

**COMMITTEE: CATV REGULATORY BOARD**

**DATE: February 23, 2010 TIME: 5:30 pm**

**LOCATION: Municipal Building  
136 N. Monroe Street**

1. Called to Order by Battenberg.
2. Roll Call: Present: Battenberg, Reynolds, and Cotting. Also Present: Director Hechimovich and City Clerk Hansen. Absent: Nelson and Quimby.
3. Approval of January 19, 2010 meeting minutes  
Reynolds entertained a motion to approve the January 19, 2010 meeting minutes with Battenberg second and Cotting abstained.
4. Citizen Input None
5. Continuing Projects
  - a. Waterloo Web Site: review status and operation
    - i. The CATV Board looked at and discussed the analysis charts regarding Waterloo's Community Website from the previous four months of operation. The CATV Board was very pleased with the progress the new Community of Waterloo Website has made over the previous months since the launch date.
    - ii. Cotting also informed the CATV Board regarding a coalition interested in the possibility of having a membership on the Community Website in the community resources section of the website.
    - iii. The CATV Board also looked at and discussed Madison Computer Works RSVP agreement contract. Cotting informed the CATV Board exactly what the RSVP agreement meant. Battenberg still questioned the fact that Hurley could possibly be hired as a website technician if the new Community of Waterloo Website underwent significant technical issues in the future. The CATV Board concluded that the contract was not the correct RSVP agreement and agreed to find the correct agreement. Cotting moved to proceed with the correct agreement with Madison Computer Works with Reynolds second.
6. Unfinished Business None
7. New Business
  - a. Relationship regarding the Waterloo High School & Waterloo TV
    - i. Cotting mentioned about hearing some concerning feedback about the treatment of the CATV Board staff. Director Hechimovich shared some of the incidents that have happened over the past few months from Mr. Donner regarding getting signed permission slips for televising an event and not selling DVD's to those who would like to purchase a taped event from Waterloo Community Access TV. The CATV Board started discussing the possibility of having one permission slip to cover the entire school year of any extracurricular activity and making it mandatory that it be with the registration packet in the beginning of the school year. The CATV Board discussed there be a meeting between Mr. Donner and Battenberg to help sort out all of the issues involving taping of school events. In conclusion it was said that Battenberg will have a sit down meeting with Mr. Donner to discuss the issues of permission slips, webcasting events, and selling DVD's of taped events.

b. WPPI Discussion

i. Hansen informed the CATV Board of the definition of WPPI. Hansen asked the CATV Board permission to spend the WIPPI money on localizing the new Waterloo Community website in three forms. 1. Spend the money on an interested party to assist with data entry. 2. Spend the money with MCW in helping the new Community website gain better search optimization. 3. Spend the money in creative local promotions to help the community of Waterloo realize there is a new community website. Cotting motioned to spend the WPPI \$1000 on helping with the new Community Website on gaining more localization as see fit with Reynolds seconds.

c. PEG Programs

i. Hechimovich informed and discussed with the CATV Board the purchase of new programs from a site called pegmedia.org. In discussion with the CATV Board it was concluded that Cotting moves to spend money by adding new program content for Waterloo TV with Reynolds second

d. CATV Board Scholarships

i. Cotting urged the CATV Board to start thinking about how to promote the CATV Board Scholarships as the end of the school year is coming to a close.

8. Report of the Director

i. Hechimovich reported that everything at WLOO TV has been operating smoothly with no errors. Hechimovich also informed the CATV Board about the upcoming Basketball tapings for the WIAA tournament and that WLOO TV will be taking part in that as well. Battenberg expressed great appreciation about the WLOO TV schedule being in local newspapers. Hechimovich also informed the CATV Board about an accident with a videographer and that the videographer slipped on some ice and will be out of work for several days as doctor's orders. Lastly, Hechimovich informed the CATV Board on continuing plans for updating content for the WLOO TV portion of the Community Website.

9. Consideration of such other matters as authorized by law

-Next meeting – Tuesday April 13, 2010 at 5:30 pm

10. Adjourn with a Motion by Cotting and a second by Battenberg.

Attest:

Brennon Hechimovich  
Director, Waterloo Community Access TV