



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

March 4, 2024 (JOINT MEETING)

The Commission and its Commission Operations and Strategic Planning Committee met jointly at 6:30PM on March 4 at Green Media Center. In attendance were Mark Kowalsky, the chairperson, Jennifer Taylor Boykins, Anne Dziuba, Deborah Macon, Pat Riney, and Joel Ross. Also in attendance were Commissioner Harvey Gersin, Civic Center TV/Lakes FM General Manager Dave Scott, and Commission Executive Director Dave Alberty. Not in attendance were Commissioners Beach, Dahl, Dorf, Levine, and Phil Ross.

Mr. Alberty reviewed previous committee discussion of diversity, equity, and inclusion, including letters sent to community organizations and institutions and responses from West Bloomfield Parks, the West Bloomfield Township Public Library, the West Bloomfield School District, and the Greater West Bloomfield Clergy Association and Community Forum. Discussion focused on convening a meeting of the organizations and institutions that were originally contacted. Members agreed to start the process by scheduling a meeting later in March involving Ms. Boykins, Mr. Kowalsky, and Sonja James, West Bloomfield Schools Executive Director of Educational Equity and Inclusion.

Mr. Alberty addressed the committee's strategic plan responsibility to develop and continue partnerships with community institutions and organizations. He stated that Civic Center TV involvement with Henry Ford West Bloomfield Hospital and the West Bloomfield Township Public Library has accelerated in the past several months, including The Splash Live segments with hospital staff regarding medical topics and library staff regarding Black History Month and the new web site. Mr. Scott elaborated on the how the partnerships function. Committee discussion focused on the possibility of convening a meeting with community institutions and organizations to provide a primer on working with media, including Civic Center TV, on public relations initiatives.

The committee discussed Civic Center TV programming, focusing on the length of programs and how CCT compares with other community media operations in southeast Michigan.

Members reviewed proposed position descriptions for volunteer positions in the areas of programming and fund-raising. Discussion focused on the function of the position descriptions in the context of policy, protocols, and procedures. Further discussion focused on the need for increased efforts in fund-raising under the leadership of the Finance Committee.