

Agenda for June 12th 2024 CATV Board Meeting, 6:00 pm
The Solarium, 575 West Madison St. Waterloo, WI

1. Roll Call and Call to Order

2. Approval of Previously Unapproved Meeting Minutes:

April 9th 2024 and May 14th 2024 regular meeting minutes.

3. Citizen Input

4. Manager's report.

In the month of May my team and I were focused on completing projects mainly for YouTube content.

We added 6 video projects to our channel and have accumulated over 1000 views in the last 28 days.

The Waterloo PD was a pleasure to work with on the appreciation project and we hope to work with them in the future to help build better public relations.

WLOO attended and did film work for the Waterloo Fire and EMS Supporters, inc at the Community Appreciation Day. This was a wonderful experience for our staff, and we were happy to be invited.

We collected lots of content and will stay in contact with the WFD for future outreach projects. We were also invited to film some training events that could be of great use to help with informing and recruiting future talent for the WFD. On Facebook we helped to promote events for the Waterloo Business Association like the Wine Walk and the Farmers Market. We also created and posted a banner in recognition of Cinco de Mayo.

All city of Waterloo municipal meetings were recorded and uploaded to channel 992 and YouTube.

5. New Business

6. Unfinished Business.

a. Plans to promote WLOO CATV (Teubert)

i. Draft Sizzle reel

ii. Draft Business Card

7. Future Agenda Items and Announcements.

Next Meeting: ***NOTE WEEKDAY CHANGE* Wednesday, July 10th, 2024** at 6:00 pm at The Solarium.

8. Adjournment Motion

LaRon Davis, Station Manager