



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## **GOVERNANCE OF THE GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION**

The Commission serves West Bloomfield Township and the cities of Keego Harbor, Orchard Lake, and Sylvan Lake pursuant to the communities' stated desire to function collectively for the entire franchise system in regard to cable television by sharing administrative areas of common interest, including providing programming resources.

### **1. MEMBERSHIP**

### **2. SERVICES**

### **3. VISION**

### **4. MISSION**

### **5. STRATEGIC PLAN**

### **6. BELIEFS**

## **APPENDICES**

### **A. BYLAWS**

### **B. PROTOCOLS**

### **C. MEETINGS**

## **1**

### **MEMBERSHIP**

The Commission has twelve members, six representing the Township and two representing each city.

## **2 SERVICES**

The Commission:

- provides valuable community information for all residents on Civic Center TV (Comcast channel 15, AT&T channel 99) and 89.3, WBLD, Lakes FM, as well as the companion web sites, [civiccentertv.com](http://civiccentertv.com) and [lakesfm.com](http://lakesfm.com). These resources use the most advanced media technology to provide engaging, inclusive, sustainable programs which inform, entertain, protect, educate, and unite all residents.
- ensures that operators (AT&T and Comcast) are complying with local franchise agreements, federal law, FCC rules, and Michigan Public Act 480, and works with the companies and the four communities to find solutions to any outstanding issues.
- provides oversight of the communities' CABLE JOINT VENTURE FUND and recommendations regarding stewardship of the financial resources available.
- serves as ombudsman for residents with questions or concerns regarding the cable companies or any aspect of their cable service.
- advocates for changes in federal legislation and Michigan Public Act 480 to benefit the communities and residents.
- supports litigation to protect local cable services such as Civic Center TV.

## **3 VISION**

The vision of the Commission is to strive to serve all residents of Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield through its 1) programming resources, and 2) dedication to public engagement and an informed, involved community.

## **4 MISSION**

The Commission's mission is to serve the four communities by providing local programming on television, radio, and on-line, effective use of cable revenue to benefit residents, ensuring that cable television service is provided to residents in accord with federal and state law and regulations, and assisting residents in maximizing their subscribership experience. The Commission operates in an open and transparent fashion, in partnership with local and county government, organizations, and institutions, exhibiting best practices and advocating for health, safety, and welfare as well as community engagement, education, and awareness.

## **5 STRATEGIC PLAN**

The Commission's strategic plan has established its goals in six key areas.

- Programming  
public engagement, education, and awareness  
stakeholder input

- Finance and Facilities
  - overview of revenue and expenditures
  - contingency plans for revenue changes
  - preparation of annual Commission budget
  - overview of current facility and future needs
- Operations
  - monitor implementation of the strategic plan
  - expand commissioner oversight and understanding
- Governance
  - operate pursuant to state law and best practices
  - periodically review and update policies, procedures, and protocols
  - involve commissioners in full representation of their communities
- Marketing/Public Relations
  - review promotional activities and expand initiatives
  - create clear branding for the Commission and its programming resources
  - maximize distribution of Commission-produced content
- Partnerships/Sponsors
  - establish community partnerships
  - secure sponsorship of Commission activities

## 6 CORE BELIEFS

The operation of the Commission is guided by its core beliefs.

- Local government should be accessible, transparent, and accountable.
- Local cable, community radio, and the internet are valuable community resources which should be inclusive, democratic, affordable, accessible, and accountable.
- Civic Center TV, Lakes FM, and civiccentertv.com serve the entire community including residents, elected and appointed officials, local government institutions, (e.g., library, parks and recreation, public safety), educational institutions, the business community, and religious organizations.
- The content of these programming resources, authorized in advance by the Commission, aims to foster a sense of community, promote civic involvement, facilitate communication between public officials and constituents, improve the lives of residents, and help them to be more knowledgeable.
- Public and institutional awareness of these resources, along with continuing identification of and outreach to stakeholders, should be encouraged in order that these resources are utilized to provide information and encourage residents to engage in public service and become involved in the community.

The Commission functions pursuant to its bylaws (APPENDIX A), protocols (APPENDIX B), and guidance for the conduct of meetings (APPENDIX C).

