



GREATER WEST BLOOMFIELD  
CABLE COMMUNICATIONS  
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

May 12, 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: Jim Endres

Representing West Bloomfield: Larry Brown, Harvey Gersin, Mark Kowalsky,  
Suzanne Levine, Deborah Macon (arrived at 7:37PM),  
Gerald Walters

Members Absent:

Representing Sylvan Lake: Bill Brundage

Others in Attendance:

Tiffany Johnson, Jim Smith, Dave Scott (General Manager, Civic Center TV), David Albery (Executive Director, GWBCCC)

The Executive Director stated that Mr. Brundage had communicated his inability to attend the meeting and Mrs. Macon had communicated that she would be running 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. Kowalsky, support from Mr. Krause:

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as provided for the May 12, 2016 meeting.”

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

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. Walters:

"That the Minutes of the April 14, 2016 meeting and the May 3, 2016 Joint Meeting be approved as presented."

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

Voting NO:

The motion carried.

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

The report was summarized by Mr. Grogan, the Commission's Treasurer.

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

"That the Financial Report be accepted."

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

Voting NO:

The motion carried.

Mrs. Macon arrived at 7:37PM.

#### **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 summarized by Mrs. Dziuba, the chairperson of the committee. She added that an ad hoc committee had met on May 11 to revise the committee's program evaluation instrument.

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

"That the Greater West Bloomfield Cable Communications Commission accept the report of the Community Programming Committee."

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

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 the Wonder Woman Awards, a video feature on the West Bloomfield Police Department, the April 26 Police Memorial ceremony, the new CCT news magazine program, "The Splash", and the May 10 Chamber Awards dinner. He previewed upcoming programs, including the Michigan Week Community Awards Breakfast, Memorial Day parades in Keego Harbor and Sylvan Lake, the West Bloomfield High School Honors Convocation and Commencement, and a League of Women Voters candidate forum in July.

He also presented information regarding promotional efforts and on-line viewership of Civic Center TV content and web site visitors.

In response to a question from Mr. Endres, Mr. Scott stated that Civic Center TV will cover any local candidate forums organized by the League of Women Voters. The Executive Director added that forums for the city councils will most likely be held in the fall since there is no August primary for those positions. Mrs. Macon added that the League schedules candidate forums at the request of community residents.

In response to a question from Mrs. Macon, Mr. Scott stated that all events cablecast live are also simulcast on WBLD, Lakes FM. Mrs. Macon commended the Civic Center TV community events database.

In response to a question from Mr. Grogan regarding the location of those who visit the CCT web site and view programming, Mr. Scott stated that he will provide that information at a future meeting.

### Cable Operators

The Commission received no information from either AT&T or Comcast.

### Periodical Review

A survey of 18 to 24 year-olds shows that 49 percent do not subscribe to pay TV (cable, telco, or satellite) and 54 percent of their TV viewing is on-line, the remainder presumably either broadcast TV or someone else's pay TV.

Another survey indicates that cord cutters, those who have dropped their pay TV subscription, are happy with a combination of broadcast TV and streamed content and will not re-subscribe.

Moody's reports that the top 5 cable operators will see a 4 percent increase in cash flow in 2016 and that on-line subscriptions (Netflix, et al) are in addition to, not a replacement for, pay TV.

Based on increases in video and internet subscribers, Comcast's profit increased 3.5 percent in the first quarter of 2016.

HBO reports that less than 1 percent of those who have subscribed to its on-line streaming service have dropped their subscription delivered via cable or satellite.

### Communication

No communications were received.

### Preview

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

Mr. Endres stated that his AT&T/DirecTV satellite service is affected by severe weather conditions, with the video breaking up.

Mr. Brown stated that he had difficulty with a Comcast X-1 installation and added that the system itself is very good. He commended Comcast on the quality of its products.

## **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 commended Civic Center TV staff members for their professionalism in providing coverage of the Chamber Awards Dinner on May 10. She reminded commissioners of the upcoming Health and Wellness Fair at West Bloomfield Town Hall on May 18.

Mrs. Macon also commended CCT for coverage of the Wonder Woman event. She added that Saturday, May 14 is the date for the letter carrier food donation drive and that tickets for the May 20 Michigan Week breakfast can still be purchased.

Mr. Brown reminded commissioners of three community events, a Rett Syndrome Walk at Drake Road Sports Park on May 15, Walk for Israel at Temple Shir Shalom also on May 15, and Relay for Life at West Bloomfield High School on June 11 and 12.

Mr. Endres reminded every one of the meaning of Memorial Day, coming up on May 30.

## **12. Adjournment**

The meeting was adjourned by the Chairperson at 8:11PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, JUNE 9, 2016, at 7:30PM, at WEST BLOOMFIELD TOWN HALL, 4550 Walnut Lake Road, West Bloomfield, Michigan.**