broadcast "Concerts in the Park".

**5. New Business**

a. Plans to promote WLOO CATV (Teubert)

Chad Teubert passed out handouts. After discussion Manager Davis was asked to have a draft "sizzle reel" and WLOO business card ready for the May Board meeting.

Summary of discussion:

- i. Abitz: WLOO needs a tag line, campaign slogan, hashtag.
- ii. Jacob: WLOO needs a promotional flyer
- iii. Teubert: WLOO needs a "sizzle reel"
- iv. Manager Davis: WLOO needs business cards with QR codes.

b. WLOO CATV 991/992 programming

Manager Davis informed the Board that currently 991/992 programming is a combination of public

meeting footage (uploaded within a week of the meeting), and free programming available for PEG stations. Program schedules are shown on slides. The free program selection includes cooking, gardening, science, entertainment, Jefferson County Dining, Democracy Now, Havana Nights.

c. **Airing Content Submitted by the Public**

Protocols for airing content submitted by the public were discussed. Video would be preceded by an opening slide stating that the video was a citizen contribution, the views expressed therein do not reflect WLOO's position or viewpoint, and are not endorsed by WLOO. For YouTube- adding a "Community" tab, all submissions from the public would be filed under it.

**6. Unfinished Business.**

**7. Future Agenda Items and Announcements.**

WLOO CATV Regulatory Board membership will be at three filled out of five available seats at the end of April.

\*\*\* Due to the great difficulty in recruiting additional Board members over the years, as evidenced by chronically only having 4 instead of 5 members, Cotting will draft an email informing the Mayor of the situation and recommending the ordinance describing the WLOO CATV Regulatory Board be amended to mandate 3 Board members instead of 5.

Tuesday evening meeting dates will no longer work starting in June 2024.

\*\*\* After discussion, Board members agreed the new meeting day would be the second Wednesday of every month, starting with June 12<sup>th</sup>.

Next Meeting: Tuesday, May14th, 2024 at 6:00 pm at The Solarium.

Paula Jacob was presented with a bouquet and thanked for her service on the Board.

**8. Adjournment Motion** Cotting/Jacob. Unanimous. Meeting adjourned at 7:43 pm.

Minutes respectfully submitted on May 13, 2024 by Laura Cotting