



GREATER WEST BLOOMFIELD  
CABLE COMMUNICATIONS  
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

September 8, 2016

### 1. Call to Order

The meeting was called to order by the Vice-Chairperson, Jim Endres, at 7:30PM at West Bloomfield Town Hall.

### 2. Roll Call

Members Present:

Representing Keego Harbor: Michael Grogan, John Horger  
Representing Orchard Lake: Anne Dziuba  
Representing Sylvan Lake: Matthew Benavides, Jim Endres  
Representing West Bloomfield: Larry Brown, Mark Kowalsky, Suzanne Levine,  
Deborah Macon (arrived at 7:32PM), Gerald Walters

Members Absent:

Representing Orchard Lake: Dan Krause  
Representing West Bloomfield: Harvey Gersin

Others in Attendance:

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

The Executive Director stated that Mr. Krause and Mr. Gersin had communicated their inability to attend the meeting. He added that material in addition to that delivered earlier in the week, including a revised agenda, had been provided for commissioners at the dais.

### 3. Approval of Agenda

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

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as revised for the September 8, 2016 meeting.”

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

Voting NO:

The motion carried.

Mrs. Macon arrived at 7:32PM.

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

The Vice-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. Kowalsky, support from Mr. Brown:

"That the Minutes of the July 14, 2016 meeting, the August 1, 2016 Joint Meeting, the August 11, 2016 Joint Meeting, and the September 6, 2016 Joint Meeting be approved as presented."

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

Voting NO:

The motion carried.

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

The report for January through August 2016 was summarized by Mr. Grogan, the Commission's Treasurer. The report of second quarter 2016 payments from cable operators was summarized by the Executive Director.

In response to a question from Mr. Kowalsky regarding decreases in revenue to the city of Keego Harbor, the Executive Director stated that he had no explanation and that the city population is not specifically millennial but rather a mix of ages, as evidenced by the popularity of city council cablecasts among older residents. Discussion focused on the revenue impact of AT&T's move away from wired cable to video via satellite.

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

"That the Financial Reports be accepted."

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

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 by Mr. Kowalsky, the committee chairperson. Mrs. Macon stated that her submission to the Commission's strategic plan will not be reviewed by the committee on September 12 but rather at a subsequent meeting.

### Report of the Community Programming Committee

Commissioners were provided a written report which was presented by Mrs. Dziuba, the committee chairperson. The Executive Director thanked Mrs. Macon for her assistance in revision of the committee's Survey Monkey program evaluation instrument.

### Report of the Finance Committee

Commissioners were provided a written report which was presented by Mr. Grogan, the committee chairperson.

Mr. Kowalsky thanked both the Community Programming and Finance committees for their contributions to the Commission's strategic plan. In response to his question regarding the proposed 2017 Commission budget, specifically the substantial increase in telecommunications costs, Mr. Scott stated that with increased streaming of audio and video content, the bandwidth available to the Green Media Center facility will need to be increased next year.

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

“That the Greater West Bloomfield Cable Communications Commission accept the reports of the Commission Operations and Strategic Planning, Community Programming, and Finance committees and consider any committee recommendations under New Business later in this meeting.”

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

Voting NO:

The motion carried.

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

### Civic Center TV

Commissioners were provided a written report of programming produced for CCT in 2016, and

Mr. Scott addressed the Commission regarding the news magazine program The Splash, West Bloomfield High School football coverage on WBTV (audio only) and WBLD, and candidate forums for the Sylvan Lake City Council and West Bloomfield Schools Board of Education. He also highlighted the West Bloomfield Fire Department Open House on October 9, the addition of former SWOCC General Manager Eric Angott to the Civic Center TV staff, the emergency alert capability for the Commission's radio and TV operations, new cablecasting infrastructure at West Bloomfield Town Hall, and the music mix on WBLD.

He reported web metrics for the Civic Center TV site and programming and emphasized the importance of the Commission's digital outlets, especially as some AT&T subscribers migrate to satellite.

Discussion of Town Hall equipment focused on the floor-level monitors in front of the dais at Town Hall

Ms. Levine stated that the Chamber of Commerce has installed a video player for CCT on its web site.

Mrs. Macon asked whether a WBLD app could be created to make it easy for residents to listen on their phones. Mr. Horger mentioned an app called "Tune-In" and the possibility that the WBLD audio stream could be included in its offerings.

