



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

October 13, 2022

### 1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 7:01PM at West Bloomfield Town Hall.

### 2. Roll Call

#### Members Present

Representing Orchard Lake:

Anne Dziuba

Representing West Bloomfield:

Jennifer Boykins

Harvey Gersin

Mark Kowalsky (left the meeting at 7:16PM)

Suzanne Levine

Deborah Macon

#### Members Absent

Representing Orchard Lake:

Kevin Kroger

Representing Sylvan Lake:

Phil Ross

Pat Riney

#### Others in Attendance

Joseph Harris, Andrea Isom, David Albery (Executive Director, GWBCCC)

The Executive Director stated that Mr. Ross and Mr. Kroger had communicated their inability to attend the meeting.

### 3. Approval of Agenda

Motion by Mr. Kowalsky, support from Mrs. Macon:

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as provided for the October 13, 2022 meeting.”

Voting YES: Boykins, Dziuba, Gersin, Kowalsky, Levine, Macon

Voting NO:

The motion carried.

#### **4. Public Comment**

The Chairperson stated that residents are provided an opportunity to address the Commission regarding cable-related issues at the beginning and the end of each meeting.

Andrea Isom and Joseph Harris, owners of OHmeoMI Productions, introduced themselves to the Commission. They stated that their company has full production capabilities, including live streaming and drone coverage, and a social media component. They expressed their interest as West Bloomfield residents in becoming a production partner with the Township in order to highlight what people are missing, the beauty, culture, and diversity of the community. They added that they have a combined fifty years of video production experience.

#### **5. Approval of Minutes**

Motion by Ms. Boykins, support from Ms. Levine:

“That the Minutes of the September 8, 2022 meeting, the October 3, 2022 joint meeting, and the October 11, 2022 joint meeting be approved as presented.”

Voting YES: Boykins, Dziuba, Gersin, Kowalsky, Levine, Macon

Voting NO:

The motion carried.

#### **6. Acceptance of Financial Report**

The report was summarized by the Executive Director.

Motion by Mrs. Dziuba, support from Mr. Kowalsky:

“That the Financial Report be accepted.”

Voting YES: Boykins, Dziuba, Gersin, Kowalsky, Levine, Macon

Voting NO:

The motion carried.

#### **7. Committee Reports**

The Chairperson stated that this portion of the agenda provides an opportunity for committees to report to the Commission.

##### **Report of the Commission Operations and Strategic Planning Committee**

Commissioners were provided a written report which was summarized by Mr. Kowalsky, the committee chairperson. He added that the scope of activities included in the report is evidence

of the fact that much of the work of the Commission is accomplished at the committee level.

The Executive Director stated that representatives of the Michigan Roundtable will meet with the committee on November 7. Mrs. Macon stated that all commissioners should attend that meeting to take advantage of the expertise and information to be provided by the committee's guests.

Mr. Kowalsky left the meeting at 7:16PM.

#### Report of the Finance Committee

Commissioners were provided a written report which was presented by committee member Ms. Boykins.

#### Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission, at its December 1, 2022 meeting, express its intent to incorporate a non-profit organization under the laws of the State of Michigan and achieve Internal Revenue Service 501(c)(3) tax exempt status for the organization.”

In response to a question from Mrs. Dziuba, Ms. Boykins stated that the committee will work to achieve IRS tax-exempt status, and Mrs. Macon added that the process will be simpler because the Commission has not established such an organization in the past.

In response to a question from Mrs. Dziuba, Mrs. Macon identified Earnestina Moore, an attendee at the committee meeting, as a candidate for election to the West Bloomfield Schools Board of Education.

#### Report of the Community Programming Committee

Commissioners were provided a written report which was summarized by Mrs. Dziuba, the committee chairperson.

In response to a question from Ms. Isom, Mrs. Dziuba stated that the vision and mission statements for CCT are available at the Commission's web site and that the objective is programming that is educational, informative, and entertaining and improves quality of life, bringing the community together and fostering community spirit through shared information regarding all the assets we share in the four communities, Oakland County, and the state of Michigan. The Commission is always working to promote and market its programming resources to increase viewership, to reach as many people, of all demographic groups, as possible with the valuable information being provided. Social media and partnerships are also important components of this outreach to take advantage the incredible resources available.

In response to another question from Ms. Isom, Mrs. Dziuba stated that the current pause in social media outreach efforts is due to staffing issues. Ms. Isom stated that she appreciated the information and added that those efforts are important to reach the audience and highlight the identity of the community.

Mrs. Dziuba invited Ms. Isom to attend meetings of the Community Programming Committee,

and the Executive Director noted that the next two meetings are on November 1 and November 29. He also read the Commission's vision statement for its programming resources.

### Strategic Plan Implementation 2022

Commissioners were provided a written update regarding implementation of the Commission's strategic plan.

Motion by Ms. Boykins, support from Ms. Levine:

“That the Greater West Bloomfield Cable Communications Commission accept the reports of the Commission Operations and Strategic Planning, Finance, and Community Programming committees as well as the strategic plan implementation status update.”

Voting YES: Boykins, Dziuba, Gersin, Levine, Macon

Voting NO:

The motion carried.

## **8. Executive Director's Report**

### Civic Center TV/Lakes FM

Commissioners were provided a written report of programming cablecast on Civic Center TV in September and early October.

### Cable Operators

No communication was received from Comcast or AT&T.

### GWBCCC Directory

Members were provided an updated directory of Commission membership, contractors, and committee assignments.

