



136 N. MONROE STREET, WATERLOO, WI 53594
PHONE (920) 478-3025
EMAIL cityhall@waterloowi.us
FAX (920) 478-2021

**CATV REGULATORY BOARD
COUNCIL CHAMBER OF THE MUNICIPAL BUILDING
136 N. MONROE STREET
July 15, 2013
5:00 p.m.
MINUTES**

1. **Call to Order and Roll Call** Laura Cotting called meeting to order at 5:00 p.m. CATV board members present: Shannon Koele, Dale Van Holten, and Jesus Burgos.
2. **Approval of Previously Unapproved Meeting Minutes**
Motion: Moved by Shannon Koele to approve the minutes from the past meeting seconded by Dale Van Holten **Voice vote:** Approved
3. **Citizen Input**
Shannon DeWitt and Michael Hermanson from Flex Consulting presented to the board what they have to offer WLOO in the areas of advertising, sales, programming and promotions.
4. **Unfinished Business**
 - a. Website Upgrade
 - b. Purchase of editing software and video recording equipment
5. **Director's Report**
Jesus Burgos reported on the progress of Channels 96/991 and 98/992 and possibilities of interested advertising clients.
6. **New Business**
 - a. **CATV-Virtual channel purchase decision.**
It was recommended by Laura Cotting to consider a decision at our next meeting
 - b. **Sponsored sales strategies and pricing.**
To be discussed at future meetings with suggestions from Board members and Flex Consulting.
7. **Future Agenda Items and Announcements**
8. **Adjournment**
Motion: Moved by Van Holten, seconded by Shannon Koele **Voice vote:** Motion carried.

Jesus Burgos
WLOO Coordinator/Director