



GREATER WEST BLOOMFIELD
**CABLE COMMUNICATIONS
COMMISSION**

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

February 1, 2022 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:33PM on February 1 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, and Phil Ross. Also in attendance were Commissioner Jennifer Boykins, Civic Center TV/Lakes FM General Manager Dave Scott, and Commission Executive Director Dave Albery. Not in attendance were Commissioners Jamoua, Kowalsky, Krause, and Macon.

Mr. Albery provided information regarding parking and exit routes from the newly renovated Sheiko Elementary/Green Media Center parking lot. He also reminded members that hard copy packets of Commission and committee meeting material will no longer be provided as standard operating procedure but are available upon request.

Members reviewed a report of programming cablecast on Civic Center TV in December and January.

Mr. Scott addressed the development of a program guide for Civic Center TV. He noted that the cornerstones of CCT programming are live meeting coverage most evenings and the 2 ½ hour live morning block from 9:30 to 12NOON, Splash Live followed by the Oakland County Megacast and the Michigan Megacast. He stated that it is not feasible to import the programming schedule created for the media asset management software, and that the answer is promotion of the morning block and meeting coverage and the addition of a widget to the top of the home page at civiccentertv.com which would provide program listings. Committee discussion focused on the scope of that widget, specifically advance notice and program information. Mr. Scott stated that he will provide conceptual art for the widget to the committee at its March 1 meeting and that it will be live on the web site by April 1.

The committee reviewed the vision for the Cable Commission's programming resources.

Mrs. Dziuba stated that as committee chair, she had been provided some thoughts from the ad-hoc group which created the Commission's 2021 strategic plan regarding implementation and added that she will review that document and consult with Mark Kowalsky and Phil Ross, the chairpersons of the other two standing committees in order that all three committees are moving forward together. She also noted a task list document created by this committee in 2019 to align with the 2017 strategic plan and stated that the members will spend nearly all of the March 1 committee meeting discussing strategic plan implementation.

Members reviewed the flyer created by Mr. Gersin promoting the morning programming block on Civic Center TV and discussed its distribution, both in hard copy and electronically.

GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION MINUTES

February 1, 2022

Page 2

Mr. Albery reported on the increase in programming produced by West Bloomfield High School students for Lakes FM and WBTV, including audio and video public service announcements, a program entitled "Faculty Feud", and a story for Splash Live.