

April 9th 2025 CATV Board Meeting, 6:00 pm
The Solarium, 575 West Madison St. Waterloo, WI

1. Roll Call and Call to Order :

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2. Approval of Previously Unapproved Meeting Minutes: March 19th, 2025.

3. Citizen Input:

4. Interim Manager's report. (Cotting)

The joint meeting between the Board and staff on March 19th had 100% attendance and generated many useful ideas. Teubert volunteered to serve as Volunteer Director. Volunteer Manager Cotting and Volunteer Director Teubert convened a staff meeting with the videographers in the Police Training Room before the March 20th Municipal meetings. The Waterloo Finance, Insurance, and Personnel Committee approved WLOO CATV's revised 2025 budget at their meeting. Cotting advised the Mayor and Committee that although installing a Drake encoder and converting 992 to HD was included in the budget, neither Board nor staff feels it's a prudent investment. Cotting explained the full investment involved and invited any Council member that could provide a reliable source for assessing 992 viewership to contact her. Niemuth and Cotting went to The Camera Company, purchased a new tripod and lens cleaning equipment and repaired a tripod. Sarah Davison set up a charge account for WLOO with TCC. On April 3rd, Omar Waheed recorded his last for WLOO. Omar was hired by the Kansas City Star. Travis Uhlig gave notice due to a sharp increase in work obligations. His last day is April 11th. Teana Nightoak was accepted to a program in Oregon from May 3 to June 3rd or perhaps longer. Jayden Niemuth has been working on WLOO's YouTube channel, re-organizing folders and playlists, labelling and tagging videos, and making it easier to locate specific items on the WLOO channel.

5. New Business

6. Unfinished Business.

a. Discuss Visioning and Brainstorming Meeting Notes

b. Discuss March 20th Pitch Meeting Notes

7. Future Agenda Items and Announcements.

Next Meeting: **Wednesday, May 14th, 2025** at 6:00 pm at The Solarium.

Laura Cotting, Interim Manager

March 19th 2025 CATV Board Meeting, 6:00 pm
The Solarium, 575 West Madison St. Waterloo, WI

1. Roll Call and Call to Order : Abitz, Cotting, Teubert present. Meeting called to order 6:03 pm.

- Invited Guests: Francine Gies and Videographers; Niemuth, Nightoak, Uhlig, Waheed, Weihert

2. Approval of Previously Unapproved Meeting Minutes: February 12th, 2025. Abitz/Teubert. Unanimous.

Abitz moves to approve Tiebert seconds

3. Citizen Input: None

4. Interim Manager's report. (Cotting)

WLOO welcomes videographer Jayden Niemuth. Jayden has collegiate coursework in the Media Arts from UW Whitewater and experience with a wide variety of equipment and software. Jayden co-hosts Chris' Classic Cinema and has her own podcast program. Jayden was hired on March 6th and immediately starting recording meetings for WLOO. Videographers report smooth operations, with the exception of that loose camera tripod is now so loose it has to be held onto and should be replaced. Videographer Nightoak had a successful run with "Wintertime" and has returned to work with WLOO. All videographers accepted the WLOO CATV Board's invitation to attend a joint meeting on March 19th. The Waterloo Finance, Insurance, and Personnel Committee had a full Agenda last month but will review WLOO CATV's revised 2025 budget at their March 20th meeting.

5. New Business

Visioning and Brainstorming meeting of Station Staff and CATV Board members

- a. 1. Split Old Manager position into Administrator (10 hours) and Program Director (10 hours)
 - a. Both positions should still have some experience (including the admin) of the video and art side of things. Needs to be able to showcase our art.
 - i. Those two managers need to work in sync!
 - b. We've been sorely lacking networking - would like this to be someone's more full role.
 - i. Get out from just city council and school board
 - c. All videographers agreed that this sounds like the right way to split this role.
 - d. Communication between the two managers will need to be defined - because 10 hours each is not set up for good communication. Who does the crew answer to?
- b. WLOO as a stepping stone employer. Strategy for recruiting staff?
- c. Cable Station Encoder is dead. Do we bring back the tv stations?
 - a. No convincing arguments to do so
 - b. No data on viewership
 - c. Younger generation is not watching cable AND don't want to put any content they create on cable
 - i. All streaming now.
- d. Increasing Community Engagement
 - a. This is a small town and we may need to go outside our town to get viewership
 - i. What content are we producing that speaks to non-Waterlooens
 - ii. We need to bring back filming sporting events but it's expensive.
 - iii. We need to plan ahead on what we want to film.
 - b. People are looking through city and school board meetings for clips to use in their social media.
 - i. We can better label and title our videos so people can find the content they are looking for
 1. AKA: Timestamp and divide videos on Youtube

