

COMMITTEE: CATV REGULATORY BOARD

DATE: February 7, 2012 TIME: 5pm

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

1. Called to Order by Battenberg.

2. Roll Call: Present: Battenberg, Reynolds, Koele, Cotting, Quimby and also Present: Director Hechimovich. Absent: City Clerk Hansen.

3. Approval of the August 31, 2011 meeting minutes.

Cotting moved to approve the November 9, 2011 meeting minutes and the closed session meeting minutes with one change noted and Reynolds seconds. Quimby abstains.

4. Citizen Input

None.

5. Continuing Projects

a. Business Plan

i. Cotting asked the CATV Board about a resolution to push or kill the business plan idea that has been talked about for months. Cotting discussed the idea about hiring a firm that has experience in designing a business plan and the City Clerk would design an RFP to send it out to different firms in help with the business plan idea. Reynolds suggested instead of sending out an RFP for a business plan to send an RFP out for a feasibility study to see if Waterloo TV would even need a business plan and go from that direction. Battenberg mentioned about doing some research on other community TV stations and found that other stations have community members checking out equipment to produce their own shows and Battenberg raised the point of needing to promote that side of the cable station. Koele mentioned that the Antique mall of Waterloo is thinking about doing a featured show promoting different exhibitors in the mall and televising it on the Waterloo channel. Cotting moved that Hansen be given the directive to work with Hechimovich on creating a request for proposals for consultant services that would include a feasibility study, development of our website for broadcast medium, updating trainings and forms, advise on advertising and advertising rates, educational ideas and training, addressing the issue of viewership, assisting us in making decisions on legal status of the cable board should they become a nonprofit 501C3, should the cable board separate from the city, assist us for updating the municipal code, "the ordinance of describing what the cable board does" and give the cable board advise on programs and grants, possible assistance writing the grants to bring in partners so that the cable board can look down the road of expanding the station and our programming securing outside funding with Quimby seconding as stated from Cotting.

b. Scholarships

- i. The CATV Board asked Battenberg to email the scholarship information to the high school and make sure the high school guidance counselor knows there are scholarships available for students that want to major in the communication field.

6. Unfinished Business

None

7. New Business

- a. Hechimovich asked the CATV Board if they had formally approved Hechimovich's new wages after Hansen calculated it for the new budget year. Hansen informed the board the task was completed and everything is in place for the year.

8. Report of the Director

- i. Hechimovich reported that the station is running smooth. Basketball has come to an end, but spring sports are around the corner and WLOO TV will be involved in taping the home games this year. Battenberg asked Hechimovich if there are any more things in the Waterloo area that should be taped that are being overlooked. Hansen stated of a woman who mentioned that a public speaker might be coming into local schools and would be talking about the topics of driving under the influence and the CATV Board thought that might be something to tape for the community. Hechimovich also informed the CATV Board that Waterloo TV is pricing out a new editing computer capable of editing high definition video and that Hechimovich would be keeping the CATV Board updated as needed.

9. Consideration of such other matters as authorized by law

-Next meeting – Tuesday March 20, 2012 at 5pm

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

Attest:

Brennon Hechimovich
Director, Waterloo Community Access TV