



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

June 1, 2021 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on June 1 via ZOOM teleconference. In attendance were Anne Dziuba, the chairperson, Ashley Attisha, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Chris Milia, Commissioner Mark Kowalsky, and Commission Executive Director Dave Albery. Not in attendance were Commissioners Jamoua, Krause, and Warshay.

During Public Comment, Mr. Milia addressed the committee regarding Civic Center TV, focusing on his on-going efforts to communicate with commissioners, his experience in community television, current problems with the Commission's programming resources and how they should be improved, and the need for a change in Commission administration.

The committee reviewed a report of programming produced for Civic Center TV in May. Discussion focused on Mr. Milia's comments, how they would be implemented and communicated to the producers of the Megacast. Mrs. Dziuba stated that she would circulate Mr. Milia's comments to members of the committee and the Commission, which could use his thoughts to analyze and improve its programming resources. Additional discussion focused on the Megacast and publicizing upcoming guests.

Members reviewed Goal #4 of the Commission's strategic plan. Discussion focused on the process of updating the plan being led by the ad hoc group (Ms. Attisha, Mrs. Macon, Mr. Albery) created by the Commission Operations and Strategic Planning Committee. Further discussion focused on the creation of broad objectives, such as diverse programming, resources, and marketing, basing the plan on the Commission's vision and mission for its programming resources, and consulting with the Commission's programming contractor, Motown Digital, regarding budget constraints. Mrs. Dziuba stated that the "big bucket" objectives in the programming area should focus on content, marketing, social media, branding, stakeholders, and community outreach. She added her understanding that the ad hoc group will incorporate the ideas raised in this discussion in its update of the strategic plan.

At the invitation of Mrs. Dziuba, Mr. Gersin presented his six-point plan to continue the Cable Community Panel initiative. Members agreed that further work regarding the Panel would be accomplished in a June meeting of the ad hoc group which first met in April to address the issues involved and plan for future Panel meetings.

Mrs. Macon thanked the Cable Commission for its involvement in the 2021 virtual Michigan Week Community Awards.

Mrs. Dziuba displayed the plaque created in recognition of the contributions of Chuck Scott to WBLD, and discussion focused on presentation of the plaque to Chuck's family and contributions to cover the cost.