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AGENDA for April 19th CATV Board Meeting 7pm
Updated 4/18/2022 5:30 pm

Join Zoom Meeting <https://us02web.zoom.us/j/84649254876?pwd=aXdYMVM0VWt6TzRQZXcwRDJzT05ZZz09>
Meeting ID: 846 4925 4876 Passcode: 812824
Dial by phone +1 312 626 6799 US (Chicago)

1. Call to Order and Roll Call.

2. Approval of Previously Unapproved Meeting Minutes:

A. Regular Minutes from September 8, 2021 meeting and interview meetings from October 13, 20 and 26, November 10th 2021 and the regular meeting of March 9th, 2022.

B. Closed session meeting minutes from interviews and Performance Review

[NOTE: The Cable Television Regulatory Board may meet in closed session per Wis. Stat. 19.85(1)(c) "considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercise responsibility. Upon concluding a closed session, the Board will reconvene in open session.]

3. Citizen Input.

4. Manager's report.

Lots of positive things happening at WLOO CATV as we all look forward to a new season. New equipment is currently in the process which will be vital to the station being able to provide service and be as efficient as possible. WLOO was formally introduced to the Waterloo Business Association and we look forward to future events. Our Board member Chad has been a great help. Chad was able to set up a station visit in Sun Prairie WI. We have a new Facebook page: WLOO CATV CH 991/992 and happy to announce we are above 50 followers! Lots of exciting new things to look forward to.

5. New Business.

A. Relocating the WLOO CATV Station

B. Official WLOO CATV Shirts and/or Hats to be worn by employees while on duty.

C. Review WLOO CATV Content Submission Guidelines (packet shows document from 2009)

D. Performance Review Process Debriefing

E. WLOO CATV Scholarship Applicants

6. Future Agenda Items and Announcements.

Next Meeting, May 4, 2022 at 6:00 pm. Reschedule?

8. Adjournment Motion:

LaRon Davis WLOO Station Manager

Minutes for September 8th, 2021 CATV Board Meeting

1. **Call to Order and Roll Call.** Meeting called to order at 6:05. Cotting, Lewandowski, Rhynes and Teubert present. Van Holten absent. Manager Jesus Burgos present.

2. **Approval of Previously Unapproved Meeting Minutes from March 10, 2021**

Cotting noted this item had an incorrect date. March 10th meeting minutes had been approved last Spring. However, August 11 meeting minutes needed to be approved.

Approve August 11 minutes with no additions or corrections. Cotting/Rhynes, unanimous.

3. **Citizen Input.** None.

4. **Director's report.**

Jesus reported still working on installing "the switch" and expecting an AVI tech to visit the station next week. The difficulty is in the current set-up- camera signal has to go from analog to SDI to analog again.

5. **New Business.** Welcome to Chad Teubert as our newest CATV Board Member

6. **Unfinished Business**

A- CATV 2022 Budget

Cotting advised the Board the Finance Committee sent the 2022 budget back for revision because it included deficit spending, and recommended re-submitting to the Finance Committee with no changes. Cotting volunteered to attend the Finance Committee's Oct. 4th 2021 Special Budget Session to explain the Board's rationale and expansion plans. Cotting/Rhynes unanimous.

B- Waterloo School District Partnership Projects

Jesus reported the football season was underway, filming by station staff was waiting for WHS Principal to get signed releases for the student athletes to be filmed.

C-Internship Project

Cotting noted there was no "Internship" tab under the website's "Yes We're Hiring" tab.

D-Employee Handbook

Table till next meeting Lewandowski/Rhynes unanimous

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

Next Meeting, October 13, 2021 at 6:00 pm.

8. **Adjournment Motion:** Cotting/Teubert Unanimous. Meeting adjourned 6:42.

Minutes for February 9th CATV Board Meeting

1. **Call to Order and Roll Call.** Meeting called to order at 6:05. Cotting, Lewandowski, Rhynes and Teubert present with one vacancy. Manager LaRon 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 February 9th, 2022. All minutes except February 9th still unavailable.
Approve February 9th minutes with no additions or corrections. Teubert/Rhynes, unanimous.

3. **Citizen Input.** None.

