

Minutes 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 Called to order at 6:14 pm. Abitz, Cotting, Jacob, Teubert present plus one vacancy. Manager Davis present.

2. Approval of Previously Unapproved Meeting Minutes:

January 9th (rescheduled to January 10) 2024 meeting. Abitz/Jacob. Unanimous.

3. Citizen Input

Cotting suggested WLOO donate unopened bottles of alcohol left over from September's Event to the Waterloo Booster's raffle in return for mentions by the event's MC. LaRon will contact Leslie Fugate to arrange.

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.

LaRon's responses: YouTube requires 500 subscribers for monetization. Working on promotional videos for WFRD, WLOO needs a designated WFRD contact. Chris' Classic Cinema will have a Canadian guest.

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')
LaRon passed out Rental, Membership and Price packaging forms for review. After discussion, it was agreed WLOO is not quite ready to offer membership packages and rental options were limited at this time. Price packages for services WLOO can offer will be finalized by staff. It was decided to split the document into two parts: 1 to be a DRAFT membership document, the other to be a broadcasting document. Abitz will implement and report back.
- b. 2024 WLOO Holiday Event : An informal potluck will be held Friday March 15th.
- c. Updated Employee Evaluation form: Cotting passed out printed copies of the updated Employee Evaluation form and requested Board members to bring completed copies to the March 12th meeting for LaRon Davis' annual evaluation.

7. Future Agenda Items and Announcements.

Abitz announced Tuesday evenings will no longer work starting in June.

Station Manager Performance Evaluation at March meeting.

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

8. Adjournment Motion Cotting/Jacob 7:20 pm.

Minutes respectfully submitted March 11, 2024 by Laura Cotting