

Minutes for July 12th 2022 CATV Board Meeting, 7 pm

1. Call to Order and Roll Call. Meeting called to order at 7:12 pm. Cotting, Jacob, Lewandowski, and Teubert present with one vacancy. Manager Davis present. Invited guest Jeff Robbins, Manager of KSUN, arrived at 7:18

Welcome New Board Member Paula Jacob!

2. Approval of Previously Unapproved Meeting Minutes:

Regular Minutes from June 8, 2022 meeting. Approved, with the noted correction “Jacob” not “Jacobs”. Lewandowski, Teubert. Unanimous with Jacob abstaining.

Closed Session Meeting Minutes from June 8, 2022. Approved. Cotting, Lewandowski. Unanimous with Teubert and Jacob abstaining.

3. Citizen Input.

4. Manager’s report.

WLOO completed its project with the Waterloo Elementary Summer School Class, and it will be premiering on WLOO CATV’s Facebook page soon. We supported the Waterloo Business Association by helping promote its Van Holten’s Pickling event. Our two new hires have been working with us as of June and that seems to be working out well. Soon they will be working on a project together. We covered lots of Waterloo Firemens’ Park sporting events and placed our new banner in the park with all of our contact information. Our flyers were placed at the Karl Junginger Memorial Library where they will be handed out to help spread awareness about the station. Our Facebook page has really been picking up thanks to the support received by the community. We will be receiving more equipment soon and inventory will be taken after. Our station activity is operating efficiently.

5. New Business

A. Possible Collaboration with Sun Prairie Public Access (Jeff Robbins)

Jeff Robbins, Station manager for KSUN (Sn Prairie’s Public Access channel) shared information about KSUN operations, shared information, and offered ongoing advice as needed. Main points: KSUN is also very concerned about the steady decline of revenue from franchise fees and actively looking to develop new revenue streams. KSUN has developed revenue from membership fees (183 community members), kids’ program (Grades 4-8, 1 day/week, October-April), and workshops. Also noted PEG stations CAN be monetized, he will send us the statutory language describing conditions. Robbins said KSUN has no issue with PEG channel signal clarity and advised that the stronger the case made for PEG channel being active the more incentive for Spectrum to do their part and clean up the signal.

KSUN structure for workshops and kids’ programming is in groups: one staff member, one student, and six kids. High retention.

KSUN has its own radio station, 103.5 FM. It’s popular and a great recruiting tool.

In response to equipment questions: Since Leightronix will no longer be working with Cable stations, who should WLOO approach for a new vendor? KSUN uses TeleVue, very satisfied

with them, especially with their technical support. What's the preferred camera set up for energetic indoor games such as basketball? KSUN has great success with a "Huddle" camera. It is wall mounted and has a motion sensor, so it can follow the action. It is GREAT for basketball.

B. Preliminary 2023 Budget Discussion

Cotting presented figures from this year's budget and noted that WLOO CATV was staying on budget or even below budget for this year's expenditures. Cotting reminded the Board that it committed to a policy of deficit spending for 2022 and 2023 in order to expand the station enough so it had the capability of generating additional revenue streams.

6. Unfinished Business.

A. Official WLOO CATV Shirts and/or Hats. No action needed

B. WLOO Cable and Waterloo School District Partnership Plan Feedback still needed from Jacob and Davis.

7. Future Agenda Items and Announcements.

Next Meeting: TUESDAY August 9th, 2022 at 6:00 pm.

8. Adjournment Motion: Cotting/Teubert. Unanimous. Meeting adjourned at 9:09 pm.

Respectfully submitted 8-8-2022 by WLOO CATV Board Secretary Laura Cotting