# **APPENDIX A**

## **BYLAWS OF THE GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION**

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### **ARTICLE I**

#### **PREAMBLE**

The Greater West Bloomfield Cable Communications Commission, hereinafter referred to as the "Commission" is established pursuant to the

AGREEMENT BETWEEN THE CHARTER TOWNSHIP OF WEST BLOOMFIELD, CITIES OF KEEGO HARBOR, SYLVAN LAKE, AND ORCHARD LAKE TO CONDUCT AND TO ESTABLISH A JOINT ADVISORY BOARD FOR CABLE COMMUNICATIONS, executed in 1984 and amended in 2011, 2013, 2015, 2018, 2020, and 2021.

### **ARTICLE II**

#### **PURPOSES**

SEC. 1. PURPOSES. This Commission is established to make recommendations to the respective communities on how to spend the funds provided in the Franchise Agreements and other areas such as access and channel usage, to be responsible for maintaining a line of communication in and among communities, and for other public purposes including, but not limited, to the following:

1. Determining community needs and/or interests in local programming.
2. Recommending specific plans for public access management, program production, and channel assignment.
3. Coordinating support, as needed, for governmental access programming.
4. Promoting community awareness and involvement in local programming and facilitating training and program production opportunities.
5. Reviewing periodically the performance of the cable system operator or operators ("Operator") and making recommendations regarding such performance.
6. Acting as liaison between the four communities, cable subscribers, residents, and the system operator, including receiving communications for system development and operation.

7. Conducting workshops to train community members in cablecasting techniques and equipment.
8. Conducting an advertising and promotional campaign to familiarize residents with the cable system's access programming and opportunities.
9. Recommending a budget for the expenditure of the funds to be provided for the support of the Commission and its mission.
10. To make recommendations regarding the usage of channels dedicated for public use.
11. To recommend a budget for equipment replacement modernization and maintenance.
12. To report on the status of the Cable Joint Venture Fund held by the four communities, including revenue, expenditures, and each community's equity share.

SEC. 2. IMPLEMENTATION. In order to accomplish these purposes:

1. The Commission shall formulate policies consistent with its purposes
2. The Commission may contract the services of an executive director, a program services manager, and such additional contractors as the Commission shall deem necessary.
3. The Commission shall present an annual budget for approval by the four communities.
4. The budget shall be considered approved, and the Commission authorized to expend budgeted funds if the budget is adopted by the Township and at least two of the three cities.
5. The Commission may deny the benefit of those expenditures to any City not providing support proportional to that provided by the other three communities.
6. If the Township and any two of the cities approve the expenditure of additional funds beyond the Commission's budget, or approve non-financial recommendations from the Commission, the benefit of such actions shall accrue to the supporting communities and may be denied to those not in support.

### **ARTICLE III**

#### **MEMBERSHIP**

SEC. 1. MEMBERS. The Commission shall consist of members appointed respectively by the four communities. Seats on the Commission shall be allocated as follows, six from the Charter Township of West Bloomfield and two each from the City of Keego Harbor, the City of Orchard Lake Village, and the City of Sylvan Lake.

SEC. 2. CONFLICTS. No person shall accept or maintain membership on the Commission if such membership shall constitute a conflict of interest.

SEC. 3. APPOINTMENTS. Appointments to the Commission shall be made by the respective legislative bodies for a term of office to be determined by that body.

Members shall serve for the term for which they are appointed and until their successor is appointed or until their resignation or removal.

SEC. 4. VACANCIES. Should a vacancy occur on the Commission, the appropriate community will be notified and asked to appoint a replacement to fill the remainder of the unexpired term.

## **ARTICLE IV**

### **MEETINGS**

SEC. 1. REGULAR MEETINGS. The Commission shall hold regular meetings on the second Thursday of each month or on an alternate day, as approved by the Commission, unless the meeting is canceled by the Commission.

SEC. 2. SPECIAL MEETINGS. Special meetings of the Commission may be called at any time by the Chairperson or by a majority of the members of the Commission.

SEC. 3. NOTICE. Members shall be notified in writing of the time, place and purpose of all meetings of the Commission at least three days prior to the date scheduled for said meeting. Attendance of a member at a meeting constitutes a waiver of notice of said meeting, except where the member attends the meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened.

SEC. 4. QUORUM. A majority of the members of the Commission then in office constitutes a quorum for the transaction of business. The vote of the majority of members present at a meeting at which a quorum is present constitutes the action of the Commission.

