



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

June 30, 2022 (JOINT MEETING)

The Commission and its Finance Committee met jointly at 6:30PM on June 30 at Green Media Center. In attendance were Phil Ross, the chairperson, Jennifer Boykins, and Nada Jamoua. Also in attendance were Commissioners Harvey Gersin and Deborah Macon, Civic Center TV/Lakes FM General Manager Dave Scott, and Commission Executive Director Dave Alberty. Not in attendance were Commissioners Dziuba, Kowalsky, Krause, and Levine.

Mr. Ross stated that the committee has a full agenda, and it was the consensus of members that this meeting be limited to 90 minutes, with the possibility that additional special committee meetings may be necessary going forward.

Commissioners were provided copies of the proposed 2023 Cable Commission budget and an update from Mr. Scott regarding capital expenditures in 2023 and 2024 for major infrastructure upgrades. Discussion of the proposed expenditures focused on the advantages of a new Tricaster switcher using ZOOM as remote origination, how the proposed upgrades would provide more flexibility and produce better programming, and what kinds of programming are envisioned for the future. Additional discussion focused on how the upgrades might produce supplemental revenue and funding the expenditure with support from the four communities beyond the traditional PEG revenue. It was the consensus of committee members that the budget and Mr. Scott's explanation of the proposed capital expenditures be provided to the Community Programming Committee and the Commission Operations and Strategic Planning Committee with a request for comments and suggestions.

Members reviewed material from the Internal Revenue Service regarding how a non-profit organization can apply for 501(c)(3) tax-exempt status. Discussion focused on how that status would facilitate grant applications and a membership/donation structure, the need for involvement of the entire commission and the four communities in the application process, and how grant applications could lead to programming focusing on income inequality in the four Greater West Bloomfield communities. Additional discussion focused on the organizational structure of the non-profit, how the organization might be positioned to assume the license for WBLD, and how funds received by the non-profit could be used to support the Commission's programming resources.

The committee also discussed the broader need for a community-wide foundation, like the ones which have been formed in other communities, and whether the Commission's effort could be part of a wider initiative.

Members agreed that the committee should hold two meetings before September 1, one a special meeting and the other a re-scheduling of the scheduled August 23 committee meeting.