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**CATV REGULATORY BOARD  
COUNCIL CHAMBER OF THE MUNICIPAL BUILDING  
136 N. MONROE STREET  
January 12, 2022, at 6:00pm.**

Join Zoom Meeting:

<https://us02web.zoom.us/j/87925891278?pwd=ZkMrbVdEZzdwc3ZHQkdyQ1lndnRCUT09>

Dial In By Phone : +1 312 626 6799 US (Chicago)  
Meeting ID: 879 2589 1278 Passcode: 917329

- 1. Call to Order and Roll Call.**
- 2. Approval of Previously Unapproved Meeting Minutes from September 8<sup>th</sup> , November 10<sup>th</sup> and December 8<sup>th</sup> (cancelled) 2021 regular meetings, and interview meetings from September 29<sup>th</sup> (cancelled), October 13<sup>th</sup>, 20<sup>th</sup> and 26<sup>th</sup>, 2021.**
- 3. Citizen Input.**

**4. Director's report.**

Laron Davis has been busy with a number of projects. The station suffered a hard drive failure which contained lots of content that we plan to use for the Discover Wisconsin project. Laron has since then reached out to a few different data Recovery reps. Mo Hanson recommended Inter Quest which is a tech firm that the City Of Water use for tech support. Unfortunately Inter Quest was not able to Recover the data on the drive. The station also went through a few power loss issues so Laron bought a new backup power supply.

Laron has followed up with Cory Calvert (Waterloo School IT rep) and there is a few tech issues with the field houses new equipment that Cory would like to figure out before WLOO moves forward with school sports recordings. Some additional equipment may be needed for the stations equipment to be fully compatible with the new equipment at the field house. The station had some issues with live recordings which Jesus addressed and rectified before leaving. Contacts with other media outlets have been established and as of the time of this meeting the station is running well.

**5. New Business.  
Discover Wisconsin Projects**

**6. Unfinished Business.**

- A- Waterloo School District Partnership Projects.**
- B- Internship Project.**

**C- Employee Handbook.**

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

**A- An Outline of Three Fundraising Strategies**

**B- CATV Board Member Dale Van Holten's resignation.**

**C- NEXT MEETING, February 14<sup>th</sup>, 2022 @6pm**

**8. Adjournment**

Laron Davis  
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.

## **Discover Wisconsin-Jefferson County**

### **Summary Notes 12/2/2021 to 1/10/2022**

**Summary:** Jefferson County hired Discover Wisconsin to create a 3 year project, featuring Jefferson County. It's intended for viewers living outside the county. The purpose is to attract them for recreation and tourism initially, but more importantly to plant the idea of relocating their homes or businesses here. The project features one full length episode, several mini-episodes (Digi-shorts and digi-trips), Podcasts, 90-120 second News Stories, and 60 second spots. **Discover Wisconsin has the final say over content.**

**Deadlines: Full 3 year project outline finalized January 7<sup>th</sup>, 2022**

**Full Length Episode airs September 7, 2022**

**Filming for full length episode must be completed in June. SO Discover needs existing footage July-Feb.**

**Year One Work Products:**

**Discover Wisconsin- Season 35.** Full length episode **"Riding the Routes in Jefferson County"**. It's made of four segments on modes of transportation around the County. Skiing/Snowmobiling, Motorsports, Waterways, Bike Trails. Waterloo gets most of the Winter footage. The Waterloo Trailtwisters will take the film crew on trail rides around the county. WLOO CATV will provide footage of snowshoeing, hockey, and archival footage of the Waterloo Holiday Parade etc.