- e. How do we get people create content for us?
 - a. Jayden wants to show people how they can create content - do a behind the scenes.
 - i. BUT people can use that tutorial and then put it on their own channel.
 - 1. We can say we are a proper station
 - b. We can have workshops for students.
 - i. Summer school is an easy in and we've done that before.
 - ii. We have to create content that appeals to a kid. Like Mr. Beast (check out on YouTube) - wrote the book on how to make a hit viral video
 - 1. If their friends are watching it then we get more subscriptions!
- f. Engaging and recruiting the Gen Z audience?
 - a. Digital Shorts both teaching and doing it
 - b. Can our content include more digital shorts?
 - c. Maybe launch other social media platforms like TikTok
 - i. TikTok needs 1000 subscribers to monetize
 - 1. We could use it as a mirror for our shorts - same content as on our YouTube
 - d. Can we highlight something (current or previous content) in between the city meetings - do some shorts to highlight what we do here!
 - e. Vignettes to highlight what we're about - do videographers introductions!
 - f. Recruitment: We're a resume builder and portfolio builder.
 - g. Waterloo has a thriving Latino population - we are missing this!!!!
 - i. How do we build our programing.
- g. Let's broadcast that we are looking for people!!!
 - a. We don't promote ourselves enough.
 - b. SHould we try to get a pitch for our station on one of the Madison news stations?
- h. Sports and Live Streaming?
 - a. No one here knows how to use the equipment.
 - i. Travis thinks he can figure it out!
 - ii. We need a laptop - could use the one from city hall.
 - iii. Can we set this up for next Fall?
- i. What else should we as the board be thinking about:
 - a. Optimization of the workflow
 - b. Equipment Training
 - i. We need an onboarding process.
- j. Should we do a pitch meeting?
 - a. There is interest. Chad would lead.
 - i. Maybe tomorrow at city council 5 pm.

6. Unfinished Business. Motion to Table: Cotting/Teubert. Unanimous.

- a. Review of Station Manager Job Description and Previous Hiring Processes
Attracting Station Investors

7. Future Agenda Items and Announcements.

Next Meeting: **Wednesday, April 9th, 2025** at 6:00 pm at The Solarium.

Need new tripods! Jayden and Laura will visit The Camera Company. Money is in budget.

8. Adjournment Motion Cotting/Abitz. Unanimous. Meeting Adjourned 7:38.

Jayden:

- Super cuts for the meetings to make them more digestible, chapter the meetings after they get uploaded and archived to YouTube.***(do this)
- Point to Point drive of Wisconsin state highways
(keep it local)
- YouTube shorts on how to do video and audio engineering(didn't get to)
- Food hunt Waterloo foodies
- Rock River Park

Chris:

- 100th anniversary of Dog Sled race
- Show about cars, trains, boats, and airplanes:
Car thing
- Do an online history course
- filming middle school high school play
- PICKLES
- Hot Dog day

Omar-

- know your neighbor 15 minute profile videos
- next level heavy metal blues
- caption tool

Travis-

Weekly news show about what's going on in the community. Standardized format rip it from Library news letter.
Presence community events.

Teena-

Business spotlight candy shop and flower shop
Business association meetings.
Comfortable with editing
Film art things for intro to city

Chad-

Types of projects:

- Ask projects
- Get permission from orgs

-Go projects

Just grab a camera and go

-Archives

- Plot out and plan ideas

- Solarium shoots (they really want to work with us)

- Outreach and subscriptions

Ideas:

- Get calendar and white board for story boarding and film schedule

- have someone work with shorts

- ticketing system for hardware

- Go to various events for booths and promote

- petroglyph site (dale van holten), native America stuff

- Waterloo historical society

- Mini church sermon

- Gabe from the park (park coordinator)

- Film the concerts in the park

- Farm features

Laura-

- Policy and code and conduct for what gets.

- Pbs rules

- Chad will be intern director.

- we have drone

- Steve's rock shop Marshall

- Waterloo sports boosters (something we already did

- Do a spotlight for police officers (do the same thing for fire department)

- Hwy O Humanely raised livestock in farm

Chads notes from the meetings with the team members as far as pitches for work to suggest...

Chad Teubert 3-28-25 Email

Submitting these to the board of some highlights and a copy of Jayden's notes taken during the meeting (Appreciated)... (Jaydens notes of the team members' thoughts and ideas. Or the content we spoke about in the meeting in points. I took names out to keep ideas neutral...

