

**Agenda for October 10th 2023 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:

September 12, 2023 meeting.

3. Citizen Input.

4. Manager's report.

In September WLOO filmed its final summer episode of Waterloo Gardens. The station was also able to work with a promising sports announcer by the Name of Stephen Peachey during the live broadcast of Waterloo High School football which can be viewed on WLOO CATV YouTube channel. In total there was 7 videos uploaded to the YouTube channel in September. Our new hire Travis Uhlig has been doing a great job and is a pleasure to work with. Travis's first sports filming was a success. Christopher Weihert and his co-host Jacob Niemuth agreed to create Chris's Classic Cinema for WLOO CATV, and we are very excited about the partnership.

WLOO CATV's Open House Event went very well and shows great promise for future events planning. During September our Meta page reached 6,522 people, post engagement was 875. Resulting in 18 new page follows. On Meta our Audience consist of 24.10% Male and 75.90% Female. Waterloo is our largest audience with Marshall, Reeseville, Lake Mills, and Watertown following. On YouTube we had 1,100 views in September and overall, we are 1,200 views over our total views of 2022 ten months into this year. In hopes of more community involvement with the station I created a price chart for services. The station is operating at a satisfactory level.

5. New Business

- a. WLOO CATV Open House Debriefing
- b. WLOO CATV Petty Cash
- c. 2023 WLOO Holiday Event?
- d. Detailed Strategic Planning for 4th Quarter 2023
- e. General Strategic Planning for 2024

6. Unfinished Business.

- a. Policy document regarding paid vs volunteer work by staff.

7. Future Agenda Items and Announcements.

2024 Budget

Next Meeting: Tuesday, November 7th, 2023 at 6:00 pm at The Solarium.

8. Adjournment Motion

LaRon Davis, Station Manager

Option 1	Option 2	Option 3	Option 4	Option 5	Option 6	Option 7	Option 8
In office shoot	In office shoot	In office shoot	In office shoot	In office shoot	In office shoot	Off site filming	Email us for consultation/ pricing for all other request.
\$159.60	\$266.00	\$372.40	\$532.00	\$632.00	\$872.00	\$200.00	
Package includes	Package includes	Package includes	Package includes	Package includes	Package includes	1 Camera & Sound equipment	wloocatv@gmail.com
Use of office space 1 Camera and lights	Use of office space 1 Videographers and lights	Use of office space 2 Videographers & Producer 2 Cameras and lights	Use of office space 2 Videographers & Producer 2 Cameras & lights Basic editing 2 revisions Duration 4 hours	Use of office space 2 Videographers & Producer 3 Cameras & lights Basic editing 2 revisions Lower 3rds & Logo Duration 4 hours	Use of office space 2 Videographers & Producer 3 Cameras & lights Basic editing 2 revisions Lower 3rds & logos Description work Adding link/sources Duration 4 hours	Within ten miles An additional \$.60 per mile after ten miles Duration 2 hours	or call 920-238-3174