



GREATER WEST BLOOMFIELD
**CABLE COMMUNICATIONS
COMMISSION**

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

January 8, 2019

The Commission and its Community Programming Committee met jointly at 6:30PM on January 8 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Matthew Benavides, Nada Jamoua, Suzanne Levine, and Deborah Macon. Also in attendance were Cable Commission Chairperson Harvey Gersin, commissioners Ronnie Dahl and Phil Ross, and Dave Scott, General Manager of Civic Center TV and WBLD. Not in attendance were Commissioners Grogan, Kowalsky, Krause, and Warshay.

Members reviewed the January report of Civic Center TV programming. Mrs. Macon reported on notes recently sent to CCT staff praising them for excellent coverage of community events.

Mrs. Dziuba updated members regarding recent meetings of an ad-hoc group which is revising the mission, vision, policies and procedures for CCT and WBLD. The group will continue to meet and plans to present a draft version of revisions for the April Community Programming Committee meeting.

Mr. Scott presented a report on the simulcasting of the December 17, 2018 West Bloomfield Township Board meeting, the CCT/WBLD public awareness campaign, and the status of imported programs. Regarding the simulcast, Mr. Scott and committee members agreed that the simulcast was successful and the project would continue. Vehicle magnets, stickers, and yard signs are now available for distribution. Mr. Scott is also working on updating social media with a focus on Instagram, Twitter, and overall multifaceted approaches. He reported that we now have 1,500 videos catalogued on U-Tube. The proposed list of imported programming includes programs from Henry Ford Health, the Great Lakes Water Authority, the Southeast Michigan Council of Governments, and Travel Michigan. Efforts continue to encourage the production of programming by West Bloomfield students using new equipment at the high school. Students have prepared 20 public service announcements for broadcast on WBLD.

Members reviewed a list of program suggestions from the Cable Community Panel. Mr. Scott proposed complete coverage of future community events, including the January 11 Chamber of Commerce installation of officers, using a multi-camera approach. Simulcasting of more events may also be implemented.

Further discussion also focused on WBLD and increasing signal strength and outreach. It was also suggested that a community partner flyer or card, along with an informational meeting, be utilized so that more organizations and institutions could take advantage of the community calendar.

Mr. Scott outlined West Bloomfield Township's plans to build a fiber network to replace the Comcast infrastructure and stated that the Commission Operations and Strategic Planning Committee will discuss in detail on January 14.

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Mr. Scott proposed a major event sponsored by Civic Center TV at which the elected leaders of each of the four communities would provide a “state of the city/township” update. This would be attended by residents and present a way to share each community’s achievements.