### 2023 GWBCCC Budget

The budget was approved by the West Bloomfield Township Board on October 10 and the Sylvan Lake City Council on October 12. It will be presented to the Orchard Lake City Council on October 17 and the Keego Harbor City Council on October 18.

### Cable Industry News

In August, streaming was the number one viewing platform, ahead of cable and broadcast television. Viewing of all three increased over July levels.

The Office of the Inspector General of the Federal Communications Commission reports that some internet service providers have defrauded the government, claiming non-existent subscribers under the Emergency Broadband Benefit and Afford Connectivity Program, both of which have provided subsidies to qualifying households for broadband service.

A survey conducted by Beta Research regarding “must have” cable networks places ESPN at the top, with 78 percent of subscribers saying the service is a necessity. The Disney Channel and Cartoon Network are at 73 percent, with Comedy Central, Discovery, and CNN just below them.

### Communication

No communication was received.

### Commission Assistance to Residents

As has been the case for several months, concerns communicated to the Commission still focus on cable operators’ infrastructure, including unburied cable and an open pedestal in the Mapleridge Condominium complex on Maple, and open AT&T pedestals in the Greenpointe complex on Halstead, which cannot be repaired until DTE resolves its infrastructure issues.

### Preview

The Executive Director presented his agenda for the time period between this meeting and the next.

Mrs. Macon asked that the information regarding “must have” cable channels be provided to members of the Community Programming Committee.

She stated that the Township Supervisor’s office has a contact at DTE to assist with the Greenpointe situation.

Mrs. Macon also suggested that the November 7 meeting of the Commission Operations and Strategic Planning Committee be moved to an alternate location, perhaps Town Hall or the library. The Executive Director stated that Mr. Spreitzer and Ms. Sampson from the Michigan Roundtable have been advised of the warehouse venue at Green Media Center and specifically asked to meet with the committee before meeting with the entire Commission. Mrs. Macon stated that the dynamics of the physical environment matter and that the GMC warehouse is not an appropriate location for any meeting.

Mr. Gersin stated that the location at GMC is the addition, not the garage or warehouse, and the Executive Director responded he views it as a warehouse, a large room with shelving and

storage.

At the request of Mrs. Dziuba, the Executive Director repeated the information regarding “must have” cable channels.

Mr. Gersin note that the next Cable Commission meeting is the final meeting of the year and will be held on Thursday, December 1, at 7:00PM, at West Bloomfield Town Hall

## **9. Unfinished Business**

No items of Unfinished Business were presented.

## **10. New Business**

### Strategic Plan Implementation – Review and Revision of “Protocols of the Greater West Bloomfield Cable Communications Commission” and “Guidelines for the Conduct of Commission and Committee Meetings”

Commissioners reviewed its protocols and guidelines for the conduct of meetings. The Executive Director noted that all revisions suggested at this meeting or subsequently will be considered by the Commission Operations and Strategic Planning Committee.

Mrs. Macon noted that all commissioners are serving as volunteers and suggested clarifying language for Section D of the protocols (Community Expectations) and Section F (Recognition) to reflect the importance of communities of practice. In response to a question from the Executive Director, she stated that she would provide suggested wording. She added the commissioners should model the behavior that could be recognized by the Commission as it engages the efforts of skilled volunteers.

### 2023 GWBCCC Meeting Schedules

The Executive Director noted those instances, due to holidays or Commission tradition, where meetings are not scheduled for the standard day of each month and provided two revisions to the schedule provided to commissioners, moving the February and June meetings of the Commission Operations and Strategic Planning Committee to the second Monday of the respective months.

In response to a question from the Chairperson, the Executive Director stated that the schedule as approved will be provided to commissioners and posted on the Commission web site.

Motion by Mr. Gersin, support from Ms. Boykins:

“That the Greater West Bloomfield Cable Communications Commission approve its 2023 schedule of meetings as revised.”

Mrs. Macon stated that the Finance Committee should meet monthly instead of the quarterly meetings on the schedule, and the Executive Director stated that committee chairperson Phil Ross can schedule special meetings if needed.

Voting YES: Boykins, Dziuba, Gersin, Levine, Macon

Voting NO:

The motion carried.

### **11. Public Comment**

The Chairperson stated that residents are provided an opportunity to address the Commission regarding cable-related issues at the beginning and the end of each meeting. Those unable to attend should contact the Commission at [gwbcable.org](http://gwbcable.org).

No member of the public rose to address the Commission.

### **12. Commissioner Comments**

Ms. Levine welcomed Ms. Isom and Mr. Harris to the meeting and suggested that they submit a proposal to the Commission regarding possible programming they envision for the communities. She also noted the Hospitality House Food Pantry charity event on November 16 at the Avalon of Bloomfield Township.

Mrs. Macon reported that WB Parks is hosting a Health Fair at Roosevelt Elementary (formerly Abbott Middle School) on November 1 and a Heroes Appreciation event for veterans at West Bloomfield Middle School on November 8.

Mrs. Macon also stated that she is now a member of the Alliance for Community Media as an individual and added that consideration of Commission membership in the organization should be placed on a future agenda of the Commission Operations and Strategic Planning Committee. She noted the differences between ACM and NATOA and added that cable commissioners can be elected to the NATOA Board of Directors. She urged commissioners to become supporting or community members of ACM which will put them into a local network with those who serve in similar roles. She thanked the Executive Director for providing information regarding ACM at a recent committee meeting.

### **13. Adjournment**

The meeting was adjourned by the Chairperson at 8:16PM

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, DECEMBER 1, 2022**, at **7:00PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.