

COMMITTEE: CATV REGULATORY BOARD

DATE: July 26, 2010 TIME: 6 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 April 14, 2010 meeting minutes

Battenberg pointed out some grammatical issues. Reynolds entertained a motion to approve the April 14, 2010 meeting minutes with Cotting second.

4. Citizen Input None

i. Battenberg mentioned he had a meeting with Mark Hurley following the last CATV meeting. In the meeting Hurley was concerned about the issues he had with the community website. Battenberg asked the CATV Board if we could move the webhosting back to Hurley after the contract was up with Madison Computer Works. Reynolds suggested that once the contract ran out at MCW the CATV Board should draw up a bidding contract and have different vendors that would like to host the community website bid on the project. Hansen was asked to draft up a bidding contract for the community website to be ready to look at during the next CATV meeting.

ii. Hechimovich also mentioned that the main web designer who helped Waterloo TV has left the company and Waterloo TV now has a new web designer that will be taking over responsibilities for the community website. Additionally, Battenberg asked the board if the old Waterloo website is still a distraction to viewers and Hansen mentioned that he and the Mayor met with Hurley about the situation and Hurley was asked to take the site down immediately. Cotting mentioned about meeting with consultants regarding a feasibility study and the main concern the consultants had was that the old website must be taken down immediately.

iii. Cotting also mentioned a Wisconsin Art Representative will be coming to the Mode Theatre on August 4th for discussion on how to apply for different grant opportunities and how to form an Arts Board in your community.

5. Continuing Projects

a. Waterloo Web Site: review status and operation

i. Subscriptions

a. Battenberg asked the CATV Board if everything was paid and caught up to date as far as subscriptions go and Cotting mentioned that the Waterloo Swim Club is the only business that has not paid the subscription fee as of late.

b. Hechimovich updated the board and said once everything is edited and finished, the WYSO and ESYBL games will be put on the community website for viewership enjoyment.

c. The CATV Board looked at and discussed the latest stats for the community website.

6. Unfinished Business

a. CATV Board Members Terms

i. Hechimovich advised the CATV Board on a few board members terms that came up for renewal. Board members included Bobbi Reynolds and Lana Nelson. Additionally Hechimovich asked if Battenberg had any word on selling the High School Sports DVD's to families that requested them and Battenberg informed the CATV Board that it will be done soon.

7. New Business

a. CATV 2011 Budget

i. The CATV Board looked at and discussed the 2011 Budget. In addition to discussing the budget, Hechimovich asked the board, from Bill Wendt, if it would be okay to move Wendt from salary to hourly. The CATV Board discussed and calculated the projected budget for 2011. Hechimovich also mentioned that Waterloo TV went over expenditures on the videographers and therefore the 2010 budget would need to be amended to help going over budget with the videographers. Hechimovich also noted that Waterloo TV had lost a videographer and that Scott Larkin's gave his two week notice and will be planning on leaving Waterloo TV. Battenberg also mentioned that a new line item would be needed in the 2011 Budget for Scholarships.

b. Marketing Consultant

ii. Cotting asked the CATV Board if it would be a good idea to hire a marketing director for Waterloo TV to help with how to generate revenue and also help Waterloo TV become a successful business nondependent on the franchise fees from Charter.

8. Report of the Director

i. Hechimovich reported that the summer league of the ESYBL and Lake Mills Windmill League is over and everyone was very grateful that Waterloo TV took part of it. Hechimovich also noted that necessary steps are being taken for permission for taping Fall Sport of football coming up in September.

9. Consideration of such other matters as authorized by law

-Next meeting – Tuesday August 9, 2010 at 6 pm

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

Attest:

Brennon Hechimovich
Director, Waterloo Community Access TV