

COMMITTEE: CATV REGULATORY BOARD

DATE: August 31, 2011 TIME: 5pm

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

1. Called to Order by Battenberg.
2. Roll Call: Present: Battenberg, Reynolds, and Quimby. Also Present: Director Hechimovich and City Clerk Hansen. Absent: Nelson.
3. Approval of the January 26, 2011 meeting minutes.
 Cotting moved to approve the January 26, 2011 meeting minutes with Reynolds second.
4. Citizen Input
 - i. Hechimovich noted that Waterloo TV has been having trouble with their analog stations as of late and calls are in place to fix the problem as soon as possible.
5. Continuing Projects
 - a. Waterloo Web Site: review status and operation
 - i. Cotting brought an email to the CATV Boards attention regarding certain issues with the website. The email stated some graphical issues with the website regarding the main page and the community resources page. Cotting also mentioned a conversation with herself and MCW about how Waterloo TV's website can be repaired. The CATV Board also discussed an approval process that must be taken if an outside party would like to make adjustments to the Waterloo Website. Cotting moved to authorize Dave from MCW to repair the damaged style sheet for the Community Resources section of the Community of Waterloo Website at the Cable Board's expense with Reynolds second.
6. Unfinished Business
 - a. Business Plan
 - i. Cotting discussed the possibility of starting a business plan for Waterloo TV. Cotting also mentioned about an informative phone conversation with the business manager from Milwaukee TV earlier in the year. Cotting also informed the CATV Board that MATC of Milwaukee works side by side with Milwaukee TV. Reynolds also asked the question is there a market for Waterloo TV, how to get from A to B? Cotting made mention that Milwaukee TV does use a consulting firm in Boston for their business side of things and how to guide them through a business plan. Milwaukee TV also told Cotting to contact Wisconsin Public TV and that Wisconsin Public TV have a solid relationship with the state. Battenberg also noted that a big part of the population of Waterloo that is under served is the Hispanic community who live in Waterloo. Reynolds asked the question about the possibility of hiring a firm to come do a feasibility study for Waterloo TV. Cotting also mentioned that the interactive map needs to be overhauled to fit technically with the new community website.

7. New Business

a. 2012 Budget

i. The CATV Board looked at and discussed the CATV Budget for the 2012 year. During the talk of the 2012 budget, Cotting asked Battenberg to check on the scholarship forms to make sure Waterloo High School have all the correct forms if a student were to apply for the scholarship. Hechimovich also noted that Waterloo TV is looking at purchasing a third camera for the studio. The CATV decided to add another \$10,000 to the outlay on the 2012 budget for the possibility of a feasibility study for Waterloo TV. Cotting also brought to the CATV Board's attention the line item under the Coordinator Directors position that the figures have been raised due to increase insurance packages the state would be raising. After discussing the figures, the CATV Board decided the figure change under the Coordinator Directors line would be okay. Reynolds motioned to approve of as written with an amendment increase the outlay from \$6,490 to \$16,490 with Cotting second. Cotting moved that Hansen figure out the numbers for Hechimovich's raise with Quimby second.

8. Report of the Director

i. Hechimovich reported that WLOO TV has been having trouble with Charter at the moment. The analog signal has completely shut down on our station and Hechimovich is in the process of making the necessary connections with Charter to ensure the signal comes back the way it was to Waterloo TV. Quimby asked the question if anyone watches the channels and if so who are the people watching. Hansen replied to add in a phone number or e-mail asking if people would call in with their responses.

ii. Hechimovich also asked what Waterloo TV can do about bringing back Walking the Plank. Quimby mentioned she would talk to her husband Scott to see if the interest would be there to get a sponsor and continue running the program.

iii. Hechimovich asked the board about the possibility of starting some Hispanic programming. Cotting also mentioned the idea about taping some soccer events. Battenberg mentioned the idea about taping the Menasha Soccer league and that Battenberg would contact the league's supervisor on Hechimovich's behalf to tape for Waterloo TV.

iv. Hechimovich also reported that due to the current manager leaving in Watertown TV, Hechimovich is now the new manager at that station and will be running both stations.

9. Consideration of such other matters as authorized by law

-Next meeting – Wednesday November 9, 2011 at 5pm

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

Attest:

Brennon Hechimovich
Director, Waterloo Community Access TV