4. **Director's report.**

Footage of snow shoeing event has been made available for Discover team. Recovered hard drive should be available soon. Price for data recovery was reduced because less data was recovered than expected. The station is still in the process of purchasing new equipment as some products are not readily available. No volunteers have applied yet. We will hold off on advertising the new student trainee position for a few more weeks.

5. **New Business.**

A- **Annual Performance Reviews**

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Adjourn to closed session. 6:35 Cotting/Teubert unanimous.

Reconvene to open session. 7:35 Cotting/Teubert unanimous.

B. Using YouTube as an Income Source (LaRon) LaRon asked the Board to reconsider its policy for station use of YouTube. He explained that YouTube can be monetized based on number of subscribers, ads displayed during playback (at points specified by the station, such as at the beginning only, or at 25 minutes in, etc.). YouTube bases which ads it shows during playback of a video on a YouTube channel on cookies stored on the individual viewers computer from their browsing history.

Additional income could come from businesses and other organizations recruited by WLOO to buy promotional ads from WLOO to be played during a WLOO YouTube event, or they could pay for their own promotional displays to be filmed by WLOO while filming an event, or be invited to sponsor filming an event.

Activities that are inappropriate for monetization, such as public meetings or classroom footage, would continue to be archived on Vimeo.

LaRon Davis asked the Board for authorization to proceed. Cotting/Teubert. Unanimous.

C. **Updating the 2015 WLOO CATV Scholarship Application** Changes made for improved clarity, revised version approved. Teubert/Lewandowski Unanimous

6. Unfinished Business

A- Employee Handbook WLOO CATV Social Media Policy for Employees version two approved. Teubert/Cotting Unanimous.

7. Future Agenda Items and Announcements.

A- WLOO CATV Applications due April 15th, WHS Guidance office must be notified by May 6th.

NOTE: The WLOO CATV Board will meet on May 4th at 6 pm to review scholarship applications.

B. Relocating the WLOO CATV Station

C. Official WLOO CATV Shirts and/or Hats to be worn by employees while on duty.

D. Review WLOO CATV Content Submission Guidelines

E. Performance Review Process Debriefing

Next Meeting, April 13, 2022 at 6:00 pm.

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

Minutes respectfully submitted 03/13/2022 by Laura Cotting, WLOO CATV Board Secretary

LaRon Davis WLOO Station Manager

WATERLOO WEBSITE POLICIES

PRIVACY POLICY

SPONSORING & LINKING POLICY

Adopted by Council: _____

I. PRIVACY POLICY

The City of Waterloo, Wisconsin maintains this website as a public service and is committed to protecting your privacy. The following is intended to explain our current Internet privacy protection practices. The City of Waterloo monitors overall site traffic to ensure users of the City's Internet site are able to access information in an effective manner. By monitoring overall site traffic, the City is able to continually improve the site to better suit the users' needs. While the City of Waterloo monitors overall site traffic, it does not collect individual user information from those who only browse or download information.

The City of Waterloo does not collect personal information about you unless you voluntarily participate in an activity that asks for information (i.e. sending an email or participating in a survey). If personal information is requested on the website or volunteered by the user, state law and the federal Privacy Act of 1974 may protect it. However, this information is a public record once you provide it, and may be subject to public inspection and copying if not protected by federal or state law.

The City of Waterloo does not sell, rent or otherwise distribute visitor information, including email addresses, to any outside company or organization. We do not reveal specific information about subscribers or other personally identifiable data to unaffiliated third parties for their independent use, except if required to do so by law.

Non-city websites may be linked through the City of Waterloo's website. When you are linked to an external site, you are no longer on the City of Waterloo's Internet site and this Privacy Policy will not apply. Visitors to such sites are advised to check the privacy statements of such sites and to be cautious about providing personally identifiable information without a clear understanding of how the information will be used.

DISCLAIMER

Website Content: You are hereby advised that any reliance upon materials on this Internet site shall be at your sole risk. The City of Waterloo has made every attempt to ensure the information on this site is correct. However, the City of Waterloo makes no representations or warranties as to the truth, accuracy, timeliness or completeness of any statements, information or materials that may be contained in the City of Waterloo

Internet site. The City of Waterloo reserves the right, in its sole discretion and without obligation, to make amendments to, or correct any error or omission in, any portion of these materials at any time. In no event will the City of Waterloo be liable for any direct, indirect, punitive, special, incidental or consequential damages arising from the use of the City of Waterloo Internet site. Should you find any information that is incorrect, please email the Waterloo City Clerk so that errors may be corrected.

