



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

November 7, 2023 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on November 7 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Harvey Gersin, Suzanne Levine, Deborah Macon, and Phil Ross. Also in attendance were Commissioner Jennifer Boykins, Civic Center TV/Lakes FM General Manager Dave Scott, and Commission Executive Director Dave Alberty. Not in attendance were Commissioners Beach, Dorf, Kowalsky, and Riney.

Mr. Scott addressed the committee regarding the operation of Civic Center TV and Lakes FM, focusing on social media metrics, YouTube views, CCT web site page views, and recent programming highlights, including high school football and the Heroes Appreciation Breakfast. He added the possibility that those audience metrics can be turned into sponsorship funding in the future. He also emphasized the importance of the public's access to local government through CCT and the need to communicate that importance to the four communities.

Committee members reviewed a written report of programming cablecast on Civic Center TV in October.

Members reviewed a draft of the 2024 implementation of Goal #1 of the Commission's strategic plan and agreed to provide the information to the Commission.

Mrs. Macon suggested the creation of a program that would engage local volunteers in developing stories and programs for Civic Center TV. The volunteers, whom she labeled "Story Corps Connectors", would represent the seven Greater West Bloomfield public school districts, private and parochial schools, the four communities, community organizations and institutions, and major community events. She stated that in order to institute this program, the Commission should develop position descriptions, guidelines, and protocols. Committee discussion focused on the creation of training opportunities for the volunteers, possible through WB Parks.

Mr. Scott stated that as the Cable Commission's programming contractor, he supports the concept presented by Mrs. Macon, with the understanding that final editorial control rests with the Commission, and he offered to provide a draft proposal to begin the process at the next committee meeting on December 5.

Members reviewed the draft agreement with Michigan Digital to provide programming services in 2024.

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

“That the Community Programming Committee recommend that the Greater West Bloomfield Cable Communications Commission approve its 2024 Cable Television Local Government Programming Services Independent Contractor Agreement with Michigan Digital.”

Discussion focused on the 3 percent increase in compensation for Michigan Digital, mirroring the increase for West Bloomfield Township general office employees. Discussion also focused on the contractor’s offer to re-build the Civic Center TV web site as part of the agreement.

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

Voting NO:

The motion carried.