



GREATER WEST BLOOMFIELD
**CABLE COMMUNICATIONS
COMMISSION**

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

October 5, 2021

The Commission and its Community Programming Committee met jointly at 6:30PM on October 5 via ZOOM teleconference. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance was Cable Commission Executive Director Dave Albery. Not in attendance were commissioners Jamoua, Kowalsky, Krause, and Warshay.

Members reviewed a report of programming cablecast on Civic Center TV in September and noted that the 200th episode of the Splash is coming up later in October.

Mr. Albery presented a rough outline of the Civic Center TV program schedule. Discussion focused on finding out what the public wants in terms of information regarding Civic Center TV programming and various options including on-channel and off-channel bill boarding, on-channel references to the web site, event bill boarding, using the West Bloomfield Beacon as a way to encourage the public to view the schedule on-line, and a printed program guide for distribution at public locations.

Mr. Gersin suggested that the live daily Megacast should be listed prominently on the schedule, with replay times provided with that listing.

Mrs. Macon suggested that the Commission, in partnership with the four communities, take advantage of community engagement tools available from Granicus and that Civic Center TV feature more imported programming. Mr. Albery added that all committee members would benefit from viewing the Granicus presentation that occurred at the NATOA Annual Conference in September.

Mrs. Dziuba stated that the committee should focus on the development of a program guide for the Civic Center TV web site, listing programs at least a week into the future, and highlighting special programming on the home page. She also suggested on-channel bill boarding of programming, publicizing the MyMI TV search function, and using the Beacon and the Chamber of Commerce e-blast to publicize programming.

Mr. Albery stated that he would revise the program schedule document, incorporating the suggestions offered by committee members, for discussion at the next meeting on November 2.

The committee reviewed the Commission's vision for its programming resources and found that it accurately describes what is being presented to the public.

Mr. Albery presented the strategic plan overview shared with the Commission Operations and Strategic Planning Committee on October 4. Discussion focused on implementation of the

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twelve objectives presented, with the ad-hoc group working on the plan taking the lead, followed by review by the appropriate committees.

Members discussed a West Bloomfield High School media class assignment that will result in promotional announcements and current events reports being produced for broadcast on Lakes FM.

Committee consensus supported moving the December 7 meeting to November 30.

Mr. Ross mentioned the Orchard Lake reconstruction which will occur in the summer of 2022, resurfacing and reconfiguring the roadway from Commerce to Old Telegraph.