



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
JANUARY 13, 2016 AT 4:30 p.m.**

1. **Call to Order and Roll Call.** Steve Battenberg called the meeting to order at 4:30 p.m. CATV board members present: Steve Battenberg, Bobbi Foutch-Reynolds, Dale Van Holten and Shannon Koele. Others present: CATV Director Jesus Burgos and City Clerk Mo Hansen.
2. **Approval of Previously Unapproved Meeting Minutes**
Motion: Moved by Bobbi Foutch-Reynolds to approve the December 2, 2015 meeting minutes. Seconded by Steve Battenberg. **Voice Vote:** Approved.
3. **Citizen Input.** None
4. **Directors Report**
Jesus Burgos reported on the the upgrade of the Cable station from analog to HD. He mentioned that we already had an SDI signal and that charter would not charge for cabling but they still needed to come to the station to check the rest of the equipment such as modulators. The cost still remained at \$13,000 and that amount could change. Jesus also reported on the program "Democracy Now" that has been running normally Monday through Friday at 4:00 pm and that it was taking at least two hours in order to download and transfer to the Leightronix format. This procedure was taking close to two hours of work since we had to spend 15-20 minutes on downloading, 15-20 minutes to transfer to the Leightronix format and 15-20 minutes to upload to Leightronix so that it could go on air. With the combination of downloading, uploading and working with logmein, it was slowing down the computers. Jesus mentioned that he was going to train the technicians on how to transfer the program so that they could come in and transfer the program here at the station. Shannon Koele mentioned that the Facebook page was not a business page and Jesus Burgos explained that he already created a business page and deleted the other pages but they continued to come back. Jesus also mentioned that he would continue working on making sure the pages would not continue to come back so the business page would be able to work as our one and only Facebook page. Shannon Koele mentioned that we should look at the possibility of sharing the CATV Facebook page with the City page. This would drive traffic to the website and to the Cable channel.
5. **Unfinished Business**
Waterloo Regional Trailhead and CATV Station Synergy
Mo Hansen presented to the board the idea of rebranding one of the two CATV stations into a county wide outdoor recreational channel, with the idea of marketing the station county wide. Another area that it covers, according to Mo Hansen, is building on the mission of the Regional Trailhead as well as the other existing county park facilities. After a long discussion, the board felt that they needed to see a business plan that could clarify the rebranding of one of the stations. **Motion:** Bobbi Foutch-Reynolds moved to assign Mo Hansen and Jesus Burgos to work on a business plan for the rebranding of one of the CATV stations. Seconded by Shannon Koele. **Voice vote:** Approved.
6. **New Business. NONE**
7. **Future agenda items and announcements.** New meeting was set for March 16, 2016 at 4:30 PM.
8. **Adjournment. Motion:** Moved by Bobbi Foutch-Reynolds, seconded by Dale Van Holten. **Voice vote:** Motion carried.

Jesus Burgos
WLOO Coordinator/Director