



GREATER WEST BLOOMFIELD
CABLE COMMUNICATIONS
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

April 5, 2022 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on April 5 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Civic Center TV/Lakes FM General Manager Dave Scott and Cable Commission Executive Director Dave Albery. Not in attendance were Commissioners Boykins, Jamoua, Kowalsky, and Krause.

Members reviewed a report of programming cablecast on Civic Center TV in March.

Mr. Scott displayed for the committee the current program schedule on the CCT web site. Discussion focused on the number of programs listed, the placement of the listings, and the relative importance and location of the events calendar. The committee asked Mr. Scott to revise the program guide and present those revisions at the next committee meeting on May 3.

Mr. Gersin presented several one-page flyers he has created, some already being disseminated via social media to raise public awareness of Civic Center TV. Discussion focused on the various venues, both electronic and physical, for display of the flyers.

Mr. Scott also addressed the committee regarding public awareness efforts, focusing on a partnership with the publication "West Bloomfield Today" which would include advertising space, a tip-in card insert, and content creation. He also proposed a social media campaign, enhancement of the events calendar, and Splash Live events in the community. Discussion focused on increasing community interest in the calendar and offering training in its use.

It was the consensus of committee members that the Commission allocate \$23,250 to marketing efforts in 2022, specifically the West Bloomfield Today partnership and a comprehensive social media campaign.

The committee reviewed the Commission's vision for its programming resources and determined that the statement is an accurate description of the content being offered.

Mrs. Dziuba reviewed a list of activities related to implementation of the Commission's objectives in the area of programming. Discussion focused on the number of activities, which of them are currently in process, how to report progress, and how to schedule target dates for completion of the activities. Members asked Mrs. Dziuba and Mr. Albery to enter the activities on the same template already in use by the Commission Operations and Strategic Planning Committee and provide that document for committee review at its next meeting.

Mrs. Macon stated that all activities of the Commission's three standing committees should be tied to implementation of the strategic plan.