

Agenda for November 8th 2022 CATV Board Meeting, 6 pm in the Police Training Room

1. Roll Call and Call to Order

2. Approval of Previously Unapproved Meeting Minutes:

Regular Minutes from October 11th, 2022 meeting.

3. Citizen Input.

4. Manager's report.

The Waterloo Cable Channel is having great success in building a new audience of viewers on its social media platforms. 2.2k views in the last 28 days, ages 18-24 being our largest viewership. 23% of our views came from people that are looking for our programs directly on YouTube which is about 500 people. 51% are using a mobile phone and 27% a computer and 14% a smart TV. The TV views has the largest % of watch time averaging about 40 plus minutes of view time per program. A email list for advertising and sponsorship opportunities was sent out to over 70 of our local businesses. We would like to thank The Waterloo Utilities for their generous donation to our station. All the stations regular programming is operating at satisfactory levels

5. New Business

a. Senior Videographer, and Wage Adjustments

[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.]

b. Series Concept-"Native Plantings for Bioremediation" – Clayton Frazer, NRE

c. End of Year Party

6. Unfinished Business.

a. Moving WLOO CATV Station HQ to the Firemens Park pavilion

b. Contracting out for building WLOO CATV Social Media audience

7. Future Agenda Items and Announcements.

Next Meeting: TUESDAY December 13th, 2022 at 6:00 pm.

8. Adjournment Motion

LaRon Davis, Station Manager