SEC. 5. ACTION WITHOUT A MEETING. No action may be taken by the Commission unless voted on at a meeting of the Commission, a quorum being present. Only votes cast by members of the Commission in attendance shall be considered.

SEC. 6. CONDUCT OF MEETINGS. Meetings of the Commission shall be conducted in accordance with the Open Meetings Act; Public Act 267 of 1976, as may be amended.

SEC. 7. RULES. The meetings shall be conducted according to Robert's Rules of Order Newly Revised.

SEC. 8. ATTENDANCE. If any member shall have been absent from three consecutive meetings of the Commission or four meetings in a calendar year, the Commission shall report that information to the legislative body which appointed that member and may recommend that the appointment be reconsidered. Such information shall also be provided to all commissioners.

## **ARTICLE V**

### **OFFICERS**

SEC. 1.       SELECTION. The Commission's first scheduled meeting of each calendar year shall be its Organizational Meeting, at which the Commission shall select a Chairperson, a Vice-Chairperson, a Secretary and a Treasurer who shall serve for the period of one (1) year or until their successors shall be chosen. There shall be four Officers, one elected by the Commission from each community. In the event that a vacancy on the Commission precludes such election, any member may serve as an officer until such time as the vacancy is filled and officers can be elected representing the four communities.

SEC. 2.       AUTHORITY AND REMOVAL. All Officers shall respectively have such authority and perform such duties in the governance of the Commission as may be designated in these bylaws or by the Commission. Pursuant to its policies regarding due process, the Commission may remove, by a 2/3 vote of commissioners then serving, any Officer in violation of its bylaws.

SEC. 3.       SECURITY. The Commission may secure the fidelity of its Officers by bond or otherwise.

## **ARTICLE VI**

### **DUTIES OF OFFICERS**

SEC. 1.       CHAIRPERSON. The Chairperson shall:

1.       Function as the Chief Governance Officer of the Commission.
2.       Determine the agenda of each meeting of the Commission, in consultation with the Executive Director, Commission officers, and the chairpersons of the three standing committees, as appropriate.
3.       Chair each meeting of the Commission.
4.       The Commission may delegate management responsibilities to the Executive Director.

SEC. 2.       VICE-CHAIRPERSON. In case the office of Chairperson shall become vacant, or in case of the absence of the Chairperson, or the disability of the Chairperson to discharge the duties of that office, such duties shall, for the time being, devolve upon the Vice- Chairperson who shall do and perform those duties and others which the Commission may, from time to time, require.

SEC. 3.       SECRETARY. The Secretary shall:

1.       Keep the minutes of the meetings of the Commission.
2.       Provide for each meeting public notice and give notice to each member of the Commission.
3.       Serve as liaison for communications between the four communities, the Commission, and the operators.
4.       Receive and respond to all communication directed to the Commission.
5.       The Commission may delegate any of the responsibilities of the Secretary to the Executive Director.

SEC. 4.       TREASURER. The Treasurer shall:

1.       Keep account of all money, funds and property of the Commission, unless otherwise determined by the Commission.

2. Maintain oversight and present such reports to the Commission and Chairperson as may be required, both in regard to the Commission's annual budget and the Cable Joint Venture Fund.

3. Cause money to be paid out in accordance with the annual budget of the Commission and the actions of the Commission and the four communities, provided however, that all disbursements shall require the authorization of two of the four officers of the Commission.

4. Prepare, or cause to be prepared, a proposed budget for the expenditure of Cable Joint Venture Funds and other considerations provided by the Operators in order to provide for the operational and administrative costs of the Commission of public-benefit usage of the cable system.

5. The Commission may delegate any of the responsibilities of the Treasurer to the Executive Director

## **ARTICLE VII**

### **COMMITTEES**

SEC. 1.           STRUCTURE OF COMMITTEES. The Commission may establish both standing committees and select committees. Each standing committee shall have no more than six members, including no more than three members representing West Bloomfield Township and one member representing each of the cities, and each commissioner shall serve as a member of one or two committees. If a community has only one representative, that person may serve as a member of more than two committees. Subsequent to an annual review of committee assignments, the Commission Chairperson shall appoint the chairperson, the vice-chairperson, and members of each committee, subject to approval by a majority vote of the Commission. The Commission Chairperson shall also have the authority to remove members from committees, subject to approval by a majority vote of the Commission. Each committee shall establish its meeting schedule and procedures and shall form sub-committees as needed.

