

**Agenda for March 19th 2025 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:** February 12th, 2025.

**3. Citizen Input:**

**4. Interim Manager's report. (Cotting)**

WLOO welcomes videographer Jayden Niemuth. Jayden has collegiate coursework in the Media Arts from UW Whitewater and experience with a wide variety of equipment and software. Jayden co-hosts Chris' Classic Cinema and has her own podcast program. Jayden was hired on March 6<sup>th</sup> and immediately starting recording meetings for WLOO. Videographers report smooth operations, with the exception of that loose camera tripod is now so loose it has to be held onto and should be replaced. Videographer Nighthawk had a successful run with "Wintertime" and has returned to work with WLOO. All videographers accepted the WLOO CATV Board's invitation to attend a joint meeting on March 19<sup>th</sup>. The Waterloo Finance, Insurance, and Personnel Committee had a full Agenda last month but will review WLOO CATV's revised 2025 budget at their March 20<sup>th</sup> meeting.

**5. New Business**

- a. Visioning and Brainstorming meeting of Station Staff and CATV Board members

**6. Unfinished Business.**

- a. Review of Station Manager Job Description and Previous Hiring Processes
  
- b. Attracting Station Investors

**7. Future Agenda Items and Announcements.**

Next Meeting: **Wednesday, March 12th, 2025** at 6:00 pm at The Solarium.

**8. Adjournment Motion**

**Laura Cotting WLOO CATV Regulatory Board Chair**

**Minutes for February 12th 2025 CATV Board Meeting, 6:00 pm**  
**The Solarium, 575 West Madison St. Waterloo, WI**

**1. Roll Call and Call to Order** Abitz, Cotting, Teubert present. Meeting called to order at 6:04 pm.

**2. Approval of Previously Unapproved Meeting Minutes:** January 8, 2025. Abitz/Teubert. Unanimous.

**3. Citizen Input:**

**4. Interim Manager's report.** (Cotting)

Spectrum price quotes for SD and HD upgrades are less than half of prior estimates. Given budget constraints WLOO has two feasible options to get back on the air:

1) Upgrade both channels to SD, load with two subscriptions to Leightronix Total/Info.

2) Let 991 go dark. Upgrade 992 to Digital HD, load it with one subscription to Leightronix TotalInfo.

**The cost for either is affordable if a Manager isn't hired until Fall 2025 at the earliest.**

WLOO CAN get back on the air, the big question is SHOULD it? Who will watch? How to rebuild its audience?

When Cotting reported at the 1-16-25 Council meeting, the Mayor, Alders Weihert, Cummings, and others stated constituents have been asking about the Cable channels. Spectrum subsequently stated the area served by their cable TV is all of Jefferson County plus portions of Walworth, Dodge, and Rock Counties.

NOTE: Final 2024 fiscal report: Franchise Fees 12% less, so Expenditures \$3035.42 > 2024 Revenue

Cotting began archiving digital assets on the Production computer, and re-configured PC11 as an Admin computer to be used for operational documents and creation of simple digital Adobe graphics. Note that PC11 and the Nexus computer are old, budget should allow for failure. Videographers report smooth operations except for Feb. 6<sup>th</sup> Municipal meetings. Spectrum outages caused issues with livestreaming Public Safety and Public Works meetings. Travis Uhlig was able to salvage video from Public Works, not Public Safety. Videographer Nighthawk is involved with "Wintertime" and not available for WLOO until March.

**5. New Business**

- a. **The Solarium Rental License Agreement.** An amendment with new location and reduced rent created and signed by The Solarium management was presented by Cotting. It is already being implemented by the City.
- b. **Spectrum Price Quotes and Next Steps:** Cotting presented the quotes to get 991/992 back on the air, in SD and HD, provided by Spectrum Sales rep Gerry Wergin. The Board had grave reservations about doing so during a time of declining revenue. More information is needed about the feasibility of rebuilding the audience, then gaining enough advertising revenue to offset the monthly subscription and labor costs of operating 992.
- c. **2025 Budget Revisions:** Cotting presented a revised 2025 budget including: reduced projected revenue, the cost of getting 992 operational in HD and monthly programming starting in June, and part time Manager and Senior Videographer positions (10hrs/week apiece) assuming a June start date. The Board approved it under the condition it was understood the Board was not committing to the expense of getting 992 operational.

**Roll Call: Abitz Yes, Cotting Yes, Teubert Yes.**

**6. Unfinished Business.**

- a. **Year End Budget Review:** The 2024 Year end financial report was reviewed. Because revenue was 12% under the budgeted amount, there was a \$3035.42 year end deficit.
- b. **Review of Station Manager Job Description and Previous Hiring Processes:** Discussion. No Action
- c. **Attracting Station Investors:** Discussion. No Action

**7. Future Agenda Items and Announcements.**

Visioning and Brainstorming meeting of Station Staff and CATV Board members

Next Meeting: **Wednesday, March 19th, 2025** at 6:00 pm at The Solarium.

