



GREATER WEST BLOOMFIELD  
CABLE COMMUNICATIONS  
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

April 14, 2016

### 1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 7:32PM 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: Bill Brundage, Jim Endres  
Representing West Bloomfield: Larry Brown, Harvey Gersin, Mark Kowalsky,  
Suzanne Levine, Deborah Macon (arrived at 7:44PM)

Members Absent:

Representing West Bloomfield: Gerald Walters

Others in Attendance:

David Albery (Executive Director, GWBCCC)

The Executive Director stated that Mrs. Macon had indicated she would be arriving for the meeting a little late. 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. Endres, support from Ms. Levine:

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as provided for the April 14, 2016 meeting.”

Voting YES: Brown, Brundage, Dziuba, Endres, Gersin, Grogan, Horger, Kowalsky, 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 Ms. Levine, support from Mr. Brown:

"That the Minutes of the March 10, 2016 meeting, the March 10, 2016 joint meeting, and the April 5, 2016 joint meeting be approved as presented."

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

Voting NO:

The motion carried.

#### **6. Acceptance of Financial Reports**

The reports were summarized by Mr. Grogan, the Commission's Treasurer. The Executive Director stated that two additional expenditures are included in the 2015 Financial Report and that the report is now final.

Discussion focused on 2015 revenue and expenditures.

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

"That the Financial Reports be accepted."

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

Voting NO:

The motion carried.

Further discussion focused on the costs of West Bloomfield and Keego Harbor meeting coverage, costs borne by each individual community, not the Cable Commission. Also discussed were the building and maintenance reserve established by the Commission for Green Media Center, the annual replenishment of the Cable Joint Venture Fund after the substantial expenditures for GMC in 2013, 2014, and 2015, and the communities' equity shares in the fund.

Mrs. Macon arrived at 7:44PM.

## **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 Community Programming Committee

Commissioners were provided a written report which was presented by Mrs. Dziuba, the chairperson of the committee. Mr. Brown stated that the filing deadline for election to Township offices is April 19.

Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission revise its ‘Policies for the Operation of Civic Center TV’ by adding the following language to the exceptions listed in Section L, Paragraph 1: ‘bona fide newscasts and coverage of bona fide news events’.”

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

Commissioners were provided a written report which was summarized by Mr. Kowalsky, the chairperson of the committee.

Motion by Mrs. Macon, support from Mr. Endres:

"That the Greater West Bloomfield Cable Communications Commission accept the reports of Community Programming Committee and the Commission Operations and Strategic Planning Committee and consider committee recommendations under New Business later in this meeting."

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

Voting NO:

The motion carried.

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

### Civic Center TV

Commissioners were provided a report of programming produced for CCT in 2016. The Executive Director highlighted the new news magazine program, “The Splash”.

### Cable Operators

No communications were received from AT&T or Comcast.

1<sup>st</sup> Quarter Report to the Four Communities

Commissioners were provided copies of the report to Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield.

Police Memorial – April 26

Members were reminded of the event at 12NOON on April 26 and asked to RSVP to the West Bloomfield Police Department through the Executive Director.

Michigan Week Community Awards Breakfast

Members were reminded of the event at 7:15AM on May 20 and that tickets are available for on-line purchase.

Periodical Review

The research company Convergence Consulting Group has released the results of its study “The Battle for the North American Couch Potato”. The number of people who dropped pay TV service in 2015, 1.1 million, was four times the 2014 number. The company projects another 1.1 million in 2016.

A Morgan Stanley survey indicates that cable customer satisfaction has increased and is up to 90%. Despite the satisfaction level, 26 percent say that they plan to drop the service in the next five years, 5 percent in the next six months, the younger the respondent, the more likely. The firm states that the bottom line is that broadband is the most important part of the pay TV bundle.

Subscriptions to broadband from all cable and phone companies increased by 3.1 million in 2015. Comcast accounted for just under half of that total.

