



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

June 4, 2024 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on June 4 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 Commissioners Stuart Dorf and Joel Ross, Civic Center TV/Lakes FM General Manager Dave Scott, and Commission Executive Director Dave Alberty. Not in attendance were Commissioners Boykins, Kowalsky, and Riney.

Mrs. Macon mentioned a recent Comcast internet outage and added that the Commission received no inquiries from residents.

Commissioners were provided the report of the May 7 committee meeting.

Mr. Scott provided a written report and addressed the committee regarding the operation of Civic Center TV and Lakes FM, focusing on live event coverage in May and Splash Live highlights. He also presented CCT's social media strategy, social media metrics, and information regarding the boosting of content.

Commissioners reviewed the Request for Proposals to Provide Programming Services issued by the Commission in 2013. Discussion focused on the legal model for an RFP used by West Bloomfield Township and necessary modifications to the 2013 document based on changes in programming services and technology.

Commissioners were provided a report of programming cablecast on Civic Center TV in May, a report of Civic Center TV programs in 2023 and 2024, and a list of programming ideas for consideration developed earlier this year.

Commissioners expressed their programming preferences, including:

- less focus on local news content on the Splash Live
- the addition of program production and podcasting opportunities for the public at Green Media Center
- a list of potential programming ideas developed earlier this year and provided to committee members for this meeting
- magazine format programming with man-on-the-street features, emphasizing good news and uplifting content, focusing on pets, kids, artists, among others
- programming in partnership with Friends of the Library

- programming which will generate financial support for the Commission
- human interest stories, more focus on residents, not just leaders
- stories about the Michigan Week award recipients and those who nominated them
- emergency preparedness information
- information about local government
- programming focusing on subdivision leadership as local governance at the grass roots level
- a mix of original programming produced by staff, imported programming, and public access programming and podcasts

Members discussed commissioners' engagement with Civic Center TV programming, how to involve the entire Commission in evaluating that programming, and whether there is enthusiasm for such an initiative.

The committee focused on the studio at Green Media Center, characterized by some as the Commission's greatest resource if staffed and managed to attract residents, especially young people, to use it to produce programming, including podcasts.

Discussion focused on pinpointing what the Commission can do that no one else is doing, who the Commission serves, and conducting a survey to ascertain residents' priorities as well as those of elected officials.

Mrs. Dziuba presented a draft programming model for possible inclusion in an RFP for programming services, including the scope of programming, amount and type of programming, cost, information regarding the Greater West Bloomfield communities, the Commission's vision for its programming resources, categories of programs, formats, sources, community partners, and duties of the contractor. Committee discussion focused on accountability and support from the Commission and the Executive Director.

Phil Ross stated his support for programming focusing on emergency preparedness and the communication of emergency information. He questioned the need for an RFP in light of Mr. Scott's stated willingness to renegotiate the current programming services agreement and mentioned a possible conflict of interest if a current commissioner or relative were to respond to the RFP.

Mr. Dorf stated that in the interest of due diligence, the issuance of RFP is an absolute necessity, and Mrs. Macon asked what the four communities expect from the Commission in its contracting of professional services.

Mr. Scott stated that the Commission should retain an outside consultant to prepare the section of the RFP which would measure each respondent's ability to manage the technical facility at Green Media Center and West Bloomfield Town Hall, and Phil Ross added that Michigan Digital's knowledge of the facility would be hard to replace.

Members discussed the responsibilities of the programming contractor in live meeting coverage for West Bloomfield, Keego Harbor, and Sylvan Lake, which the communities fund individually using infrastructure provided by the Commission.