



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

October 1, 2024 (JOINT MEETING)

The Commission and its Community Programming Committee met jointly at 6:30PM on October 1 at Green Media Center. In attendance were Anne Dziuba, the chairperson, Ronnie Dahl, Harvey Gersin, Suzanne Levine, and Deborah Macon. Also in attendance were Commissioner Joel Ross, 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 Phil Ross.

Mrs. Dziuba summarized the report of the September 3 committee meeting.

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

The committee reviewed the Commission's vision statement for its programming resources.

Mr. Scott addressed the committee regarding the operation of Civic Center TV and Lakes FM, focusing on improvements, in partnership with the West Bloomfield Fire Department, to the Lakes FM antenna on the tower at Fire Station #1 and a tribute to former staff who have gone on to larger media roles. Discussion focused on inventory of the Green Media Center technical plant.

Mrs. Dziuba and Mr. Albery reviewed revisions to the Request for Proposals for Programming Services recommended by the West Bloomfield Township Purchasing Director and Attorney Caroline Grech of Secrest Wardle. Mr. Albery stated that Ms. Grech will provide additional revisions later in the week and suggested that the committee recommend the RFP as revised this evening. He also suggested that the Commission be provided this evening's document as well as an updated version based on additional legal review, those revisions to be tentatively approved by the committee at a special meeting at 6:00PM on October 10, just prior to the monthly Commission meeting that evening.

Motion by Ms. Dahl, support from Ms. Levine.

"That the Community Programming Committee recommend that the Greater West Bloomfield Cable Communications Commission issue the Request for Proposals for Local Government Programming Services as provided by the committee."

Voting YES: Dahl, Dziuba, Gersin, Levine, Macon

Voting NO:

The motion was approved.

The committee reviewed its responsibilities in implementing the Commission's strategic plan in 2024. Mrs. Macon suggested revising the objectives and activities for 2025, and discussion focused on the completion of those revisions this year.

The committee discussed the boosting of social media content, focusing on budgeted funds for 2024 and expenses incurred to date. Mr. Scott stated that boosting is an effective public relations tool for the Greater West Bloomfield communities and that the budget allocated for boosting will not be fully expended this year. Discussion focused on the benefits of boosting and data regarding its effectiveness.