

**Agenda for July 6th 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:
Regular Minutes from May 9th, and June 14th, 2023 meetings.

3. Citizen Input.

4. Manager's report.

WLOO CATV had an active month in June. We were able to cover a Civic Health Community event at the Solarium. This event outlined ways in which conversations can be held amongst peers about sensitive topics and remain civil. This is an ongoing task, and we hope to share our work with the community soon. WLOO CATV was able to share the stage with Fran Gartner, creator of Precious Glass which can be found on Facebook/Meta. Fran is also a long-time Waterloo resident who retired from her work with the Waterloo Police Department. Fran will be featured on our Waterloo Resident Artist Series. We also have a new installment by the name of Chris's Classic Cinema. A film review by Chris Weihert and his co-host Jacob Niemuth. You can find all of these programs on YouTube channel at WLOO CATV.

5. New Business

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

- b. Chris' Weihert's Cinema Series Proposal

- c. Mary Cardona (Wisconsin Community Media) request for information and Board photos

6. Unfinished Business.

- a. WLOO CATV Open House
 - i. Contract Agreements with Live Bands

7. Future Agenda Items and Announcements.

2024 Budget

Next Meeting: Tuesday, August 8th, 2023 at 6:00 pm at The Solarium.

8. Adjournment Motion

LaRon Davis, Station Manager

Minutes for May 9th 2023 CATV Board Meeting, 6 pm
The Solarium, 575 West Madison St. Waterloo, WI

1. Roll Call and Call to Order. Cotting called the meeting to order at 6:12 pm. Abitz, Cotting, Jacob present with one vacancy. Manager Davis present.

2. Approval of Previously Unapproved Meeting Minutes:

Regular Minutes from April 11th, 2023 meeting. Abitz, Cotting move to approve. Unanimous.

3. Citizen Input. None.

4. Manager's report.

April was an exciting month for the station. The month was full of projects, some being outdoors and some being inside. We moved on to the second stage of filming for our Waterloo Gardens series. Covering most of our panel guest garden episodes and we also learned how to protect your yard during unexpected weather changes. We were also able to work with another local star by the name of Ty Springer. During this project we utilized part of our new facility to film the next installment of Waterloo's Resident Artist Series. Our guest was very happy to be a part of this program and seemed satisfied with the options we provided throughout the WLOO podcasting experience. I was able to get some guests in to shoot some photos for the marketing material which I hope to have ready soon. All content created was properly backed up and secured. Episode 2 of Waterloo Resident Artist series is complete and ready to air upon approval.

5. New Business

- a. Revised Performance Evaluation Form
The form was discussed, further changes suggested. Will take up at June meeting.
- b. Facebook promotion strategies
LaRon Davis wants to continue with the organic growth strategy of building viewership. Keep adding content and the viewers will be there. People like seeing themselves.
- c. Other Promotion Strategies: The Courier and WLOO CATV Flyers
Difficulty in contacting representatives of The Courier was discussed.
Cotting volunteered to create WLOO is HIRING flyers, and distribute them in Waterloo and Marshall upon online approval of the draft by the Board and LaRon.

6. Unfinished Business.

- a. WLOO CATV Open House
Saturday September 16th, 1-9 pm. Live music, Food Trucks, Alcohol sales. Participants in the Resident Artist Series will be invited to display and sell their work.
Per City Clerk Ritter: We will have liability coverage for the event. Vendors are responsible for their wares and equipment. Alcohol sales go through The Solarium's liquor license. Outside music must end by 9 pm. Cotting, Teubert and Jacob will research costs. Event budget to be set at June mtg.

7. Future Agenda Items and Announcements.

Next Meeting: WEDNESDAY June 14th, 2023 at 5:30 pm at The Solarium.

6 month budget review, Service Pricing, WLOO CATV Cell phone to be included in the Agenda.

JULY MEETING is THURSDAY, July 6th at 6 pm.

8. Adjournment Motion Jacob/Abitz. Unanimous. Meeting Adjourned at 7:25 pm.

Minutes respectfully submitted by Laura Cotting on June 12, 2023.

Agenda for June 14th 2023 CATV Board Meeting, 5:30 pm
The Solarium, 575 West Madison St. Waterloo, WI

1. Roll Call and Call to Order Meeting called to Order at 5:47 pm. Abitz, Cotting, and Teubert present with Jacob absent and one vacancy. LaRon Davis present.

2. Approval of Previously Unapproved Meeting Minutes:

Regular Minutes from May 9th, 2023 meeting. Minutes unavailable b/c municipal website down. Table until next meeting. Cotting/Abitz. Unanimous.

