

**Agenda for February 13th 2024 CATV Board Meeting, 6:00 pm
The Solarium, 575 West Madison St. Waterloo, WI**

1. Roll Call and Call to Order

2. Approval of Previously Unapproved Meeting Minutes:

January 9th (rescheduled to January 10) 2024 meeting.

3. Citizen Input

4. Manager's report.

In January I was able to attend the Waterloo Business Association meeting. We talked about what will be happening in Waterloo this year and what ways the station could be of assistance. Our videographers recorded and produced their first show independently and the outcome was great. Just a few things to improve on but overall, enough to maintain a successful stream. At this current moment we have 199 subscribers on our YouTube channel, and we have eight hundred views in the last 28 days. This is 199 more views than the previous month according to the analytics.

This is great because YouTube no longer requires one thousand subs for monetization. Its new requirement is five hundred subscribers. Most of our traffic is coming from inside YouTube itself so the mission is to continue posting on YouTube. All other station operations continue as normal.

5. New Business

6. Unfinished Business.

- a. **"WLOO Cable Board Policy on Media Production and Broadcasting Public Content"** (formerly 'Policy document regarding paid vs volunteer work by staff')
- b. 2024 WLOO Holiday Event
- c. Updated Employee Evaluation form

7. Future Agenda Items and Announcements.

Station Manager Performance Evaluation at March meeting

Next Meeting: Tuesday, March 12th, 2024 at 6:00 pm at The Solarium.

8. Adjournment Motion

LaRon Davis, Station Manager