Outside Web Pages: While browsing this site, you may find links to outside web pages that are not under the control of the City of Waterloo. The City of Waterloo makes no representations concerning any endeavor to review the content of sites of outside web pages and is not responsible for the accuracy, copyright compliance, legality or decency of material contained in outside web pages.

CONTACT INFORMATION

To offer comments about the City of Waterloo's Internet site, or about the information presented in this notice, you may contact the Waterloo City Clerk by:

1. TELEPHONE: (920) 478-3025
2. EMAIL: cityhall@waterloowis.com

II. SPONSORING AND LINKING POLICY

The purpose of the City of Waterloo's website is to use the Internet to connect residents and others with convenient and timely information on City programs, services, policies, events and objectives. It is not intended to be a public forum, but is maintained for the exclusive use of the City for communicating matters of general public interest. At its discretion, the City will consider requests from organizations wishing to either (i) utilize space on the City of Waterloo website (Sponsoring Request) or (ii) include an external link on the City of Waterloo website (Linking Request). The granting of any such request will be made in the sole discretion of the City of Waterloo based on the criteria included below.

Sponsoring and Linking Criteria

The City of Waterloo generally limits external links or sponsored website requests to outside government agencies, non-commercial organizations or private organizations that are in partnership with the City. Linking or sponsored website requests will be decided upon on a case-by-case basis.

As a general matter, the City will consider links to or sponsoring websites for organizations that fall within one of the following criteria (the following is intended only as a guide and is not intended to be an all inclusive listing):

- Other government entities, including local, state and federal government sites, or sites operated by agencies of any of those entities.

- Educational institutions operating within the City.
- Not-for-profit organizations that promote the economic welfare, tourism and industry of the City (e.g., Chamber of Commerce).
- Private utilities that have a franchise with the City.
- Non-partisan websites that promote the participation of residents in government.
- Organizations partnering with the City to meet the City's strategic or operational goals.
- Arts, cultural, sports, major festivals and similar organizations of general interest to City of Waterloo citizens.
- Other nonprofit organizations with a focus on benefitting the community or citizens of Waterloo.

As a general matter, linking/sponsored sites must meet these criteria:

- The focus of linking/sponsored sites must be to educate and inform, rather than persuade or sell. The site may include advertising but must be free from intrusive advertising.
- The site's owner or sponsor must be easily identified along with contact information, including name, email address and phone number.
- The site must not promote specific political, religious or other social agendas.
- The information must be significant and timely, and managed in a professional manner (fully operational and available most of the time).

The City will not link/sponsor websites for:

- Candidates for local, state or federal office.
- Political organizations, special interest groups or other organizations supporting or seeking to defeat any candidate for elective office, or ballot issue.
- Sites that are inappropriate or inconsistent with the City's goals, or sites which offend common standards of decency and propriety.

An organization utilizing space on the City of Waterloo's website may adopt their own policies and procedures. Any sponsored organization should provide a copy of these

policies and procedures to the Waterloo City Clerk when requesting a sponsored website (see below).

Sponsoring or Linking Requests:

To request a link on the City's website or request that the City sponsor your organization's website, please send information on your organization to: Waterloo City Clerk Treasurer, 136 N. Monroe St. Waterloo, WI 53594. This information must include:

1. How the site benefits City of Waterloo citizens, businesses or visitors.
2. The name, address and contact information for your organization.
3. A description of the goods or services your organization provides.
4. A copy of the sponsoring organization's policies and procedures (if applicable).

Please specify whether you are requesting a linked or sponsored website.

Sponsored organizations may be required to pay a fee to utilize space on the City of Waterloo's website. Organizations wishing to utilize this sponsored organization service should contact the Waterloo City Clerk for an up to date listing of any fees required for this sponsoring service.

The City is not responsible for the format, content, accuracy or privacy practices of any outside links. The City is providing these links only as a convenience to visitors of the site. The City reserves the right to refuse to post any website links or to delete existing links in conformance with this policy, without notice.

Sponsored organizations utilizing space on the City of Waterloo website accept sole responsibility for the accuracy, validity and timeliness of such website's content and for keeping information current.