



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

August 1, 2023

### 1. Call to Order

The meeting was called to order by the Chairperson, Jennifer Taylor Boykins, at 5:03PM at the Sylvan Lake Community Center.

### 2. Roll Call

#### Members Present

Representing Orchard Lake:

Jackie Beach (arrived at 5:10PM)

Anne Dziuba

Representing Sylvan Lake:

Pat Riney (arrived at 5:10PM)

Phil Ross

Representing West Bloomfield:

Jennifer Boykins

Stuart Dorf

Harvey Gersin

Mark Kowalsky

Suzanne Levine

Deborah Macon

#### Others in Attendance

Cathy Albery, Cynthia Gersin, David Albery (Executive Director, GWBCCC)

### 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 August 1, 2023 meeting.”

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

Voting NO:

The motion carried.

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

No member of the public rose to address the Commission.

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

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

“That the Minutes of the July 13, 2023 meeting be approved as presented.”

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

Voting NO:

The motion carried.

The Chairperson stated that the meeting would be in recess at 5:05PM.

Mr. Riney and Mrs. Beach arrived at 5:10PM.

The Chairperson called the meeting back into session at 5:30PM.

#### **6. New Business**

##### **Commission Reflection**

At the request of the Chairperson, the Executive Director and Mr. Gersin introduced their wives who were in attendance as guests.

The Chairperson introduced the chairpersons of the Commission’s three standing committees, Mrs. Dziuba, Mr. Kowalsky, and Mr. Ross, each of whom addressed commissioners regarding committee agendas and actions as well as challenges going forward. Mrs. Dziuba provided a written report focusing on the history of Civic Center TV and Lakes FM, priorities, and challenges. Discussion of the reports focused on how to share the historical perspective provided with the public and how the committees work together to achieve the Commission’s mission.

The Chairperson led a discussion among commissioners regarding twelve statements provided in the document “Commission Reflection”.

##### **The Commission offers a practical orientation for new members.**

Most commissioners agreed that proper orientation is provided. Discussion focused on the need for new members to use the Commission web site as a resource, to ask questions when information is needed, the need for orientation regarding the nature and mission of the organization, and the need to re-orient each time a new member is added.

##### **The Commission offers timely reviews of documents and policies for members.**

Commissioners agreed by consensus that timely review is offered. Discussion focused on periodic review of governance documents and the possibility of calendarizing those reviews.

**The members receive comprehensive materials for meetings in a timely manner for review, clarification, and questions.**

Members agreed that materials are provided in a timely manner.

**The strategic plan is arrived at by consensus, periodically updated, and implemented.**

Commissioners agreed with the statement. Discussion focused on calendarizing the process and taking on strategic planning in incremental steps over time.

**The budget is carefully prepared inviting input from all the committees and looking at short- and long- term goals and revenue.**

Discussion focused on this year's focus on long-term goals and revenue.

**Committees operate efficiently seeking expertise from other sources and thoughtfully considering options for best use of resources.**

Discussion focused on the efficient operation of all committees and their willingness to seek expertise when necessary.

**Governance materials are appropriate, reviewed and updated as needed.**

Discussion focused on calendarizing review of the documents.

**Communication within the commission and committees and with contractors is emphasized as well as with officials and stakeholders.**

Discussion focused on the need for increased emphasis on communication with officials, the responsibility of each commissioner for providing information to the communities, and the need to clarify such expectations to candidates for appointment to the Commission. Further discussion focused on communication with community institutions and organizations to analyze the services provided by the Commission's contractors and the possibility of instituting a monthly communication to the four communities.

**Members' skills are utilized in planning and implementing long -and short-term goals.**

Discussion focused on the need for the Commission to do a better job in welcoming and utilizing the talent of all commissioners, including the need to know more about new commissioners when they join and the possibility of creating a survey of commissioners' background and experience in order to best use their skills and abilities.

**Members understand and are united in promoting the vision, mission, purpose, and goals of the Commission.**

Commissioners agreed with the statement by consensus, and discussion focused on the meaning of the word "promote".

**Members are committed to being pro-active and innovative in timely assessment of the needs of the communities, and stakeholders.**

Discussion focused on the need for more research regarding what the communities, residents, and stakeholders need, the possibility of utilizing focus groups to develop new and innovative programming, and audience metrics provided by Michigan Digital at monthly meetings of the Community Programming Committee and the advisability of having that data presented to the entire Commission.

Mrs. Beach left at 6:51PM.

**One change in procedures, policies, activities that I would like to see is:**

Discussion focused on:

- emergency preparedness and the dissemination of emergency information, including the use of amateur radio operators in that effort.
- the Commission's limited mission and the possibility of taking on large projects as appropriate in the context of the overall mission.
- evaluation of programming, especially The Splash Live, as a shared responsibility among all commissioners, not just members of the Community Programming Committee, perhaps even occurring in the context of a special Commission meeting.
- program production, including changes the Community Programming Committee and/or the Commission deem necessary, the need for stories about people in the community, and the programming contractor's desire and ability to deliver the programming the Commission wants in the context of the budget and the independent contractor relationship.
- Commission review of its governance model, including identifying its Chief Executive Officer, the advantages of placing CEO responsibilities within the position of Executive Director, and the impact of that model on recruitment of commissioners for appointment by the communities. Further discussion focused on the nature of the interviews the communities conduct before appointing commissioners, the need for interviewees to understand the expectations involved, and the fact that appointment decisions belong to the four communities, not the Commission.

**7. Commissioner Comments**

No comments were offered.

**8. Adjournment**

The meeting was adjourned by the Chairperson at 7:09PM.

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The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, SEPTEMBER 14, 2023**, at **7:00PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.