**Discover Wisconsin Digital Short (3-5 min.):** The Fireside Restaurant and Hwy 18 Drive-in Theater

**Discover Wisconsin Digi-Day Trip (1-2 min.):** "The Places to Eat"- Up for Grabs

**Know Your Wisconsin (90-120 sec. News Story):** The Johnson Creek Outlet Mall

**The Cabin Podcast: "Chalet Sponsorship"** Four 60 second episodes. An "Ad read"- a scripted commercial

**The Cabin Podcast (Bonus Episode):** 25 minutes total "History & Legends, Then VS Now" (Gangster, Industrial, Manufacturing, Underwater Pyramids, Native American, Dairy, Beer Cave)

**60 second TV Spot Production:** Economic Development, tourism, parks and attractions, school stats, voice-over narratives. 'The Best Things We've Got'

**Splashes:** Footage of a few seconds, featuring iconic scenes such as running on trails, birdwatching, picnics.

**Video and Stills (B-Roll photography) will be given to municipalities for their own use.**

**All municipalities will 'get some love'. Tentative assignments for Year One were made by the Discover Staff.** Waterloo gets winter in the full episode. Footage of past events (the Holiday Parade for example) is OK. We could get more exposure if we have good footage or stills of events from July-February to offer the project.

**Discover Staff Suggestion:** Think **"Outdoor Recreation Meets Small Town Living"**. Footage must be action shots, not lecturing in front of a mic. Example: Host goes on a ride (snowmobile, bike, hike, paddle, etc.) with a business owner, owner discusses business. Trip ends at a business. 2) Many cut shots of participants in an event in one short segment.

**Our December 20 Meeting Ideas:** People Present: Laura Cotting, LaRon Davis, Gabe Haberkorn

**Mayor's Tour of Economic Development:** Available office space, successes, future goals. Several types suggested.

**Ride with the Waterloo Trailtwisters-** Film Crew rides behind on county trails, stops at local businesses.

**Then and Now:** Businesses; Forever Young Hair Salon was a Popcorn store. History; WAHS, Hensler Petroglyph exhibit, Jims Cheese, The Beer Museum on N. Monroe St.

**Archival Footage:** Weiner and Kraut, Trek Races, WYSO at Firemens Park, Waterloo Holiday Parade, Drone footage.

**Waterloo School-** Attractive statistics for parents about the Waterloo School District, provided by the Superintendent.

**WLOO films:** Kids using Snowshoes. Ice Hockey at the Waterloo Trailhead. Tobogganing at Firemens Park.

**Year Two Work Products:**

**Discover Wisconsin Themed Episode (4-5 min).** Four Segments. This concept changed a lot during discussion. It began as “distilleries” and finished as Arts and Culture. Cambridge Pottery, Midwest Fire Fest featured.

Distilleries category: Berres Bros., Dog and Shrub distillery, Dancing Goat, Stable Rock Winery and Distillery.

Arts and Culture category: Cambridge Clay Collective, Midwest Fire Fest, Earth Wood Fire Tour.

**Discover Wisconsin Digital Shorts (3-5 min).** “Stories of Jefferson County” could also be a series of digital shorts “Whiskey, Cheeses, and Beers, oh my!” Distillery #1 Dog and Shrub, Stable Rock, Dancing Goat. Breweries #2 Hubbleton, Tyranena. Cheese #3 Crave Bros. Dairy, Kraemers Cheese

**Discover Wisconsin Digi-Day Trip (1-2 min.):** Things to do, “The Places to Stay”- Hotels and campgrounds

**Know Your Wisconsin (90-120 sec. News Story):** Watertown Development: Downtown, the Water Park

**The Cabin Podcast: “Chalet Sponsorship” 60 second scripted Ad** Four segments, subject TBD

**Social Media Video Edits (Two 15 sec. Video Ads)** Two themes: #1 Weddings, #2 ???

**Video and Stills (B-Roll photography) will be given to municipalities for their own use.**

**Our December 20 Meeting Ideas:** People Present: Laura Cotting, LaRon Davis, Gabe Haberkorn:

Briess Malting for Distilleries? Earth Wood Fire Art Tour includes stops in Waterloo Township. Digital Shorts should include the Trek Story. We also have Van Holten’s, Sheehy, Sussek and the former Jim’s Cheese as successful long term local businesses.

Manufacturing start ups in Waterloo’s Industrial Park for Digi Shorts- Mayor’s Economic development tour?

