



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

February 2, 2021 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on February 2, 2020 via ZOOM teleconference. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Commissioner Ashley Attisha and Commission Executive Director Dave Alberty. Not in attendance were Commissioners Jamoua, Kowalsky, Krause, and Warshay.

Members reviewed a report of programming cablecast on Civic Center TV in January. Discussion focused on an upcoming Civic Center TV program about the coronavirus vaccine in partnership with Henry Ford West Bloomfield Hospital and West Bloomfield Township and the components of the 2021 State of the Communities event. Additional discussion focused on broadening the Commission's Sunshine Week advocacy beyond the four Greater West Bloomfield communities, and Mr. Gersin suggested that the Commission Operations and Strategic Planning Committee could discuss that topic at a future meeting.

Mrs. Dziuba introduced discussion of the Cable Community Panel as a key component of the Commission's strategic plan, specifically the involvement of stakeholders in Civic Center TV and Lakes FM programming, and that discussion focused on the advantages of virtual versus in-person Panel meetings and the role of the Panel in serving as a community conversation.

Further discussion focused on the subdivision contact list provided by West Bloomfield Township, identifying which subdivisions are the most active, and the possibility of creating multiple Panel groupings ranging from officials and community-wide leaders to grass roots leaders at a neighborhood level.

The committee reviewed sample questions submitted by members for a planned survey of the Cable Community Panel, and Mrs. Dziuba stated that she has identified five questions that should be included. Discussion focused on whether the survey should involve only original Panel members or also include those who have regularly attended recent meetings and the use of Google Forms instead of Survey Monkey to solicit more open-ended responses. Ms. Attisha volunteered to present a Google Forms tutorial at the next committee meeting on March 2.

Mrs. Dziuba stated that West Bloomfield High School is offering minimal live instruction and that discussion of a programming partnership with the district should wait until a more normal classroom schedule is instituted.

Mrs. Dziuba stated that she is moving forward in gathering elements to be included in a plaque honoring the contributions of Chuck Scott which will be presented to his family after the Commission receives and approves a recommendation from the Community Programming Committee. Discussion focused on other possible recognitions in the future, including an annual resolution declaring May 28 as Lakes FM Day and Commission involvement with the American Radio Relay League in honor of Chuck.