3. Citizen Input.

4. Manager's report.

Now recording for Waterloo Gardens series. A lot of editing work. WHS Graduation was livestreamed. Station operations nominal. New episode for the Resident Artist series released, featuring Wildlife and Nature photographer Jeff Pietrick. He was happy with the product. WLOO is close to release of the next episode of Waterloo Gardens "Spring".

5. New Business

a. 6 Month Budget Review.

Cotting presented the detailed budget/expenditures report provided by Waterloo City Treasurer Lana Nelson to the Board and LaRon Davis. Cotting noted WLOO was staying within its budget to date. Earned interest was higher than expected, videographer hours much, much lower than expected. Cotting proposed reallocating funds as follows:

200-55-5560-120 WAGES VIDEO/ASSIS decrease from 17,049.00 to 10,049.00

200-55-5560-340 RENT increase from 0.0 to 4950

200-55-5560-399 MISC increase from 2,800.00 to 6,800 (9/16 Open House Event will be charged to this)

200-55-5560-732 CATV WLOO INTERNSHIP decrease from 3,000 to 1,500

200-55-5560-810 OUTLAY increase from 8,000 to 11,000

200-59-5936-001 TRANSFER TO GENERAL FUND decrease from 4,200 to 700 (rent to City Hall was paid for with this item, WLOO only has two months rent to pay for 2023)

Cotting provided email by Jacob expressing support for whatever the board decides regarding the Open House and budget reallocations.

Cotting/Teubert reallocate funds as described. Roll Call: Abitz yes, Cotting yes, Teubert yes with Jacob absent and one vacancy.

- b. New Equipment Needs-** Camera, "Ready-to-Go Kits", backup supplies. Teubert presented his observations of WLOO's operational vulnerabilities based on his experience working as a station videographer. He suggested creating Ready to Go kits to make it easier for videographers to be properly equipped when going out to film. LaRon explained a new camera was needed because of the 3 station cameras, one does not color balance the same way the other two do, thus causing many editing hours needed to correct the balance. Model XA55 has the needed color balance.

- c. **Reallocation of Funds from Videographer Line Item to Capital Outlay Line item**
Cotting/Abitz Buy Camera and Kits as described, and charge to 200-55-5560-810
Roll Call: Abitz yes, Cotting yes, Teubert yes with Jacob absent and one vacancy.
- d. **WLOO CATV Cell Phone** No information as yet. Waterloo Clerk Ritter will inform WLOO when a decision has been made about municipal cell phones.
- e. **Service Pricing:** Manager Davis wants to create a WLOO Service Pricing package, but feels he needs expert guidance. The Board authorized LaRon Davis to pay tuition (about \$550) for an online class in business practices for media/TV stations, from Flash Film Academy, to be charged to line item 200-55-5560-320 CATV WLOO VIDEOTAPE/PROG. Cotting/Abitz. Unanimous.
- f. **Landlord Requests and Praise** Cotting reported on dialogue with The Solarium owner Joshua Wurzbarger. He was extremely pleased WLOO filmed the June 10th UR action event, and wants to help WLOO more. He proposed using some of The Solarium's advertising budget to buy a commercial from WLOO promoting The Solarium as a venue for events that foster improved dialogue between various civic groups.

6. Unfinished Business.

a. WLOO CATV Open House

Cotting reported on progress to date. Mayor Quimby shared observations of previous Solarium gatherings with Cotting and offered advice regarding seating and alcohol sales. Cotting will contact Cassandra of The Solarium and Park & Rec Director Gabe Haberkorn regarding additional tables and chairs. Clave y Afinque can perform for the final evening slot, for \$1300. Although Cotting contacted Guimo's about a food truck, both in person and by phone there has been no definitive commitment. Teubert offered to take the matter up because he knows Gustavo. Abitz suggested inviting PK & K Sweet Creations to sell their fudge at the Open House. Using a bluetooth speaker and playlist to play background music during periods of no live music was suggested.

b. Revised Performance Evaluation Form

Approve with noted corrections. Cotting/Abitz. Unanimous.

7. Future Agenda Items and Announcements.

Next Meeting: THURSDAY July 6th, 2023 at 6:00 pm at The Solarium.

8. Adjournment Motion

Teubert/Jacob. Unanimous. Meeting Adjourned at 19:18.

Minutes respectfully submitted by WLOO Board Secretary Laura Cotting July 5, 2023.