Cable companies lost 345 thousand video subscribers in 2015, compared to 1.2 million in 2014. It was cable’s best year since 2006. The telephone companies (AT&T, Verizon) lost 125 thousand subscribers, their worst year since 2006.

Comcast is expanding Internet Essentials, its internet service program for low-income families, to public housing units in Miami, Nashville, Philadelphia, and Seattle.

Supporters of the FCC’s initiative to mandate cable boxes that can receive all types of service (broadcast, cable, streaming) have formed the Consumer Video Choice Coalition, on-line at [unlockthebox.com](http://unlockthebox.com).

Comcast gigabit internet service, coming to Michigan later in 2016, will offer gigabit download speeds but very slow uploads at 35mps. It will be capped at a maximum usage amount per month. Consumers who exceed the cap will pay additional charges unless they agree to a long-term contract. Some observers believe the cap is unnecessary and is a disguised rate increase.

### Communication

No communication was received.

### Preview

The Executive Director presented his agenda for the time period between this meeting and the next. He added that both individual pictures of commissioners and a group picture of the Commission will be taken at the May 12 meeting if all members are present. In response to a question from the Chairperson, he stated that individual pictures will be taken before and after the meeting and the group picture after.

In response to a question from Mr. Krause, the Executive Director stated that AT&T's movement away from U-verse cable service to DirecTV satellite service has thus far had no effect on revenue from AT&T. Discussion focused on the advantages and disadvantages of satellite service, the necessity of precise aiming of the dish in order to avoid weather-related outages, and AT&T's four-part offering (video via dish, data and land-line phone via wire, cell service).

Additional discussion focused on the availability of local school district channels via AT&T, both the U-verse and DirecTV platforms, problems with cell tower locations and cell service locally, the universal availability of AT&T's DirecTV satellite service compared to the limited availability of U-verse, and decreasing use of large C-band satellite dishes.

### **9. Unfinished Business**

No items of Unfinished Business were presented.

### **10. New Business**

#### Recommendation of the Community Programming Committee – Policies for the Operation of Civic Center TV

The Chairperson presented the recommendation.

“That the Greater West Bloomfield Cable Communications Commission revise its ‘Policies for the Operation of Civic Center TV’ by adding the following language to the exceptions listed in Section L, Paragraph 1: ‘bona fide newscasts and coverage of bona fide news events’.”

Motion by Mr. Kowalsky, support from Mrs. Macon:

“That the Greater West Bloomfield Cable Communications Commission revise its ‘Policies for the Operation of Civic Center TV’ by adding the following language to the exceptions listed in Section L, Paragraph 1: ‘bona fide newscasts and coverage of bona fide news events’.”

Mr. Brown asked about independent candidates who are not running for local office on a party ticket, and discussion focused on the definition of a declared candidate as one who has filed

nominating petitions and an affidavit with the local community or the county election office.

Mr. Endres stated that the filing deadline for the November general election is in July.

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

Voting NO:

The motion carried.

## **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.

Mr. Krause commended the Greater West Bloomfield Historical Society and offered informational brochures to commissioners.

Ms. Levine invited all to the Greater West Bloomfield Chamber of Commerce Awards Dinner on May 10 at Shenandoah Country Club. She also mentioned the Chamber's Health and Wellness event on May 18 at West Bloomfield Town Hall.

Mrs. Macon stated that the Commission hosted the monthly meeting of the West Bloomfield Clergy Association and Community Forum on April 7 at Green Media Center. She also commended the information available on the events page at [civiccentertv.com](http://civiccentertv.com).

She added that this is National Volunteer Week, honoring those who give freely of their time and talent.

Mr. Endres applauded the new Civic Center TV news magazine program "The Splash" and the host Jonathan Jackson. He reminded members that the show is always looking for story ideas.

## **12. Adjournment**

The meeting was adjourned by the Chairperson at 8:30PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, MAY 12, 2016, at 7:30PM** at **WEST BLOOMFIELD TOWN HALL, 4550 Walnut Lake Road, West Bloomfield, Michigan.**