**Year Three Work Products:**

**Discover Wisconsin Digital Short (3-5 min).** Many Themes discussed, Ebert’s Farm chosen

**Digital Short Upgrade (themed Episode Segment).** To be determined based on previous production.

**Know Your Wisconsin (90-120 sec. News Story):** Gemuetlichkeit Days

**The Cabin Podcast: “Chalet Sponsorship**

**FINAL NOTES:**

**This won’t fully represent Jefferson County.** It’s a lengthy infomercial intended to attract new residents and businesses.

**Discover Demographic Research:** 54% of viewers female, 55-70% viewers 18-44 years old. TV and Facebook- older viewers. Instagram- younger viewers. Digi-Shorts favorable to all viewers.

**Discover Wisconsin provided a list of topics that have already been covered in past episodes**

**B Rolls:** Municipalities will be given a link to download them and permission to use them in their own productions.

**Remember, this is a group creative project. That means topics change and grow during meetings. This outline is mostly final, but still somewhat plastic. Also, it’s best to give the Discover Team more than they need than too little.**

5. Commercial Motor Vehicle drivers who are addicted to the use of intoxicating liquor or controlled substances.
- C. Employees in possession or on duty within four (4) hours of consuming alcohol, or having any measured blood alcohol concentration above zero will be ordered out of service for 24 hours without compensation.
- D. Employees who have been convicted with any of the following shall be subject to termination of employment:
  1. Operating a commercial motor vehicle while under the influence with BAC of .04% or more.
  2. Disqualification from operating a commercial motor vehicle.
  3. Any offenses committed in section C of this commercial motor vehicle policy.

### **9.3 Computer Use Policy**

The purpose of this policy is to set guidelines for use of electronic information systems by employees of the City of Waterloo.

All electronic communication systems provided by the City of Waterloo, including but not limited to telephones, e-mail, voice mail, text messages, pagers, the Internet, and computer hardware and software, are the sole property of the City of Waterloo. This includes all information transmitted by, received in or from, and/or stored on these systems. The City may routinely access and monitor these electronic communication systems including e-mail, internet usage, text messages, and voice mail, for legitimate business purposes, at any time, with or without prior notice. Employees have no right or expectation of privacy or confidentiality in their use of the City's electronic communication systems (including, specifically, e-mail, cellular telephones, internet access, mobile data computers, telephone voicemails or text messages, or any other electronic systems owned by the City).

No employee may use the City's systems to access (or attempt to access) stored materials or data that is not appropriate for that employee's position, or is outside the scope of his/her employment duties. Employees shall not attempt to destroy data, damage systems or access other users' accounts. Employees shall not operate a personal business using the City's systems. Any violations of the City's policies will result in disciplinary action, up to and including termination of employment.

#### **1. General Issues**

- a. By using any City computer or network account, the user understands and agrees to the following:
  1. Users are responsible for all use of computers and network accounts provided to them by the City, including password maintenance. Only those who have had user accounts approved and created by Department Supervisors are authorized to use the network and are allowed to use only those resources that the Supervisor grants access to unless authorized by the City. Access to such computers and network accounts for maintenance/service purposes by persons responsible for departmental computing or Supervisors is considered authorized.

#### **2. Passwords**

- a. Responsible use includes choosing passwords that are not easily deduced by others. Those with network accounts should not give their network user ID or password to anyone else to use their network account. Voluntary authorized disclosure of a password may result in suspension, revocation and/or denial of computing privileges.
- b. Disclosure of passwords to persons responsible for departmental computing is considered authorized disclosure.
- c. Users that suspect that their City-provided computer or network accounts have been accessed without their permission are expected to change their passwords and are strongly encouraged to report the suspected activity.

- d. Periodically, all user accounts will be audited for verification of password security, access codes or access violations.

### **3. Software/Disks**

- a. The Networks are for storing work-related files and printing work-related jobs only. Users are not allowed to install or store any software applications on the network that are not licensed or approved by the Department Supervisor. It is the user's responsibility to have any disk, compact disk (CD) or other storage media that has been used in a non-City computer scanned for viruses before using that disk in a City computer. Scans must be completed by a Department Supervisor or designated personnel. Piracy of software and use of non-authorized disks can result in loss of computer privileges and possible disciplinary or criminal action.

