



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

August 2, 2021 (JOINT MEETING)

The Commission and its Commission Operations and Strategic Planning Committee met jointly at 6:30PM on August 2 via ZOOM teleconference. In attendance were Mark Kowalsky, the chairperson, Ashley Attisha, Anne Dziuba, Harvey Gersin, Deborah Macon, and Phil Ross. Also in attendance was Commission Executive Director Dave Alberty. Not in attendance were Commissioners Jamoua, Krause, Levine, and Warshay.

Mr. Alberty reported for the ad-hoc group (Attisha, Macon, Alberty) working on the Commission's strategic plan for 2022 through 2025. He stated that the group has completed the programming and finance sections of the plan and is working on an overview modeled on documents created by several school districts. He added that a draft overview will be provided for the September 13 committee meeting.

Members were provided a summary of how each of the four Greater West Bloomfield communities would deal with a request from a resident to make a presentation to the governing body outside the parameters of public comment. The committee asked Mr. Alberty to create draft language for Cable Commission policy regarding such presentations, without time limits, including agenda placement based on relevance, legal considerations, and consultation between the Chairperson and the Executive Director.

Mrs. Macon added that commissioners could increase their knowledge of the Open Meetings Act through professional development offered by the Michigan Association of School Boards.

Members were provided a report from Motown Digital regarding the Commission's 2021 special projects designed to increase Civic Center TV and Lakes FM audience, relevance, and economic stability. Discussion focused on the unknowns in the grant process, including what kind of organizations can qualify for grants and the level of funding that might be available. Additional discussion focused on audience metrics, data from NATOA regarding grants and scholarships, and the possibility of soliciting individual donations.