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**CATV REGULATORY BOARD  
COUNCIL CHAMBER OF THE MUNICIPAL BUILDING  
136 N. MONROE STREET  
May 12, 2021 at 6:00pm.**

1. **Call to Order and Roll Call.** Laura Cotting called the meeting to order shortly after 6:00 PM. CATV board members present Laura Cotting, Eric Rhynes, Dale Van Holten, and Kate Lewandowski. Also present was CATV Director Jesus Burgos, City Clerk/Treasure Mo Hansen and Videographer/Editor Lacey Vilorio to record CATV board minutes.

2. **Approval of Previously Unapproved Meeting Minutes from April 14, 2021**

Dale Van Holten made a motion to approve CATV Board meeting minutes from April 14, 2021, 2<sup>nd</sup> by Eric Rhynes. Motion was carried.

3. **Citizen Input.**

None.

4. **Director's report.**

CATV Director Jesus Burgos reports that the stations are running fine. School's live stream is working. Jesus inquired where we put on the brakes if the work becomes too much. Jesus updated that WLOO CATV will record a baseball game live. In general, live streaming continued to have technical mistakes by not plugging cords in correctly and bad audio. Per Burgos, when live streaming city council and on CATV, both aired fine; although there was a slight delay on CATV.

5. **New Business.**

A. Vimeo Vs. Youtube

Per Jesus Burgos, to create a channel you need to post videos, which would include our city council meetings and anything else we record. With Youtube, you much reach 1000 subscribers and 4,000 watched hours over a 12-month time to become eligible for monetization. Once you meet this eligibility criteria, you will have to submit your tax-exempt number and select your form of payment to be eligible in order to receive a monthly check. Laura Cotting inquired if after you become eligible for monetization do you get commercials at the beginning of your videos. Toward the end of this conversation, Eric Rhynes had commented that advertisements are a "slippery slope" because you don't know what kind of ads you will get and they will come right in the middle of Youtube.

The board inquired about the organization of the video files in Vimeo and what kind of Vimeo account the station has. Eric Rhynes found out in Vimeo, the showcase feature allows you to organize the videos by categories such as city council, etc. Jesus indicated he will follow up with this. Mo Hansen verified that the monthly payment for Vimeo on the VISA credit card comes to \$20.00/month that is billed annually.

Laura Cotting indicated that due to some of the songs played during the HS graduation ceremony, Youtube took some of the items down. She inquired how it works for Vimeo since we're a PEG station. Jesus spoke with Cory at the Waterloo school district about Youtube. They can take down the video if we have no rights to the music. Laura Cotting inquired if there is a moral issue of exploiting school children for financial gain if we put up their videos. Jesus replied that is where forms for each student are sent out for those rights to be able to do what we wish with the recording. We have used these forms with the school in the past. Once parents sign the forms, we have the rights to use the material without being sued. A question Jesus had was for example, we use the name "Shark Tank" as a title for a program we are trying to air based on rights. This would be more difficult for Youtube; however, Vimeo is okay as we are paying a fee and it's not as public as Youtube.

The consensus is that WLOO CATV will stick with Vimeo and look into working with sporting events to sell local advertisement, which is supporting the community inward instead of large companies. The Waterloo Business Association is currently being set up. CATV could look at getting advertising from local businesses. Their next meeting is at the end of the month.

#### B. Job Description

Laura Cotting clarified the need to start working on the CATV Director job description. Jesus Burgos worked on the job description for the internship and the part-time employment with the job Title Videographer/Editor. This was reviewed by the board and Mo Hansen will update it on the website. Laura will reach out to the internship contacts once the internship job description is up on the website. Jesus commented that his job description to PEG media is very difficult to grasp because he is doing a little of everything including directing, producing, managing, and computer repair. We don't have people or the money to do the work so he does a little of everything. It is difficult to know exactly what the PEG director does; however, Jesus will continue to work to organize it.

### 6. Unfinished Business.

#### A. Live Streaming

Jesus indicated that live streaming was covered at the beginning of the meeting. Right now we are live streaming the city council and the school board. We have a baseball game next week. The games are in the park and we will have to deal with this by testing the live stream prior. Jesus spoke to Gabe about it to see if the internet system he has is compatible with our equipment, which is a wireless internet connection. We will not be streaming all games live. During the school board meetings we are having technical problems and we're working on the details to improve it. We went to CATV and saw that live streaming is working. Mo Hansen said that once it is decided to live stream he can inform the public so they know when and where they can view it. He indicated that we need to get better with that at the Clerk/Treasurer's office. Also, he suggested that we need to perhaps have a Facebook professional consultant to gain some knowledge. Please share offline if you have any ideas.

#### B. Waterloo School District Partnership Projects

Jesus indicated that we will be doing the graduation and the scholarship awards ceremony meeting. On May 24, we are recording the elementary school talent show. The school is excited about all of the recordings.

#### C. Internship Project

Laura Cotting indicated that we touched on this when discussing the job description. There is nothing additional to add.

#### D. Purchasing the Switch

Jesus Burgos discussed the benefits of having the switch. If you want to go live, you wouldn't have to go onto the internet and prepare the required equipment. You just hit the button and you go live. Leightronix has an app that you put in the programmer, drop it in to where you will go live, hit the button, and you will automatically go live. For example, if the Mayor had to go live to inform the public of an emergency, we have the switch. We don't have it now and it would be great to have. Jesus indicated he does have a discretionary budget and doesn't need to have everything approved; however, this does exceed the discretionary requirements. Cotting made a motion to approve to purchase the switch. Motion was 2<sup>nd</sup> by Van Holten. All in favor to purchase the switch. Motion to purchase the switch for the station was approved.

### 7. Future Agenda Items and Announcements.

Next meeting, June 9, 2021, at 6:00 PM

A. Waterloo Business Association

### 8. Adjournment Motion: Cotting made a motion to adjourn the WLOO CATV Meeting. Rhynes 2<sup>nd</sup> the motion. All in favor, motion carried.

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.