

COMMITTEE: CATV REGULATORY BOARD

DATE: July 18, 2012 TIME: 5pm

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

1. Called to Order by Battenberg.
2. Roll Call: Present: Battenberg, Koele, Reynolds and Cotting. Others Present: Director Hechimovich and Mary Cardona. Absent: City Clerk Hansen.
3. Approval of the May 15, 2012 meeting minutes.
Hechimovich asked the minutes from May 15 meeting be tabled.
4. Citizen Input
 - a. Cotting informed the CATV Board that Tama Griffin Life Changing Nutrition was interested in doing a wellness series with Waterloo TV.
5. Continuing Projects
None
6. Unfinished Business
None
7. New Business
 - a. Meeting with Mary Cardona
 - i. Cardona informed the CATV Board that she would like to get a feel for where the Waterloo TV station would like to go in the future and go over goals etc. The CATV Board and Cardona discussed the following:

Cardona informed the CATV Board that a meeting was held between Wendt Hechimovich and Cardona about the overview and background information about the Waterloo TV Station.

Cardona also has been working on the City Ordinance on behalf of the Waterloo TV.

Cardona informed the CATV Board that a survey has been sent out to Wisconsin Community Members regarding other TV Stations for reasons such as what is other TV stations doing in Wisconsin.

Battenberg opened up the meeting with who Cardona should talk to regarding Waterloo TV feedback and the suggestions are:
Community Development Authority Committee – Keri Sellnow
Chamber of Commerce – Bill Hogan
Life changing Nutrition – Tama Griffin
Antiques Mall – Sheri Rehm
Waterloo High School – Connie Schiestl
Sergio Nutas- Teacher
Cecilia Wiltzius - Library Director

Police Chief – Tim Thomas
Public Works Department
Fire Department
Bob Thompson – Mayor of Waterloo
Tyler Lamb – Reporter for the Courier.

Cardona brought up a point of a conversation with Hansen and what were Hechimovich's priorities and where the time was spent the most at and how to utilize time efficiently. Cardona suggested setting up a priorities list. Cardona made mention that Waterloo TV does a lot more for the school district of Waterloo than most other TV stations do around the area.

Cardona shared her vision about the Cable Franchise was that more people are turning to the web rather than the local cable access station.

Cotting informed Cardona that she is on the city council for Waterloo and that the council has hinted around about raiding the Cable Board's funds in the near future. Cardona made clear about the station being self sustaining. Cardona mentioned about Act 42 and that TV Stations could go commercial and Waterloo TV could explore that option as well. However, the Cable companies could challenge it and end up in a court of law. Cardona advised the CATV Board that they can allocate staff time to helping nonprofits or individuals if the Board chooses. Cardona mentioned she was afraid the Station couldn't function as its own entity, but Cardona said there is no reason why the Station couldn't raise a third of its money.

Cotting asked Cardona how the website and the channel can exist together. Cardona mentioned the society is more interested in video on demand on the internet for the cable stations. Also it was discussed the website and channel can promote each other. Cardona also suggested a site called Hulu.com, which is for putting up programs of various lengths and also there are several cable access stations on that site with their own programming channel for viewership.

Battenberg informed Cardona that Waterloo TV does not have a good base for starting out. Cardona mentioned the Station needs to be in order before exploring other options to help the station grow more. Cardona mentioned about a new form of public access because the younger crowd are videos being taped with I phones, etc.

Cardona asked about the situation with the Waterloo High School and Battenberg mentioned having to get permission slips signed for every sport throughout the year and the other concern was video on demand on the web for school events. Cardona suggested about inviting the Waterloo High School's personnel to a Cable Board meeting during the time of re-setting up the station and having the School it's a part of the station and not being forced to change as the Cable Station will be making some changes in the future.

At the end of the Meeting with Cardona, Battenberg made it clear the Cable Station is all over the place and it simply needs direction and to take care of

its base work before moving forward to the web and community outreach etc.

b. Timelines for Filming Projects

i. Koele expressed much disappointment that the Antique Mall's video was not finished yet, and that filming took place 3-4 months ago during its grand re-opening. Battenberg asked Hechimovich to finish up the documentary first then move onto other projects for the station.

c. Bill Wendt's Wages

i. Hechimovich requested, on Wendt's behalf, that Wendt would like a raise in pay to match Hechimovich's position. The CATV Board asked how much time Wendt is putting into the station. Hechimovich replied Wendt and Hechimovich have meetings as needed and the big reason is Waterloo TV has had several equipment breakdowns over the last few months that have required Wendt's attention at the station which is taking up a lot of time trouble shooting the equipment. The CATV Board mentioned further discussion was in order about the request.

d. 2013 Budget

i. The CATV Board will wait with budget discussion until the next meeting and the discussion about Wendt's wages as well.

8. Report of the Director

i. Hechimovich reported having no update for the board.

9. Consideration of such other matters as authorized by law

i. Battenberg mentioned the next meeting will be a closed session meeting discussing personnel and the other half of the meeting will be budget discussion.

-Next meeting – August 15, 2012 at 5 pm

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

Attest:

Brennon Hechimovich
Director, Waterloo Community Access TV