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**CATV REGULATORY BOARD
COUNCIL CHAMBER OF THE MUNICIPAL BUILDING
136 N. MONROE STREET
August 13, 2014
5:00 p.m.**

- 1. Call to Order and Roll Call.** Steve Battenberg called the meeting to order at 5:00 p.m. CATV Board members present: Bobbi Foutch-Reynolds, Laura Cotting, Shannon Koele, and Dale Van Holten. Others present: CATV Director Jesus Burgos and City Clerk Mo Hansen.
- 2. Approval of Previously Unapproved Meeting Minutes**
Motion: Moved by Laura Cotting to approve minutes from July 16, 2014, seconded by Bobbi Foutch-Reynolds.
Voice vote: approved.
- 3. Citizen Input**
None
- 4. Directors report.**
Jesus Burgos reported on the meetings he held with Gregorio Ayala from the Ayala Market in Waterloo to discuss the possibilities of creating a local Latino show that would air on WLOO Channel 992. Ayala mentioned that he was interested in working with the production crew of WLOO in order to work on two half hour shows per month, hopefully beginning in the month of September. Possible future guest would include: Social workers, doctors, lawyers, educational specialist, etc; from Community organizations such as UMOS and UCC from Milwaukee WI, UWM and La Movida radio station in Madison WI.

Jesus also followed up on the WLOO Facebook page and the importance of becoming a friend. He also touched on a new part time city employee that would be helping out with certain areas of the CATV workload. Alice Kvalheim. Jesus will meet with Alice in order to determine what areas she could help us out in. The director also reported on a new program that started to air on channel 992 called Land Of Peace. This half hour program comes in from Germany translated into English free of charge. The program is dedicated to farming and farm animals.
- 5. Unfinished business.**
Mo Hansen reported on the website meeting held with the Greenleaf staff in order to run through the directions and questions submitted by the board. After meeting with Greenleaf they sent us an e-mail with 3 mockups so that the board could send feedback on what they prefer. After analyzing the 3 mockups the board decided on combining parts of mockups 1 and 3. These would be sent to Greenleaf with the idea of receiving a possible final mockup by e-mail. Any further changes could be sent by email to Greenleaf and during the next meeting final vote of approval would be submitted.
- 6. New Business**
CATV 2015 Budget was submitted by Jesus Burgos, Director of CATV. Jesus mentioned that according to his calculations the budget was over by about \$6,000 without including the cost of a new local show that would serve the Latino communities. The board recommended that the director should make a calculated estimate of cost for the new show and also include the cost of \$5,000 for mapping the new website for the next meeting. Mo Hansen Clerk/Treasurer presented to the board recommended actions such as changing the manner in which the hourly work is compensated for videographers, and adding a revenue and expense line item related to the sale of advertising including a drafted agreement by which individuals would be compensated

on a percentage basis for advertising revenue generated.

Motion: Moved by Laura Cotting for actions to read, a videographer shall receive a minimum of \$10.00 per meeting regardless of the length of time worked and \$10.00 per hour for time over one hour, seconded by Dale Van Holten. **Roll Call Vote:** All in favor, motion carried.

Motion: Moved by Laura Cotting to add a revenue and expense line item relating to the sale of advertising, seconded by Bobbi Foutch-Reynolds. **Voice Vote:** Motion carried. As far as the percentage agreement by which individuals would be compensated for advertising revenue generated, it was agreed that Jesus Burgos would bring in an example draft with a standard percentage agreement to our next board meeting. The example would be examined and discussed by the board members.

7. Future agenda items and announcements.

Meeting was set for September 10, 2014 at 5:00 pm.

8. Adjournment

Motion: Moved by Laura Cotting, seconded by Shannon Koele to adjourn. **Voice vote:** Motion carried.

Jesus Burgos
WLOO Coordinator/Director