

**Minutes for October 10, 2023 CATV Board Meeting, 6:00 pm
The Solarium, 575 West Madison St. Waterloo, WI**

1. Roll Call and Call to Order Meeting called to order at 6:19. Cotting, Jacob, and Teubert present. Manager Davis not present. Invited Guest Martin Rowe present.

2. Approval of Previously Unapproved Meeting Minutes:

October 10, 2023 meeting. Teubert/Jacob. Unanimous.

3. Citizen Input. Governor's Proclamation, October 20th Wisconsin Community Media Day. Joshua Wurzbarger told Laura Cotting that an anonymous neighbor of The Solarium complained via email about a temporary promotional sign for the WLOO Open House.

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:

Critique:

1-9 pm was too long

Attendees were confused by the layout and by the event being on two floors

Suggestions:

Create Media Advertising by the station and broadcast well in advance of the event

Have activities for children and include them in promotional materials

Co-Sponsor Event with another organization

Be interactive with guests- create "mini-movies" with attendees

Have the event in the main community room only OR have a greeter/usher in the lobby to direct guests

- b. WLOO CATV Petty Cash
After discussion, the Board voted to keep \$100 petty cash on hand at the station. Cotting/Teubert. Unanimous.
- c. 2023 WLOO Holiday Event?
After discussion, the Board tentatively decided on late Winter (February) as the next optimal time period for an event if we decide to have one.
- d. Detailed Strategic Planning for 4th Quarter 2023
After discussion, the Board decide to leave the task list as it stood with no additions or corrections.
- e. General Strategic Planning for 2024
After discussion, the Board felt 2024 should continue working to broaden the station's audience and focus on building an advertising client base. Suggestions were: More ad examples to stimulate interest, offering "proof of concept" ads at no charge. Details TBD.

6. Unfinished Business.

- a. Policy document regarding paid vs volunteer work by staff.
Tabled due to Abitz' absence. Cotting/Teubert. Unanimous.

7. Future Agenda Items and Announcements.

Next Meeting: Tuesday, November 14th, 2023 at 6:00 pm at The Solarium.

8. Adjournment Motion

Jacob/Teubert. Unanimous. The meeting was adjourned 7:26 pm.

Minutes Respectfully submitted 11/10/23 by Laura Cotting