### **4. File Back-up**

- a. Each department shall back up files stored on file servers and other central storage systems on a regular basis. This policy does not include individual workstations. A full backup of all systems will be executed once a week. Media to be discarded will be fully destroyed by Department Supervisors to prevent the unauthorized recovery of any data they may contain.
- b. Full backups will include all user files and the network operating system, including all server databases, such as NT's SAM and Novell's/ NDS. Many backup programs do not back up files that users have opened at the time of backup. Department Supervisor's will periodically make efforts to inform its user community that files open overnight will not get backed up. Alternatively, the Department Supervisor may recommend and install a service agent that aids in backing up open files.
- c. Department Supervisors will use a backup system that allows searching for and retrieval of backup files. The backup system will be designed to allow restoring user files on request. However, no tape backup system can guarantee the restoration of files. The network will be unavailable nightly for backup, during hours coinciding with host systems' backup. The network may be shut down at other times for maintenance or other work. Issues that impact the Department Supervisor's ability to restore a file include:
  - 1. A file that was open consistently overnight has not been backed up. It thus cannot be restored.
  - 2. A file that has not been in existence long enough to be backed up cannot be restored. For instance, a file created in the morning and accidentally deleted in the afternoon will not have been backed up and thus cannot be restored through this method.
  - 3. A file whose name the user cannot remember cannot be restored. Files are restored based on filename. Guesses, based on wildcards, are allowed, but when the user can remember no part of the name, the file cannot be restored.
  - 4. Occasionally, backup jobs do not complete. The Department Supervisor will make every effort to ensure that the scheduled backup happens each night. Even with these efforts a version of a file may not get backed up in the intervening period where a failed backup and a successful backup are run. Because of these points, file restoration will be done on a best-effort basis.

### **5. Virus Protection**

- a. Virus protection will be constantly running on all local machines to protect from virus infection. The department Supervisor or designee is responsible for cleaning up virus damage to any personal computer infected from (or suspected of being infected from) a file on the network. Virus protection will be running on the network servers, but such protection might not prevent all virus activity, and active virus protection on the local machine is highly recommended for all users of the network. The threat of viruses, whether actual or potential, shall be grounds for removing or restricting network access. For help in evaluating the virus protection running on your computer or advice in reducing potential threats, please contact the Department Supervisor.

## **6. System Security/Confidentiality**

- a. The City will seek to maintain system security, but users should not assume that information in their accounts is private. Authorized City personnel may obtain access to computing and networking resources as necessary to service the computing system and to investigate suspected violations of this policy, including unlawful activity. Users will be notified of such access when required by law and/or City policy.
- b. The City cannot and does not guarantee the confidentiality of electronic information. In addition to accidental and intentional breaches of security, the City may be compelled to disclose electronic information as required by law.
- c. Any and all information maintained on City owned computers/network accounts, whether City related or not, is accessible by the City. As part of its necessary routine operations, the City occasionally gains access to network accounts and other computing services it makes directly or indirectly available to the community.
- d. Suspected violations by City employees, whether supervisors or staff, will be reported to the City Council and handled through normal channels established for disciplinary action. All other information accessed during such routine operations will be treated as confidential, except as otherwise required by this policy or law. Unless otherwise prohibited by law, and subject to legal requirements, the City and law enforcement personnel may access computers, network accounts or any other electronic information or technology necessary to investigate suspected violations of this policy or unlawful activity. Users agree to use the computers and network accounts only for lawful purposes, which are consistent with City policies and procedures. Unlawful use of computers or network accounts includes, but is not limited to, defamation; obscenity; discrimination; violation of copyrights, trademarks and/or licenses; and/or violation of other rights arising under the law.
- e. Each user is responsible for all information she/he accesses, makes available or distributes using the computer/network account. Users may use their computers and network accounts for non-City matters except as otherwise prohibited by this or other City policy or where such use unreasonably interferes with job performance, or system performance/operations. Such use is subject to the terms of this policy, including without limitation terms regarding access to information on City computers and accounts.
- f. Only authorized library personnel may change the SHARE database. The library has a policy concerning the confidentiality of all library records in the SHARE.