Bad Habit Booking Agreement

Bad Habit c/o Allen Nell
309 Van Buren
Waterloo, WI 53594
608-712-9659
allendec21@yahoo.com

THIS AGREEMENT, entered into on this 19th day of June, 2023, is for the personal services of the Bad Habit band (TALENT) for the performance described below. The undersigned PURCHASER and the undersigned representative for Bad Habit agree and contract as follows:

1. **NAME OF MUSICIANS: BAD HABIT**
 - a. **NUMBER OF MUSICIANS: 4**

2. **NAME AND ADDRESS OF VENUE:**

The Solarium
575 West Madison St. Waterloo, WI 53594

3. **DATE(S) OF PERFORMANCE: Saturday, September 16, 2023**

4. **TIME(S) OF PERFORMANCE: 1pm-3pm**

5. **TYPE OF PERFORMANCE: LIVE MUSICAL ENTERTAINMENT**

6. **PERFORMANCE OF SERVICES: TALENT shall arrive at least one hour before the starting time to set-up and conduct sound check. Venue will provide adequate stage space and necessary cover for the stage if outdoor venue.**

7. **WAGE AGREED UPON: 500.00. Payable by check made out to Steve Justman at time of performance.**

8. **CANCELLATION**
 - (a) **Provided TALENT is ready, willing and able to perform, PURCHASER agrees to compensate TALENT in accordance with the terms hereof except in cases of inclement weather, Act of God, fire, accident or any other event similar or dissimilar to the foregoing events which would prevent or interfere with the presentation of the performance hereunder.**
 - (b) **Notice of cancellation in advance shall be deemed received only upon direct voice contact between TALENT and PURCHASER.**
 - (c) **If cancellation is initiated by TALENT due to reasons other than of inclement weather, Act of God, fire, accident or any other event similar or dissimilar to the foregoing events which would prevent or interfere with the presentation of the performance, all monies paid to TALENT from PURCHASER shall be fully refunded within 2 weeks of cancellation.**

9. MISCELLANEOUS

If this is an outdoor venue, be advised TALENT will take any reaonable action deemed necessary to secure their persons and equipment from harm in the event of inclement weather.

Name of event contact person on premises day of event and phone number:

Authorizing parties:

PURCHASER: _____
(Sign)

(Date)

Phone: _____

Bad Habit representative : Luanne Platt
(Sign)

6.19.23
(Date)

Phone: 608-712-9659



Clave y Afinque Booking Agreement

Clave y Afinque c/o Jesus Burgos

2845 S. 52nd Street
Milwaukee WI, 53219
US: 414-202-6544
joeyb@claveyafinque.com

THIS AGREEMENT, entered into on this 5th day of July, 2023, is for the personal services of the Clave y Afinque band (TALENT) for the performance described below. The undersigned PURCHASER and the undersigned representative for Clave y Afinque agree and contract as follows:

1. NAME OF MUSICIANS: CLAVE Y AFINQUE

a. NUMBER OF MUSICIANS: 8

2. NAME AND ADDRESS OF VENUE:

The Solarium
575 West Madison Street
Waterloo, WI 53594

3. DATE OF PERFORMANCE: Saturday, September 16, 2023

4. TIME OF PERFORMANCE: 6:45 pm – 9 pm.

5. TYPE OF PERFORMANCE: LIVE MUSICAL ENTERTAINMENT.

a. Two sets of music, 55 minutes each, with a 25 minute intermission.

6. PERFORMANCE OF SERVICES: TALENT shall arrive at least one hour before starting time to set-up and conduct a sound check. Venue will provide adequate stage space and necessary cover for the stage if outdoor venue.

7. WAGE AGREED UPON: 1300. Payable by check made out to Jesus Burgos at time of performance.

8. CANCELLATION

a. Provided TALENT is ready, willing, and able to perform, PURCHASER agrees to compensate TALENT in accordance with the terms hereof except in cases of inclement weather, Act of God, fire, accident, or any

other event similar or dissimilar to the foregoing events which would prevent or interfere with the performance hereunder.

b. Notice of cancellation in advance shall be deemed received only upon direct voice contact between TALENT and PURCHASER.

C. If cancellation is initiated by TALENT due to reasons other than of inclement weather, Act of God, fire, accident, or any other event similar or dissimilar to the foregoing events which would prevent or interfere with the performance, all monies paid to TALENT from PURCHASER shall be fully refunded within two weeks of cancellation.

9. MISCELLANEOUS

If this is an outdoor venue, be advised TALENT will take any reasonable action deemed necessary to secure their persons and equipment from harm in the event of inclement weather.

Name of event contact person on premises day of event and phone number:

LAURA COTTING [1-608-658-1626](tel:1-608-658-1626)

Authorizing parties:

PURCHASER: _____
(Sign) (Date)

Phone: _____

Clave y Afinque representative: Jesus Burgos 7-5-2023
(Sign) (Date)

Phone: [414-202-6544](tel:414-202-6544)