### Cable Operators

Commissioners were provided copies of a communication from Comcast regarding billing procedures.

### Periodical Review

Media analysts predict that the cable industry will grow 8.6 percent from 2016 to 2017, with most of the growth in broadband, not video, although losses in video subscribership will decrease. The eleven largest pay TV providers lost 665,000 subscribers in the second quarter of 2016, compared to 545,000 a year ago.

Brian Roberts, the CEO of Comcast, has stated that the economics of OTT (over-the-top or streaming video) are unproven and that Comcast will expand its subscriber base within its geographic footprint, with focus on growing the X-1 platform.

The advantage of OTT over traditional cable is that it is subscriber-centric, meaning that you decide what you watch, when you watch, and what device you use. Streaming services feature simplified sign-up, custom pricing and packaging, clear and accurate billing, easy payment options, and good customer service.

Comcast is expanding its Internet Essentials program to residents of public and HUD-assisted housing, making an additional two million homes eligible. This is the single largest expansion of the program since it was inaugurated in 2011. The new eligibility rules are not related to the National School lunch program and will therefore involve households that do not include K-12 students. Michigan is sixth in the country in HUD-assisted housing with 110,000 units, and

Detroit is seventh among cities with 25,000.

Comcast has named Jackie Joyner Kersee as the national spokesperson for the program which has 750,000 homes nationwide (3 million people) participating.

The Attorney General of the State of Washington has sued Comcast, claiming that the company illegally deceived customers to pad its bottom line by millions of dollars. The suit two alleges two million individual violations of the state's Consumer Protection Act focusing on the Comcast Customer Guarantee, calling it a "near-worthless" plan with multiple undisclosed limitations and adding that the company's technicians were given a code to add charges to a service call for services which should have been provided at no cost. The state is seeking one million dollars in restitution for service calls with improper fix codes, a two thousand dollar fine for each violation of the Consumer Protection Act, and that Comcast be ordered to clearly disclose the limitations of its service plans.

Comcast has added an option for subscribers wishing to pay in cash. They can use the My Account app at 500 Comcast stores and nearly 8,000 7-11 stores.

Consumerist magazine asked its readers for anecdotal information regarding their experiences in attempting to negotiate the cost of their cable television subscription. Companies, with the exception of Charter, will offer discounts and free additional services for a limited time period. 17 percent of those who provided their stories had already dropped cable service and another 50 percent were considering dropping it, three-quarters of them over the age of forty.

Media analysts have created several terms to accurately describe the current state of pay TV subscribership.

- those who never subscribed are cord nevers
- those who drop their subscription are cord cutters
- those who cut back their subscription are cord shavers
- those who add streaming services to their subscription are cord stackers

Analysts have found that the cord stackers are more satisfied than the cord cutters.

### Communication

No communication was received

### Preview

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

## **9. Unfinished Business**

No items of Unfinished Business were presented.

## 10. New Business

### Recommendation of the Finance Committee – 2017 GWBCCC Budget

The Vice-Chairperson presented the recommendation.

“That the Greater West Bloomfield Cable Communications Commission adopt its 2017 budget and recommend its approval by the four communities.”

Motion by Mr. Brown, support from Ms. Levine:

“That the Greater West Bloomfield Cable Communications Commission adopt its 2017 budget and recommend its approval by the four communities.”

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

Voting NO:

The motion carried.

The Executive Director stated that the budget will be submitted to the four communities for approval as follows: West Bloomfield Township Board on Monday, October 10, Orchard Lake City Council on Monday, October 17, Keego Harbor City Council (study session) on Tuesday, October 18, Sylvan Lake City Council on Wednesday, October 19, and Keego Harbor City Council (monthly meeting) on Thursday, October 20.

## 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 announced two Chamber of Commerce events.

- “Chopped: Chamber Edition”, at Henry Ford Hospital, West Bloomfield, on September 14. Civic Center TV’s George Moore will be the host.
- Leadership Luncheon at Andiamo’s on October 5.

Mrs. Macon stated that the Greater West Bloomfield Community Coalition is sponsoring a showing of the film “Screenagers”, on September 22.

## 12. Adjournment

The meeting was adjourned by the Chairperson at 8:23PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, OCTOBER 13, 2016**, at **7:30PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.