



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KFFGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

July 5, 2022 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on July 5 at Green Media Center. 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 Alberty. Not in attendance were Commissioners Boykins, Jamoua, Kowalsky, and Krause.

Members reviewed a report of programming cablecast on Civic Center TV in June. Discussion focused on increasing the amount of imported programming, especially in partnership with other members of the Michigan Community Media Association, the new organization formed in 2022 by the merger of the Michigan Chapter of the National Association of Telecommunications Officers and Advisors and the Michigan Chapter of the Alliance for Community Media. Further discussion focused on the merger and the resulting new organization.

Mrs. Dziuba stated that Dave Scott, General Manager of Civic Center TV and Lakes FM, could not attend the meeting and that discussion of the civiccenrtertv.com program guide and marketing and promotion plans would be postponed to the August 2 committee meeting.

Members reviewed the vision statement for the Commission's programming resources and no revisions were suggested.

Mr. Ross, chairperson of the Finance Committee, presented the draft 2023 Cable Commission budget and an explanation of proposed capital expenditures in 2023 and 2024. Discussion focused on the ZOOM capabilities of a new Tricaster switcher, the fact that the current Tricastors run on the Windows 7 operating system, the effect of the capital expenditures on the fund which supports the Commission's annual budget, and what level of capital outlay would receive approval from the four communities. Additional discussion focused on the need for a long-range financial plan in the light of decreasing revenue, the need to consult with other communities and NATOA to determine supplemental revenue strategies, and the request of the Finance Committee for comments and suggestions to consider before it finalizes the budget in August. The committee agreed to continue budget discussion at its August 2 meeting.

The committee reviewed a list of stakeholders who participated in the Cable Community Panel and community conversations from 2018 to 2021 as well as a list of West Bloomfield subdivision leaders. Mrs. Dziuba provided suggestions for additional individuals and categories of stakeholders representing various facets of the community, and committee members added other possibilities, including Splash Live and Megacast interviewees. Discussion focused on the effects of the Commission's programming on the community and on stakeholders.