



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

April 3, 2018 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on April 3 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Matthew Benavides, Harvey Gersin, Suzanne Levine, and Deborah Macon. Also in attendance were Commissioner Nada Jamoua, Civic Center TV and WBLD General Manager Dave Scott, and Commission Executive Director Dave Alberty. Not in attendance were Commissioners Grogan, Kowalsky, Krause, Miller, and Warshay.

Mr. Scott reported Civic Center TV and WBLD involvement in a major community event, a Food Truck Rally to benefit Youth Assistance, on Friday, June 8.

Mr. Alberty reported that ten residents of the four communities have agreed to participate in the Commission's Cable Community Panel. Discussion focused on the scheduling and agenda for the first panel meeting in April, May, or June.

The committee discussed the Commission's 2017 Community Engagement Project and the final report issued by Joscelyn Davis of Jade Strategies. Mrs. Dziuba asked that each member review that report for actionable tasks the committee should undertake as part of the Commission's Strategic Planning Initiative.

Members reviewed strategic planning goal 4 (Programming) and noted which objectives should be noted as targeted for the remainder of 2018, on-going, or completed. Discussion focused on actionable tasks for each objective, including research into motivational factors that lead to community involvement.

Mr. Alberty reported regarding coverage of Oakland County Board of Commissioners and Oakland Community College Board of Trustees meetings, the committee's public information initiative, and consideration later in 2018 of importing programming for Civic Center TV.