## **7. Fundraising**

Users agree not to use their computers or network accounts for non-City fundraising, commercial purposes or personal finance gain. Users are permitted to advertise personal items for sale on electronic forums, which allow such postings, but the advertisement(s) should not interfere with the intended purposes of those forums. City personnel may engage in fundraising and commercial activity on behalf of the City in connection with official City-related duties or City-sanctioned activities.

## **8. Policy Violations**

1. Users understand that violation of this Policy may result in suspension or termination of computer, network account and other access and, depending upon the circumstances, may result in disciplinary action including, but not limited to, employment termination. Policy violations will be processed through normal City channels. If the activity is also unlawful, it may result in criminal prosecution. Pending resolution of any disciplinary process, the Department Supervisor or designee may suspend City computing privileges if the alleged violation is reasonably perceived to constitute unlawful activity, pose a substantial risk to the safety or welfare of the City or members of the community. In the event of a

perceived emergency or where other exigent circumstances demand immediate action, the Department Supervisor or designee may immediately suspend computing privileges and notice will be given to the user as soon after as reasonably possible.

2. If a user who loses his/her computing privileges cannot perform his/her job without those privileges, the user's employment may be suspended or terminated. The City reserves the right to seek restitution and/or indemnification from an employee for damage(s) arising from violations of this policy. In addition, the City and/or third parties may pursue criminal and/or civil prosecution for violations of the law. In non-emergency situations, the Department Supervisor or designee will provide the user with notice of the perceived problem and an opportunity to be heard before privileges are suspended. A suspension may be appealed in writing to the City Attorney or designee within three business days of the effective date of the suspension. The City Attorney or designee will provide a written decision to the Department Supervisor and the user within five business days or receipt of the appeal. The City's Attorney's or designee's decision will remain in effect pending final resolution of the disciplinary proceeding.

#### **9.4 Use of Communication Technologies & Devices**

##### **A. Purpose**

The City of Waterloo provides certain employees with access to communication technologies such as cell phones, the Internet and electronic mail (email) for the purpose of conducting official City business. The City allows and encourages use of e-mail and the Internet to accomplish your job responsibilities.

#### **PERMITTED AND ACCEPTABLE USES OF EMAIL AND THE INTERNET:**

Email and the Internet are business tools, to be used for business purposes. The Internet is to be used only by employees authorized to use it. Please remember that e-mail originating from the City has the City's name on it.

#### **PROHIBITED USES OF EMAIL AND THE INTERNET (both work-related and personal):**

**A. Email System:** The City of Waterloo provides an electronic communications system to employees to assist in conducting official City business. All email sent, received or stored on the City of Waterloo's electronic communication systems is the property of the City of Waterloo.

1. Guidelines for Email system use:
  - a. Although an employee may have a personal password, email can be accessed by the city with or without advance notice.
  - b. All messages sent and received on the email system are the property of the City and may constitute public records and should not be regarded as private communications.
  - c. Employees are strictly prohibited from creating, soliciting, and/or exchanging messages, audio recordings or images that are offensive, harassing, sexually oriented, defamatory, obscene or threatening.
  - d. Discrimination and/or harassment over the email system will not be tolerated and constitutes a clear violation of city policy.
  - e. The city allows limited, occasional or incidental personal use of the email system provided the use does not involve prohibited activities, interfere with productivity, consumes storage capacity, or involve large files



- f. Employees are prohibited from using City computers or cell phones/devices to access personal email services such as offered by Google, Yahoo, Hotmail etc., without approval from a supervisor.
- g. The general rule is that email is a public record whenever a paper message with the same content would be a public record. Therefore, email messages may be subject to Open Records Requests by the public.
- h. Employees shall not distribute advertisements, chain letters or similar materials.
- i. Employees should not open links or attachments received from an unknown source or unverified source

**B. Internet Access:** Internet access via City electronic communication systems will be granted to all employees capable of executing the computer technology programs unless specifically denied by their supervisor. Sites that are inappropriate and not authorized to be visited include sites that are sexually oriented, sites that discriminate based on sex, religion, national origin, or religious beliefs, or any other site deemed inappropriate by a supervisor of the City of Waterloo. The above does not apply if the sites must be visited in the performance of a law enforcement function. The employee's immediate supervisor is to be contacted for clarification if questions arise as to the appropriateness of visiting the site. The City has the capability to monitor internet activity by users of City electronic communication systems and reserves the right to do so.

