



GREATER WEST BLOOMFIELD  
CABLE COMMUNICATIONS  
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

March 10, 2016

### 1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 7:34PM at West Bloomfield Town Hall.

### 2. Roll Call

Members Present:

Representing Keego Harbor: Michael Grogan, John Horger

Representing Orchard Lake: Anne Dziuba, Dan Krause

Representing Sylvan Lake: Jim Endres

Representing West Bloomfield: Larry Brown, Harvey Gersin, Suzanne Levine,  
Deborah Macon (arrived at 7:39PM)

Members Absent:

Representing Sylvan Lake: Bill Brundage

Representing West Bloomfield: Mark Kowalsky, Gerald Walters

Others in Attendance:

Dave Scott, (General Manager, Civic Center TV), David Albery (Executive Director, GWBCCC)

The Executive Director stated that Mr. Walters and Mr. Kowalsky had communicated their inability to attend the meeting. He added that material in addition to that delivered earlier in the week had been provided for commissioners at the dais.

### 3. Approval of Agenda

Motion by Mr. Brown, support from Mr. Endres:

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as provided for the March 10, 2016 meeting.”

Voting YES: Brown, Dziuba, Endres, Gersin, Grogan, Horger, Krause, Levine  
Voting NO:

The motion carried.

#### **4. Public Forum**

The Chairperson stated that the forum provides an opportunity for residents to address the Commission regarding cable-related issues at the beginning and the end of each meeting. Those unable to attend should contact the Commission at gwbcable.org.

No member of the public rose to address the Commission.

#### **5. Approval of Minutes**

Motion by Mr. Brown, support from Mr. Horger:

"That the Minutes of the February 11, 2016 meeting and the February 29, 2016 joint meeting be approved as presented."

Voting YES: Brown, Dziuba, Endres, Gersin, Grogan, Horger, Krause, Levine  
Voting NO:

The motion carried.

Mrs. Macon arrived at 7:39PM.

#### **6. Acceptance of Financial Report**

The reports for 2016 and 2015 were summarized by Mr. Grogan, the Commission's Treasurer. The analysis of 4<sup>th</sup> quarter payments from cable operators was summarized by the Executive Director.

In response to a question from Mr. Brown regarding payments to West Bloomfield Township in 2015 for financial management and auditing services, the Executive Director stated that he had not been notified of the status of those payments. He added that he would inquire regarding the status and revise the 2015 financial report if necessary.

Motion by Mr. Krause, support from Mr. Brown:

"That the Financial Reports be accepted."

Voting YES: Brown, Dziuba, Endres, Gersin, Grogan, Horger, Krause, Macon, Levine  
Voting NO:

The motion carried.

## **7. Commission Reports**

The Chairperson stated that this portion of the agenda provides an opportunity for committees to report to the Commission.

### Report of the Commission Operations and Strategic Planning Committee

Commissioners were provided a written report which was summarized, in the absence of committee chairperson Mark Kowalsky, by the Executive Director.

In response to a question from Mrs. Dziuba, he stated that the members of the ad hoc committee that worked to develop the 6 key goals of the strategic planning process were Mr. Kowalsky, Mr. Gersin, Mrs. Macon, and himself.

Mr. Brown commended the Commission Operations and Strategic Planning Committee for its hard work on the strategic planning initiative.

Motion by Mr. Brown, support from Mrs. Dziuba:

"That the Greater West Bloomfield Cable Communications Commission accept the report of the Commission Operations and Strategic Planning Committee."

Voting YES: Brown, Dziuba, Endres, Gersin, Grogan, Horger, Krause, Macon, Levine

Voting NO:

The motion carried.

## **8. Executive Director's Report**

### Civic Center TV

Mr. Scott addressed the Commission regarding the operation of Civic Center TV, focusing on upcoming cablecast events in March, April, and May, the new news program "The Splash", debuting on March 28, and the newest member of the CCT staff, Jonathan Jackson, who will produce and anchor the new program. He also reported that the Commission has added a fiber-optic link to the gymnasium at West Bloomfield High School, upgraded the computers providing both CCT and WBTB signals to AT&T, and upgraded the WBTB layout. The Comcast music service has been dropped and WBLD audio will now be the background before and after all meeting coverage.

Mr. Scott reported on web metrics, including the Civic Center TV web site and You Tube. He added that his staff has been working to raise the profile of CCT in Google searches.