My notes I'd add: (and some pitches for work)

Future thoughts of outreach into Bluesky or Tik tok in the future was spoken about. Making highlighted short feature packages for current content on the Youtube channel currently. Those clips could be used in many ways from bookending projects made in the future to having a massive set of shorts to use to rollout content for the "shorter attention span" type social media places. Planning 4th of July filming events.. WLOO promotional "booth outreach" setup to place at events in town while they are going on to highlight the channel. TREK 100 ask to film around the event and get interviews and showcase that event. Baseball park games River Rats. Library calendar of events video each month. Nature areas around to walk and review... Film the waterloo band.. (Ive always thought that would be fun to shoot at the historical society outside.) Local businesses tours. We have some interesting stories around us.. Waterloo farmlands drive..... Promote WLOO: Make some videos about ourselves and what we do. Promote ourselves... Clean up some production things as well. There were more I'd bet but I wanted to get these out... :) I'm really excited for the upcoming chapters of the group! Chad

WLOO Project proposal form (Chad Teubert 3-31-25 email)

I have a new administrative proposal for the station I thought of after both our meetings with the WLOO team. In the past the board has highlighted project requests that would be passed to a single person... The station manager. I propose another way to highlight workflow needs and also new requests going forward to benefit operations in a few ways asking and creating a new template called the "Project Proposal Form"

We just had a brainstorming session where team members highlighted ideas. Some of those ideas that were named the board has overwhelmingly at times listed were a need for the station or Laura or myself brought up in the past. I want to see some of those shown and at a place in the office for team members to self assign to themselves. I also hope they will take their ideas and put thought into them and submit for approval ideas in this way.

From that group I want the next step to be a semi formal outline listing expectations as well as questions answered ahead of time on the scope of how many moving parts are needed for that project. Some that were named for ideas the board has overwhelmingly at times listed were a need for the station. I think this form will help us give any team members a chance to have workflow available in a place that all could choose themselves to do over assignment.

On these forms I am going to ask the scope of how many estimated hours for specific things in the process will take in hours estimated in the tasks that team member may think their project will take. (Here's a bonus of this form as well) The board members or any management I want to invite to fill these forms out as well with specifics and also the estimated hour rate for the project to see as well. Big one I hope to give insight with these forms swiftly would be making promotional edits and video about WLOO itself highlighting what we have done and all that.

This also gives team members a chance to request their "passion projects" or "grand ideas" for us to see and get some forward statements on what details they expect starting something. I think some ideas people can see in their heads as something phenomenal to want to be a part of and asking specific details in a form may help them realize that WLOO probably could never do a really grand scale event of a production they may want to do. Or this form I could really see helping track hours in specific projects. A day like "Weiner and Kraut day" we could see 4 of these project forms giving specific insight and assigning people spelled out tasks just for that day.

This form could be returned to them with requests to spell out more details and specifics after review. Or help a team member understand a projects scope is incredible or they will need to do some incredible legwork before approval.

The form as I see it would have sections as follows: (I will fill in some examples per se of I'm posting a concert to be filmed in the park. This is just an example and my word processor skills are tragic so I'd hope to figure the details of this form out with the board.)

PROJECT:

Taylor Swift concert 5/22 filming and edit of the show.

TYPE OF PROJECT

Filming the show using our cameras and then taking event shot on location to edit and add graphics in post.

IS THERE A GROUP NEEDED TO CONTACT TO FILM:

Yes. Contact with waterloo parks team was made on 5-01 and permission was approved.

Contacted the band and spoke with someone named Taylor 5-03 and they approved.

(This space could also say not yet at this time but list whom would need to be if approved; or oversight could add names and groups to help)

IS THIS AN "ON LOCATION SHOOT AT OUR BUILDING? AREAS USED?

No this is not an on location shoot.

WHAT TYPES OF EQUIPMENT NEEDED:

Cameras (2 to 3)

Tripods (2 to 3)

Extension cords. 2-3

Memory cards.

TEAM MEMBERS ASSIGNED/ HOW MANY

A single person could set up 2 cameras for this event but I asked "Greg" to help and they agreed to help film. The 3rd camera will be stationary in the back.

PLEASE LIST STEPS OF PRODUCTION AND TASKS

We will be picking up equipment and setting up about 45 minutes before the show and have went to location to scout our setup all ready. The concert is expected to run for 3 hours so I will be setting up and tearing down myself so I will have 4 hours for shooting and Greg will have 3 hours just for video work.

Editing I will be taking care of myself as well as adding some graphics. I also hope to get a quick interview with the band and will be adding that to this project as well. I see for a quick upload with the concert itself and adding graphics to be 3 hours total. Adding the interview for edit I see 2 more hours.

No voice over work needed.

No script work needed.

HOW LONG OF TIME WILL THIS PROJECT TAKE

Shooting 5/22. If I don't get an interview I think I could have it up in a week to YouTube after approval of final edit.

(There may be many more questions to add to this form but that's what I have for now. This would be a recap on the bottom: Some proposals may have the scope of work determined but no one assigned as well.)

NAME OF PROJECT

5/22 Taylor swift concert

ASSIGNED TEAM MEMBERS

Chad and Greg

ESTIMATED HOURS BEFORE STARTING PROJECT:

10 to 12 hours.

Thats what I have for now. Any insight let me know..

Chad