1. Guidelines for Internet Use:

- a. Each employee accessing the Internet with a City computer shall log on and off at the beginning and end of each shift. Each employee shall use their individual access code. The use of another employee's code or password is strictly prohibited, without proper authority.
- b. Employees shall not save or distribute materials subject to copyright restrictions.
- c. Incidental and occasional personal use of the Internet is permitted. Such personal use may not create any additional cost to the city and is subject to such guidelines and standards as are adopted by the employee's supervisor. Excessive personal use may lead to the termination of the employee's ability to use the Internet and further disciplinary action.
- d. Abilities to download and conduct file transfers must be authorized by the employee's Supervisor. The purpose of this authorization is to ensure that downloads are for business purposes, and to minimize the impact of such operations on the overall network. This authorization also exists to prevent users from downloading and implementing software that has the potential to crash the City's records management system. Under no circumstances shall employees download or install executable programs.
- e. Other than portable equipment (i.e. laptop computers), employees shall not unplug, disconnect, nor move computer equipment or peripherals without approval from their supervisor.

**C. Social Networking:** The use of Internet social networking sites (MySpace, Facebook, Twitter, blogging, etc.) is a popular activity; however, employees must be mindful of the negative impact of inappropriate or unauthorized postings upon the City of Waterloo and its relationship with the community.

1. Guidelines for employees' work-time use of Social Networking:

- a. Employees are prohibited from using City computers or cell phones/devices for any unauthorized purpose, including participation in social media or social networking.
- b. Employees are prohibited from using any social media or social networking platform while on duty, unless permission is granted for investigative or public information purposes.
  - (1) An employee using social media during work time has no expectation of privacy. Employees are advised that social media posts may be subject to discovery under the Freedom of information Act and/or the Wisconsin Open Records Act pursuant to Sec. 19.35.Wisc. Stats. and all other litigation-related and non-litigation-related discovery devices.
- c. Unless granted explicit permission, employees of the City are prohibited from posting any of the following on any social networking platform, either on their own sites, the sites of others known to them, the sites of others unknown to them, news media pages, or other information exchange forums:
  - (1) Any text message, written narrative, photograph, audio, video, or any other multimedia file related to any investigation, personnel issues, vehicle crashes, fire and EMS response, zoning or building issues, or any other city-department issues that employees are privy to, both current and past.

2. Guidelines for employees' off-duty use of Social Networking

- a. Employees who choose to maintain or participate in social media or social networking platforms while off-duty shall conduct themselves with professionalism and in such a manner that will not reflect negatively upon the City or its mission. In the course of operating or participating in such venues, the following rules shall apply:
  - (1) Employees are prohibited from speaking on behalf of the City unless authorized by their supervisor. All personal comments must be labeled as personal and a disclaimer made as to not representing the City or city officials.
  - (2) Employees will be responsible for the content that appears on their maintained social media or social networking sites.
  - (3) Any text, photograph, audio, video, or any other multimedia file included on a social media or social networking site that infers, implies, states or opines or otherwise expresses the employee's views on the legal, judicial or criminal justice systems shall not, in any way, undermine the public's trust and confidence in the City.
  - (4) Any posting that encourages the use of illegal substances or criminal activity by members of the general public is strictly prohibited. Any posting made by others to the employee's site that advocates or encourages the use of illegal substances or criminal activity shall be immediately removed by the employee.
  - (5) Employees who become the focus of a Complaint related to the use of Internet Social Networking Sites may be ordered to provide the City, or its designated investigator, with access to the social media and social networking platforms in which they participate or maintain.

**D. Cellular Telephones:** Unless extenuating circumstances exist, City employees shall not utilize a cellular telephone while driving a City vehicle. Employees operating a City vehicle shall refrain from dialing calls while the vehicle is in motion.