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**CATV REGULATORY BOARD
COUNCIL CHAMBER OF THE MUNICIPAL BUILDING
136 N. MONROE STREET
March 16, 2016 4:30 p.m.**

- 1. Call to Order and Roll Call**
- 2. Approval of Previously Unapproved Meeting Minutes**
- 3. Citizen Input**
- 4. Directors report**
- 5. Unfinished business**
 - a. Waterloo Regional Trailhead and CATV Station Synergy**
 - b. CATV upgrade from analog to digital**
- 6. New Business**
- 7. Future Agenda Items and Announcements**
- 8. Adjournment**

Jesus Burgos
WLOO Coordinator/Director

Posted and Emailed: March 11, 2016

PLEASE NOTE: It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above meeting(s) to gather information. No action will be taken by any governmental body other than that specifically noticed. Also, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request such services please contact the clerk's office at the above location.



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**CATV REGULATORY BOARD
COUNCIL CHAMBER OF THE MUNICIPAL BUILDING
136 N. MONROE STREET
JANUARY 13, 2016
4:30 p.m.**

1. **Call to Order and Roll Call.** Steve Battenberg called the meeting to order at 4:30 p.m. CATV board members present: Steve Battenberg, Bobbi Foutch-Reynolds, Dale Van Holten and Shannon Koele. Others present: CATV Director Jesus Burgos and City Clerk Mo Hansen.
2. **Approval of Previously Unapproved Meeting Minutes**
Motion: Moved by Bobbi Foutch-Reynolds to approve the December 2, 2015 meeting minutes. Seconded by Steve Battenberg. **Voice Vote:** Approved.
3. **Citizen Input.** None
4. **Directors Report**
Jesus Burgos reported on the the upgrade of the Cable station from analog to HD. He mentioned that we already had an SDI signal and that charter would not charge for cabling but they still needed to come to the station to check the rest of the equipment such as modulators. The cost still remained at \$13,000 and that amount could change. Jesus also reported on the program "Democracy Now" that has been running normally Monday through Friday at 4:00 pm and that it was taking at least two hours in order to download and transfer to the Leightronix format. This procedure was taking close to two hours of work since we had to spend 15-20 minutes on downloading, 15-20 minutes to transfer to the Leightronix format and 15-20 minutes to upload to Leightronix so that it could go on air. With the combination of downloading, uploading and working with logmein, it was slowing down the computers. Jesus mentioned that he was going to train the technicians on how to transfer the program so that they could come in and transfer the program here at the station. Shannon Koele mentioned that the Facebook page was not a business page and Jesus Burgos explained that he already created a business page and deleted the other pages but they continued to come back. Jesus also mentioned that he would continue working on making sure the pages would not continue to come back so the business page would be able to work as our one and only Facebook page.
5. **Unfinished Business**
Waterloo Regional Trailhead and CATV Station Synergy
Mo Hansen presented to the board the idea of rebranding one of the two CATV stations into a county wide outdoor recreational channel, with the idea of marketing the station county wide. Another area that it covers, according to Mo Hansen, is building on the mission of the Regional Trailhead as well as the other existing county park facilities. After a long discussion, the board felt that they needed to see a business plan that could clarify the rebranding of one of the stations. **Motion:** Bobbi Foutch-Reynolds moved to assign Mo Hansen and Jesus Burgos to work on a business plan for the rebranding of one of the CATV stations. Seconded by Shannon Koele. **Voice vote:** Approved.
6. **New Business. NONE**
7. **Future agenda items and announcements.** New meeting was set for March 16, 2016 at 4:30 PM.
8. **Adjournment. Motion:** Moved by Bobbi Foutch-Reynolds, seconded by Dale Van Holten. **Voice vote:** Motion carried.

Jesus Burgos
WLOO Coordinator/Director

Mo Hansen

From: Mo Hansen <cityhall@waterloowi.us>
Sent: Friday, March 11, 2016 3:23 PM
To: 'Battenberg, Steven R (46526)'; 'Bill Wendt'; 'City of Waterloo, Mayor'; 'cottingel@gmail.com'; 'Dale Van Holten (dvdutchvh1@gmail.com)'; 'Jesus Burgos'; 'Roberta Reynolds (RJfoutch@charter.net)'; 'Shannon Koele (thekoeles6@tds.net)'; 'Steve Battenberg'; 'Waterloo Cable Access TV (wloocatv@waterloowi.us)'; 'Waterloo Clerk/Treas Office'
Cc: Jesus Burgos; Waterloo Cable Access TV (wloocatv@waterloowi.us)
Subject: Business plan for the rebranding of one of the CATV stations

TO: CATV Regulatory Board

This communication is included as part of the meeting material posted on the [municipal website agendas page](#). Please accept this email as our work product under 3/9/2016 agenda item:

- Waterloo Regional Trailhead and CATV Station Synergy
 - (a) Business plan for the rebranding of one of the CATV stations

It is included as part of the meeting material posted on the municipal website.

BACKGROUND.

While every business plan should follow roughly the bullet points below. Because the task at hand is not pitching the concept to lenders of financial backers, Jesus and I have boiled it down to one Next Step. Everything ties back to sales revenue.

- Mission statement
- Description of your company and product or service
- Description of how your product or service is different
- Market analysis that discusses the market you're trying to enter, competitors, where you fit, and what type of market share you believe you can secure
- Description of your management team.
- How you plan to market the product or service.
- Analysis of your company's strengths, weaknesses, opportunities, and threat, which will show that you're realistic.
- Develop a cash flow statement.
- Revenue projections.
- Summary/conclusion or an executive summary.

NEXT STEP.

➔ Generate Sales Revenue. Advertise for a station sales person to market/sell program sponsorships and advertising, The sales person would be an independent contractor and not an employee. The sales person would earn a 50% commission on revenue with no base salary or other compensation. We would start with one person, but an unlimited number of people could operate in this capacity.

This novel approach is new territory for this cable access station or for that matter most all cable access stations in Wisconsin. Rather than spend time and resources making the case for the concept, thoroughly probing of marketplace interest in the concept should be the first step.

WHAT THEN WOULD BE THE FOLLOWING STEP?

Clearly understanding our cost of content production. This understanding will allow us to better ramp up expenses in tandem with station growth. The overall concept involves growing the station. The growth of expenditures should not exceed revenue growth. Our objective is the opposite of digging a budget deficit hole based upon minimally informed revenue/expenditure projections.

Mo Hansen
Clerk/Treasurer
City of Waterloo

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