



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

May 7, 2024 (JOINT MEETING)

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

The committee reviewed the report of its April 2 meeting. Mrs. Macon, who suggested that the report be added to the agenda, stated that it serves as a guide to future committee discussion and action. Mrs. Dziuba stated that members were also provided a fact sheet regarding Orion Neighborhood Television. Joel Ross stated he likes the public access model as operated by ONTV and Bloomfield Community Television. Phil Ross provided details regarding the composition of the Orion Cable Commission, its revenue picture, and the relationship between the Commission and its programming services contractor, Orion Neighborhood Television. Mrs. Macon commended the engagement of volunteers in both Orion and Bloomfield.

Mrs. Macon asked who the Cable Commission serves, what are community needs, and what structure serves those needs.

Phil Ross summarized a meeting on May 7 with Johnnie Roquemore, president of the Friends of the West Bloomfield Township Public Library, and added that he sees opportunities to partner with the group.

Discussion focused on the model the Commission should pursue for the envisioned tax-exempt non-profit, the expertise available through the membership of Friends of the Library, and other fund-raising models, including Detroit Public Television. The committee also discussed what will cause the public to want to support Civic Center TV and the role of emergency preparedness in sparking that support.

Mr. Alberty stated that the Finance Committee has asked this committee to review the draft 2025 Commission budget and provide comments and suggestions. Discussion of the budget focused on including funds to join the Alliance for Community Media as well as the National Association of Telecommunications Officers and Advisors, decreasing the programming contractor line item, and developing a contingency plan should the communities not agree to provide additional revenue in 2025. Further discussion focused on the mission and vision that the budget supports, identifying who the Commission serves, support for the Commission and Civic Center TV in the four communities, and possible re-negotiation of the programming services agreement with Michigan Digital.

Mrs. Macon stated that discussion at meetings of this committee should result in action by the committee and/or the Commission.

Mr. Alberty reviewed two communications the Commission generates, one weekly for oral presentation to governing bodies, the other monthly for written presentation to elected and appointed officials. Discussion focused on the content of the communications and the method of presentation.

Members were provided a written report of programming cablecast on Civic Center TV in April.

Mr. Scott addressed the committee regarding the operation of Civic Center TV and Lakes FM, including the variety of programming presented in April, CCT staff additions, and social media metrics. Discussion focused on the paid boosting of YouTube and Facebook content.

He presented a subscription strategy for a new email marketing campaign which will be inaugurated at the Michigan Week event on May 10. He also outlined plans for an weekly email blast. Discussion focused on the creation of multiple email lists to direct content to various audiences.

The committee discussed Sunshine Week and its connection to the Commission's mission, vision, and commitment to open and transparent government. Mrs. Dziuba suggested that the topic should be added to the agenda for the Commission Operations and Strategic Planning Committee.