**8. Adjournment Motion:** Teubert, Abitz. Unanimous. Meeting Adjourned 7:32 pm.

Minutes respectfully submitted March 18, 2025 by Laura Cotting

**WLOO CATV 2025 BUDGET**

Line Item	Title	2025 Budget	Rationale	2025 Adjusted
200-43-4363-000	Video Service Aid (State)	\$8,065.67	Amt. rec'd in 2023 and 2024.	\$8,065.67
200-44-4450-000	Cable TV Franchise Fees	\$35,227.67	2025 Budget Must be readjusted.	\$32,567.88
200-48-4810-000	Interest on Temp Investments	\$8,700.00	2025 budget must be readjusted	\$8,689.01
	<b>Revenue</b>	\$51,992.67	2025 Budget must be readjusted	\$49,322.56
200-55-5560-110	Salary Coordinator	\$20,800.00	half time (1040 hrs) @\$20/hr base rate (base rate was about \$26/hr)	\$0.00
200-55-5560-120	Wages Video/Assistant	\$6,000.00	note-must account for 2% raise in hourly base rate	\$20,000.00
200-55-5560-151	Social Security	\$2,700.00	2024 mid-year actual x2 with fudge factor added, x .75 (due to 25% cut in manager base rate)	\$2,647.33
200-55-5560-152	Retirement	\$1,875.00	2024 mid-year actual x2 with fudge factor added, x .75 (due to 25% cut in manager base rate)	\$1,669.48
200-55-5560-153	Health Insurance	\$3,825.00	2024 plus fudge factor, x .75 (due to 25% cut in manager base rate)	\$0.00
200-55-5560-320	Video Tape Prog	\$960.00	\$64.99 mo/ \$129.99 Months 13-24 plus \$19.99/mo for static IP ((84.98 x11) + \$149.99 = 1084.77	\$1,084.77
				\$2,664.00
200-55-5560-321	Dues and Membership	\$4,836.00	See itemized Annual Subscriptions 2025 below	\$3,803.00
200-55-5560-321	CATV Rent	\$6,293.55	Relocated to smaller office at \$435 month. New Figure \$5220	\$5,220.00
200-55-5560-354	Rep and Maint equip	\$490.00	\$240 for Madison Computer Works Blue Maintenance Plan, remainder for replacing cables, etc.	\$490.00
				\$6,335.00
200-55-5560-360	CATV WLOO Mobile Phone	\$348.36	29.03/mo in 2024, City Plan	\$348.36
200-55-5560-380	Computer Supplies	\$250.00	printer ink, paper, etc	\$250.00
200-55-5560-399	Misc	\$0.00		\$0.00
200-55-5560-510	Property Insurance	\$50.00	2024 cost	\$50.00
200-55-5560-512	Liability Insurance	\$11.00	2024 plus fudge factor	\$11.00
200-55-5560-521	Cyber Insurance	\$700.00	2024 plus fudge factor	\$700.00
200-55-5560-730	Scholarship	\$0.00		\$0.00
200-55-5560-732	Internship	\$0.00		\$0.00
200-55-5560-810	CATV WLOO Outlay	\$250.00	camera memory cards, cables, chargers, etc.	\$2,250.00
200-21100	CDA 2 58222 Taylor Computer Services	\$252.00	\$21 Monthly Charge, EDR program for City cyber insurance requirements	\$252.00
	<b>Expenditures</b>	\$49,640.91		\$47,774.94
				Amount remaining \$1,865.97
	<b>Itemized Annual Subscriptions and Dues 2025:</b>			
	Leightronix (3)	\$4,378.00	1788.00 for Viebit, 1295 each for TotalInfo	
	canva pro	\$119.99		
	MCW Webroot (	\$52.75		
	Wisconsin Com	\$250.00		
	Waterloo Busine	\$35.00		
	<b>Total</b>	\$4,835.74		

**Rationale**

Amt. rec'd in 2023 and 2024.

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2024 videographers \$6600, new hire < half time  
Treasurer-2024  
Treasurer-2024

\$64.99 mo/ \$129.99 Months 13-24 plus \$19.99/mo for static IP ((84.98 x11) + \$149.99

6 months of Spectrum HD for 1 channel at \$444/month

\$1788, or \$3083, or \$4378? See itemized Annual Subscriptions 2025 below

Relocated to smaller office at \$435 month.

\$240 for Madison Computer Works Blue Maintenance Plan, remainder for replacing cables, etc.

Upgrade 992 to HD

29.03/mo in 2024, City Plan

printer ink, paper, etc

2024 cost

2024 plus fudge factor

2024 plus fudge factor

camera memory cards, cables, chargers, etc. \$2K in case of computer failure

\$21 Monthly Charge, EDR program for City cyber insurance requirements

2024 Actual Revenue-Adjusted 2025 Expenditures