



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

May 24, 2022 (JOINT MEETING)

The Commission and its Finance Committee met jointly at 6:30PM on May 24 at Green Media Center. In attendance were Phil Ross, the chairperson, Jennifer Boykins, Nada Jamoua, and Dan Krause. Also in attendance were Commissioners Harvey Gersin and Deborah Macon and Commission Executive Director Dave Alberty. Not in attendance were Commissioners Dziuba, Kowalsky, and Levine.

Mr. Alberty reviewed implementation of the Cable Commission's strategic plan in the area of finance. The committee agreed unanimously to adopt the implementation structure as presented.

Discussion of implementation activity 3.2.1 focused on multiple supplemental revenue streams, including memberships, grants, sponsorships, and additional support from the four Greater West Bloomfield communities. Further discussion focused on how other community media operations are raising supplemental revenue, and the committee agreed that it will focus for the next three months on additional support from the Township and the tree cities and the creation of a 501(c)(3) non-profit to enable grant applications.

Discussion also focused on emergency preparedness and communication, which is included in the implementation of Goal #4, Governance and Strategic Planning.

Mrs. Macon suggested that the regarding the programming objective regarding use of advanced technology be included in the implementation plan.

Members reviewed revenue from cable operators for the first quarter of 2022 and Commission expenditures for the first five months of the year.

Mr. Alberty presented the first draft of the Cable Commission budgets for 2023 and 2024. Discussion focused on the need for more detail regarding proposed capital expenditures in both years, how those expenditures would improve Civic Center TV and Lakes FM programming, and whether there is any resale market for the equipment being replaced. Members asked for specifics regarding the capital expenditures and agreed to ask the Commission Operations and Strategic Planning and the Community Programming committees to review the draft budgets and provide comments and suggestions.