SEC. 2.           STANDING COMMITTEES. There shall be four standing committees of the Commission.

1. The Commission Operations and Strategic Planning Committee, responsible for

- a) contracting and evaluating the services of the Executive Director.
- b) the operation of the Commission in accordance with its bylaws, protocols, and state law,

- c) the Commission's vision and mission,
- d) the development and oversight of revenue sources,
- e) relationships with government and community organizations,
- f) assessing local needs and how to meet those needs,
- g) functioning as an information resource and advocate for the Commission, communities, and residents, locally and through state and national organizations,
- h) franchise agreements with cable providers,
- i) current telecommunications technology and policy,
- j) infrastructure, and
- k) other matters as may be directed by the Commission.

2. The Community Programming Committee, responsible for

- a) the oversight of the operation of Civic Center TV and Lakes FM, including assessment of programming needs, vision, facility and equipment, policies, program production, daily operation, promotion, and evaluation,

- b) public and educational access and,
  - c) other matters as may be directed by the Commission.
- 3. The Finance Committee, responsible for
  - a) preparation and oversight of the annual Cable Commission budget,
  - b) oversight of the Cable Joint Venture Fund,
  - c) long term financial oversight, and
  - d) other matters as may be directed by the Commission.
- 4. The Executive Committee, consisting of the Officers of the Commission, shall meet at a minimum once per year, responsible for
  - a) facilitating the Commission's self-assessment
  - b) reviewing committee assignments and recommending those assignments as appropriate

SEC. 3. SELECT COMMITTEES. The commission may appoint such select committees as it deems appropriate.

## **ARTICLE VIII**

### **AMENDMENT OF BY-LAWS**

SEC. 1. These bylaws may be amended by the affirmative vote of 2/3 of the members. Any such amendment shall be introduced at a Commission meeting and approved at the next Commission meeting

# **APPENDIX B**

## **PROTOCOLS OF THE GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION**

### **A. COMMUNICATION**

- 1) Commissioners shall comply with the requirements of the Open Meetings Act and shall not meet, or communicate electronically, in a quorum, or constructive quorum, for the purpose of deliberating toward or rendering a decision on public policy without meeting the notice requirements of the Act.
- 2) The Chairperson and the Executive Director, not commissioners, communicate with the media.
- 3) Commissioners are expected to respond within 72 hours to all communications provided by email.

### **B. ATTENDANCE**

- 1) Members are expected to attend Commission and committee meetings unless there are extenuating circumstances.
- 2) Members are expected to communicate absence from Commission and committee meetings in advance to the appropriate chairperson or the Executive Director.
- 3) The Commission will communicate concerns regarding the attendance of any commissioner to that individual.
- 4) If any member shall have been absent from three consecutive meetings of the Commission or four meetings in a calendar year, the Commission shall report that information to the legislative body which appointed that member and may recommend that the appointment be reconsidered.
- 5) Attendance at Commission and committee meetings shall be reported to all commissioners monthly, noting whether each commissioner was PRESENT, ABSENT, or PARTICIPATING (applies only to committee meetings to those taking part via video teleconference or telephone). To be recorded as PARTICIPATING, the commissioner must be connected throughout the entire committee meeting, with the exception of technical difficulties occurring for less than half the meeting. Commissioners may only be noted as PARTICIPATING in three committee meetings per committee assignment each calendar year. If virtual attendance is allowed pursuant to state law or executive order in effect on the date of the meeting, commissioners will be recorded as PRESENT if attending in person or via video teleconference or telephone.

### **C. PREPARATION**

- 1) Commissioners are provided material in advance of Commission and committee meetings.
- 2) To facilitate complete and thorough responses to any questions or concerns regarding the material provided, commissioners are expected to review that material and communicate any questions to the appropriate chairperson or the Executive Director in advance of the meeting.

### **D. COMMUNITY EXPECTATIONS**

- 1) The communities expect that each commissioner will effectively represent residents through regular attendance at Commission and committee meetings, preparation for those meetings, review of documents and video records of any meetings missed, and reporting to the community regarding Commission issues and initiatives.

