



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

July 6, 2021 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on July 6 via ZOOM teleconference. In attendance were Anne Dziuba, the chairperson, Ashley Attisha, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance was Cable 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 June.

The committee conducted its quarterly review of the Cable Commission's vision for its programming resources. Discussion focused on the aspirational nature of any vision statement and whether it should be written in the present or future tense.

Members reviewed the proposed 2022 Cable Commission budget provided by the Finance Committee. Discussion focused on the creation of a balanced budget, the Commission's desired level of fund equity, and the negligible cost of implementing streaming of the Commission's programming resources in 2022.

Mrs. Dziuba reported that those who attended the June, September, and/or November 2020 virtual community conversations had been provided the results of the March survey and interviews with those participants and that over half of them had expressed interest in attending a virtual meeting in August of this year. Discussion focused on the agenda for that meeting, perhaps including a presentation from Motown Digital regarding the Commission's special projects to grow viewership, relevance, and economic stability.

At Mrs. Dziuba's invitation, the ad-hoc group (Attisha, Macon, Alberty) created by the Commission Operations and Strategic Planning Committee to update the Commission's strategic plan reported regarding its preliminary work on the programming section of that plan. Mrs. Macon presented the terminology and definitions used in the process and explained the difference between governance and operational goals. Ms. Attisha presented the work plan format and definitions. Discussion focused on measurements that would indicate the completion of each objective, adding community organizations and institutions to those groups involved in providing information to Civic Center TV regarding upcoming initiatives and events, and the formation of the West Bloomfield amateur radio club as part of the Commission's involvement in the dissemination of emergency information.