



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

October 6, 2020 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on October 6, 2020 via ZOOM teleconference. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon (arrived at 6:55PM), and Phil Ross. Also in attendance were Commissioner Dan Krause and Cable Commission Executive Director Dave Alberty. Not in attendance were Commissioners Jamoua, Kowalsky, and Warshay.

Members reviewed a report of programming cablecast on Civic Center TV in September. Discussion focused on the Chamber of Commerce Virtual Innovative Business Event in late October, League of Women Voters candidate forums, and the WB Parks Veterans' Day celebration in November.

The committee reviewed the vision statement for the Commission's programming resources, Civic Center TV, Lakes FM, and civiccentertv.com.

Members noted the West Bloomfield Township Board's approval of the Commission's 2021 budgets earlier in the evening.

Mrs. Macon arrived at 6:55PM.

The committee discussed the next meeting of the Cable Community Panel, focusing on the agenda and sustaining the momentum of the most recent meeting on September 22. Additional discussion focused on the need for the committee to review the entire Panel project, based on the objectives in creating the Panel in 2018 and the nine meetings held since then. It was the consensus of members that the review begin at the November 3 committee meeting and focus on using the current panel members as a springboard to add new members for 2021, securing Greater West Bloomfield demographic data to guide the process of adding those new members, and engaging in one-on-one conversations with current members to ascertain their motivation in being involved with the Panel.

The committee agreed to survey Panel members regarding three dates in November (11, 12, 18), ask for availability for themselves or a designee, and schedule the meeting for maximum attendance.

Mrs. Dziuba suggested that the committee engage in a review of Goal #4 (Programming) of the Commission's strategic plan at its November 3 meeting and asked Mr. Alberty to begin that review with some observations regarding progress on the objectives listed.