- 2) To keep each community and its governing body informed regarding the Commission and its programming resources,
  - Each city's representatives may work together to attend City Council meetings.
  - The Township's representatives may work together to attend Township Board meetings.
  - Commissioners may choose to speak during public comment regarding current Cable Commission news and events, to promote Civic Center TV, WBLD, and civiccentertv.com, with special emphasis on live and on-demand programming, the availability of promotional items such as lawn signs and vehicle decals and magnets, and the role of the Commission as ombudsman for residents in dealing with cable operators. Commissioners may also choose to introduce themselves during public comment and indicate their availability to answer questions at any time.
  - While personal attendance is preferred, commissioners may provide information to the governing body in written form through a personal email, forwarding such items as the Civic Center TV update email, the Executive Director's weekly update, and the monthly "Your Cable Connection."
  - If information is provided in writing to the Township, the liaison to the Cable Commission is requested to read that communication into the record.
  - Township representatives will also emphasize simulcasts of Township Board meetings.
  - Bullet points for each of these presentations to be provided by the Executive Director, updated on a weekly basis.
- 3) The communities expect that each commissioner will comply with all applicable ethics policies.

## **F. EDUCATION**

- 1) Commissioners are expected to take advantage of all opportunities, including those provided by the Commission, to acquire knowledge and understanding of telecommunications technology and policy, the cable television industry, state and federal regulation, and significant issues in the local communities.
- 2) Commissioners are expected to be fully aware of the provisions of the Michigan Open Meetings Act and the Bylaws of the Greater West Bloomfield Cable Communications Commission.
- 3) Funding for professional development pertaining directly to any of the topics listed above is available from the Commission, either through advance registration or reimbursement, upon approval by the Chairperson based on consideration of available funding and the applicability of the information to be acquired to the commissioner's responsibilities to the Commission and the community as defined by these protocols. Such reimbursement shall be limited to the costs of registration, reasonable lodging and transportation, and non-provided meals at the per diem rate as currently specified by the federal government. Commissioners availing themselves of these professional development opportunities shall provide a written and oral report to the Commission.

## **G. RECOGNITION**

- 1) The Greater West Bloomfield Cable Communications Commission may from time to time decide to recognize those who have assisted the Commission on a volunteer basis in fulfilling its mission in the areas of programming, finance, governance, and advocacy on behalf of residents and the communities to create public engagement and an informed, involved community.
- 2) This recognition may be in any number of forms, including a physical recognition (plaque, sign, framed letter or certificate), a resolution, or the sponsorship of an event or naming of a physical facility in honor of the person(s) being recognized. Any cost of such recognition must be privately funded.

# APPENDIX C

## GUIDANCE FOR THE CONDUCT OF COMMISSION AND COMMITTEE MEETINGS

The following guidance shall govern the conduct of all meetings of the Greater West Bloomfield Cable Communications Commission and its committees.

- 1) All deliberation occurs in open meetings open to the public.
- 2) Roberts Rules of Order, Newly Revised, should be used as guidance in conducting meetings.
- 3) The chairperson will create the agenda, subject to approval by the Commission or committee at the beginning of each meeting. Once approved, the agenda may be modified or re-ordered by a majority vote of the Commission or committee.
- 4) No person shall speak unless recognized by the chairperson. All persons will act in a polite and courteous fashion. The chairperson will maintain order at all times, and if the meeting becomes disorderly, may call a recess to regain order. Disruptive persons will be asked to leave.
- 5) Members of the public have two opportunities to present comments at a meeting, during the "Public Comment" agenda item and during Commission discussion of agenda items.

The Chairperson shall open the Public Comment agenda item with the following statement:

"In order to fulfill its mission to serve the residents of Greater West Bloomfield, the Cable Commission seeks comment from the public, under rules established and published by the Commission. Those wishing to address the Commission will be recognized by the chairperson, state their name, and provide all comments to the chair in a courteous and respectful manner that does not violate the rights of others. Public comment is not a dialogue between the speaker and the chair or other commissioners and is limited to three minutes. Notification will be provided when 2 ½ minutes have elapsed."

Following the comments, the chair will state:

"The comments have been noted. If a response is expected please fill out a card with your name, contact information and any questions".

- 6) Commission and committee consideration of each agenda item shall proceed as follows:
  - motion and support
  - discussion by commissioners
  - public comment, pursuant to the above rules
  - additional discussion by commissioners
  - vote
  - no additional discussion or comments
- 7) All attendees will turn off or silence electronic devices.

These rules may be modified on a case-by-case basis by a majority vote of the Commission or committee.