



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

August 6, 2024 (JOINT MEETING)

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

Mrs. Dziuba summarized the report of the committee's July 2 meeting.

Mr. Scott addressed the committee regarding the operation of Civic Center TV and Lakes FM, focusing on the new email newsletter being sent to the CCT email list, the very high open rates for those emails, imported programming from Oxford, and the new West Bloomfield High School scoreboard, including Civic Center TV's role in providing content.

He also provided social media metrics and a report of social media content boosted in July.

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

Mrs. Dziuba led the committee through a review of several documents to be included in the Request for Proposals to Provide Programming Services.

Discussion of the document "GWBCCC Programming Resources" focused on its inclusion in the RFP as an addendum describing the services currently provided, and it was the consensus of members that the current version be included.

Mr. Gersin provided proposed changes to the document "Programming Model – RFP Component". The committee made several revisions based on his suggestions and those of other commissioners and agreed to include the updated version in the RFP. Members also revised the document "Vision and Service Area Information" for inclusion in the RFP.

Mrs. Dziuba presented a summary of similarities and differences between the RFP issued by the Commission in 2013, West Bloomfield Township's standard RFP template, and an RFP issued by the City of Orchard Lake Village in 2023 for auditing services.

Committee discussion of the RFP process focused on assumptions regarding the business model that it reflects and the role of a tax-exempt non-profit in that model. Further discussion focused on undertaking research regarding the opinions of elected officials and residents regarding the Commission and its mission, whether through individual meetings or a survey.

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Mr. Scott stated that the Commission does not have much time to decide how it will operate in 2025 and that the RFP should be issued on a short timeline and should include a section on the technical specifications of the Commission's infrastructure at Green Media Center and West Bloomfield Town Hall.