In response to a question from Mrs. Macon, Mr. Scott stated that the Youth Assistance Awards on March 22 will be simulcast on CCT, WBTB, and WBLD.

Mr. Grogan added, in reference to Google searches, that Civic Center TV is the first result if the search is for "Greater West Bloomfield".

### Cable Operators

Commissioners were provided copies of a communication from Comcast regarding a channel line-up change.

### Resolution in Support of Sunshine Week

The Commission's recommendation that the four communities adopt a resolution in support of Sunshine Week and open and transparent government was approved by the Keego Harbor City Council February 18, the West Bloomfield Township Board on February 22, and the Sylvan Lake City Council on March 9. The Orchard Lake City Council voted on February 16 not to adopt the resolution.

### Periodical Review

The cable television industry had a good fourth quarter in the last three months of 2015, outperforming all of pay TV for the first time since 1994, due largely to its advantage in broadband services. Telephone companies offering video service had significant losses.

AT&, which purchased DirecTV in 2015, has stopped manufacturing converters for its U-verse video service as it focuses on selling satellite service paired with U-verse internet service. Current U-verse video subscribers will not be affected in the short term, but new subscribers are being steered to the satellite/internet combination, and current video subscribers will find that the wired product will not adapt to new video technologies such as 4K. The company's internet service is having trouble competing with cable, and the long-term business plan is satellite video and wireless internet.

The 2016 Customer Engagement Index for all industries, not just cable, reports that 37 percent of customers drop their affiliation with a company that uses an automated menu (IVR) for customer service phone calls and 20 percent of customers who dropped service did so because of long wait times on the phone. Nearly 90 percent report that good customer service occurs when the company anticipates their needs, the self-service is optimal, and they are able to contact the company in whatever fashion they want. 35 percent of millennials report that they value self-service options. The cable industry, traditionally ranking at the bottom of customer service surveys, is at risk if it continues to use methodology that customers say they do not like and do not deliver what they value.

A report from last month indicated that over half of all cable subscribers would drop ESPN to save 8 dollars a month. Cable operators, however, rank ESPN as the most valuable service they offer, valuing it at a dollar a month and its partner ESPN2 at 75 cents. The cost for both services to operators is 7 dollars a month.

An article provided by Mr. Horger reports that Comcast is rolling out DOCSIS 3.1 technology for cable modems to deliver gigabit internet service in Philadelphia and Atlanta.

Communication

No communication was received.

Preview

The Executive Director presented his agenda for the time period between this meeting and the next.

In response to a question from Mrs. Macon, the Executive Director stated that the full results of the Customer Engagement Survey should be available on-line.

Mrs. Macon suggested that the Commission post a group picture and individual pictures on its web site, and the Executive Director stated that those photos will be taken before the April 14 Commission meeting. The Chairperson added that he is urging attendance by all commissioners for the photo shoot on that date.

Mrs. Macon thanked Mr. Endres for his work on the news desk for “The Splash” and added that she has never been part of a group where individual members volunteer as much for the common good.

**9. Unfinished Business**

No items of Unfinished Business were presented.

**10. New Business**

No items of New Business were presented.

**11. Public Forum**

The Chairperson stated that the forum provides an opportunity for residents to address the Commission regarding cable-related issues at the beginning and the end of each meeting.

No member of the public rose to address the Commission.

Ms. Levine reported that the Chamber of Commerce will hold its 2016 awards dinner on May 18.

Mrs. Macon stated that the deadline is just a week away for nominations for awards to be presented at the Michigan Week Community Awards Breakfast on May 20. She thanked Mr. Scott for Motown Digital’s assistance with the event and noted that the Commission is now listed as an in-kind sponsor. She emphasized the dollar value of the Commission’s contributions to the event every year.

Mr. Endres thanked commissioners who recorded “get-out-the-vote” public service announcements for Civic Center TV. He noted that March 8 voter turn-out in Sylvan Lake was higher than the other three communities.

The Executive Director asked commissioners to note two events, the meeting of the West Bloomfield Clergy Association and Community Forum, hosted by the Commission at Green Media Center, on April 7, and the Police Memorial Ceremony on April 26.

## **12. Adjournment**

The meeting was adjourned by the Chairperson at 8:19PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, APRIL 14, 2016, at 7:30PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.