



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

November 28, 2022 (JOINT MEETING)

The Commission and its Commission Operations and Strategic Planning Committee met jointly at 6:30PM on November 28 at Green Media Center. In attendance were Mark Kowalsky, the chairperson, Anne Dziuba, Harvey Gersin, Deborah Macon, and Pat Riney. Also in attendance was Commission Executive Director Dave Albery. Not in attendance were Commissioners Boykins, Kroger, Levine, and Ross.

Mr. Albery reviewed the implementation of strategic plan goals #3 and #4 in 2023.

Motion by Mr. Kowalsky, support from Mr. Gersin:

“That the Commission Operations and Strategic Planning Committee adopt its plan for implementation of the Commission’s strategic plan as presented.”

Voting YES: Dziuba, Gersin, Kowalsky, Macon, Riney

Voting NO:

The motion carried.

Mr. Albery reviewed revisions to the Commission’s governance documents suggested by commissioners at the July, September, and October Commission meetings and the committee’s early November meeting. The committee made several revisions to the section of the Commission’s protocols dealing with community expectations, and discussion focused on the establishment of communities of practice, the need for two-way communication with elected and appointed officials, and the need to communicate information to the four communities beyond the current weekly updates. The committee agreed to recommend the revisions to the governance documents for Commission approval on December 1, with the understanding that, pursuant to the provisions of the bylaws, revisions to that document will require a first reading on December 1 and approval on January 12.

Mr. Albery reported that representatives of the Michigan Roundtable, Steve Spreitzer and Freda Sampson, will provide a presentation to the Commission at its February 9, 2023 meeting and that the content of that presentation will be finalized in a conversation involving Mr. Spreitzer and Mr. Kowalsky in early January.

Mr. Albery reported discussions with West Bloomfield Township Supervisor Steve Kaplan, Chief of Police Michael Patton, and Deputy Chief Curt Lawson regarding an initiative to provide hand crank radios to residents of the four communities. Discussion focused on similar initiatives in other communities, specifically Farmington Hills, and the possibility that the project could be the first action of the new community media non-profit to be formed in 2023.

Mr. Kowalsky asked that those who held discussions with community institutions and organizations regarding partnerships with the Commission report their findings.

Mrs. Dziuba and Mr. Alberty reported that their discussion with Stephanie Scheer of Henry Ford West Bloomfield Hospital was very productive, focusing on interviewing hospital staff on the Splash Live and the Megacast and making those interviews more interesting with b-roll video shot by the hospital. Ms. Scheer will be creating public relations objectives for the first quarter of 2023 and then involving Civic Center TV and Lakes FM in scheduling interviews that support those initiatives. Discussion focused on emergency preparedness at the hospital, the new CEO, and available expertise regarding Medicare coverage.

Mrs. Macon reported that West Bloomfield Township Public Library Director Cathy Russ is very interested in partnering with the Commission and its programming resources, including a regular library show on CCT and interviews with authors.