



GREATER WEST BLOOMFIELD
CABLE COMMUNICATIONS
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

2017

BUDGET

BUDGET PRESENTATION OVERVIEW

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THE BUDGET

The Greater West Bloomfield Cable Communications Commission presents its operating budget for 2017 to the Keego Harbor City Council, the Orchard Lake City Council, the Sylvan Lake City Council, and the West Bloomfield Township Board.

The Commission requests that the budget be considered and approved.

FUNDING

The Commission proposes that the budget be funded entirely by the four communities' **CABLE JOINT VENTURE FUND**. In 2011, the communities agreed that support of the annual operating budget be apportioned pursuant to each community's annual share of revenue. Support for the 2017 budget will therefore be allocated among the communities when the year is closed in the first quarter of 2018.

FRANCHISE AND FINANCIAL HISTORY

In 1984, Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield granted cable television franchises to Continental Cablevision. Those franchises were transferred to MediaOne in 1997, renewed in 2000, transferred to Comcast in 2001, and renewed again in 2015.

Under the terms of the 2000 renewals, Comcast provided in 2000 and 2001 three grants totaling **\$950,000** to the communities' Cable Joint Venture Fund to support local cable programming.

In addition, Comcast and AT&T provide two franchise payments to the four Greater West Bloomfield communities quarterly. Both payments are based on gross revenue derived from video service and related equipment.

5%, deposited directly into the general fund of each community

2% (Comcast) or **2.82%** (AT&T), deposited into the Cable Joint Venture Fund, a fund maintained by the four communities to support the services provided by the Greater West Bloomfield Cable Communications Commission

On December 31, 2015, the balance in the Cable Joint Venture Fund was **\$530,000**, apportioned among the four communities as follows:

Keego Harbor	25,575
Orchard Lake	23,225
Sylvan Lake	19,325
West Bloomfield	461,875

Each community may, under federal and state law, expend funds from its share for any cable-related purpose.

☛ **IN 2014**, revenue to the Cable Joint Venture Fund was **\$650,000**, and Cable Commission budget expenditures totaled **\$491,000**, **ADDING \$159,000** to the fund balance.

☛ **IN 2015**, revenue to the Cable Joint Venture Fund was **\$692,000**, and Cable Commission budget expenditures totaled **\$500,000**, **ADDING \$192,000** to the fund balance.

☛ **IN 2016**, the Commission projects revenue at **\$692,000** and budget expenditures at **\$573,000**, **ADDING \$119,000** to the fund balance.

☛ **FOR 2017**, the Commission again projects revenue at **\$692,000** Approval of the proposed budget (**\$598,200**) is projected to **ADD** about **\$94,000** to the fund balance.

THE ROLE OF THE CABLE COMMISSION

The Greater West Bloomfield Cable Communications Commission is the entity created by the four communities in 1984 to fulfill their franchise obligation to "function collectively for the entire franchise system in regards to cable television". The Commission, consisting of twelve members (six from West Bloomfield and two each from Keego Harbor, Orchard Lake, and Sylvan Lake), is committed to open and transparent government and fulfills its responsibilities to the communities through due diligence and strategic direction.

- ☛ **IN 2016**, the Commission provided **INFORMATION AND PROGRAMMING** to residents of the four communities on Civic Center TV and civiccentertv.com, including:
- over 100 live meetings of local governmental bodies
 - public safety information
 - parks and recreation opportunities
 - candidate forums
 - Oakland County government
 - environmental issues
 - Memorial Day parades and ceremonies
 - local businesses
 - Michigan Week Breakfast
 - community news and events
 - Greater West Bloomfield Historical Society

The Commission engages in on-going review and assessment of that programming and works with its community partners to improve the service provides to residents.

All programming is **STREAMED** on civiccentertv.com, and meetings and programs are **ARCHIVED** for viewing at residents' convenience.

- ☛ **IN 2016**, the Commission also:
- acted as an **OMBUDSMAN** for subscriber's with concerns or questions regarding cable service, achieving **100% resolution** of customer service issues and inquiries directed to the Board
 - monitored and ensured operators' **COMPLIANCE** with federal law, FCC rules, and Michigan Public Act 480
 - **ADVOCATED**, individually and through organizations, on behalf of the communities and residents for changes in federal legislation and Public Act 480
 - provided oversight of the communities' **CABLE JOINT VENTURE FUND** and recommendations regarding stewardship of the resources available

☛ **IN 2017**, the Commission will provide these core services while expanding the quantity, quality, and variety of programming on Civic Center TV and WBLD. While cable television has been and will continue to be the prime vehicle for delivery of community information, other avenues are increasingly important, and the Commission will work to maximize the presence of Civic Center TV in those areas for the benefit of the four communities and residents.

The Commission's 2017 budget includes funding to continue the weekly newsmagazine program "The Splash", which debuted in March of 2016, bringing local news and event information to residents of the four communities through television, radio, and on-line.

In addition, in 2017 the Commission will begin the implementation of its three-year strategic plan developed in 2016, focusing on accountability, transparency, governance, finance, and community partnerships.

PROPOSED 2017 CABLE COMMISSION BUDGET

	2016 BUDGET	2016 PROJ EXP	2017 BUDGET	% CHANGE
Commission Professional Development	1,000	0	4,000	300%
Office Supplies	2,000	1,000	2,000	0%
Computer & Network Maintenance	18,000	18,000	20,000	11%
Financial Mgmt/Audit	8,000	7,500	8,000	0%
Security	4,000	4,000	4,000	0%
Service & Supplies	10,000	8,000	10,000	0%
Contracted Services	421,000	421,000	445,000	6%
Equipment	20,000	18,000	20,000	0%
Memberships	2,200	2,200	2,200	0%
Production Rentals & Expendables	2,000	1,000	2,000	0%
Storage Media and Software	1,000	500	2,000	100%
Music Rights and Clip Art	500	500	1,500	200%
Legal Services	4,000	1,000	4,000	0%
Public Benefit Grants	1,000	0	1,000	0%
Telecom	12,000	10,000	21,000	75%
Printing	500	200	500	0%
Insurance	4,000	3,850	4,000	0%
Utilities	20,000	16,500	20,000	0%
Maintenance & Repair	7,500	2,000	8,000	7%
Software Support	10,000	9,100	10,000	0%
Public Ed/Advocacy/Outreach	30,000	26,000	9,000	-70%
Bldng Maintenance Reserve Fund	10,000	10,000		-100%
TOTAL	588,700	560,350	598,200	1.61%

RESPONSIBILITIES OF THE CONTRACTOR
(OPERATION OF CIVIC CENTER TV)
DIRECT REPORT TO THE EXECUTIVE DIRECTOR

PROGRAMMING PRODUCTION AND SCHEDULING

The Contractor shall propose programming to be produced, both individual programs and series.

The Contractor shall produce programs at the direction of the Greater West Bloomfield Cable Communications Commission (Commission) and/or Community Programming Committee (Committee).

The Contractor shall prepare a written plan for each production project, hold a pre-production meeting with the client (organization or entity for whom the program is being produced) to discuss the plan, revise the plan if necessary, provide the revised plan to the client, and keep the client apprised of the production schedule, including completion and initial cablecast date.

The Contractor shall ensure that all programming exhibits professional production and technical standards.

MEETINGS

The Contractor shall provide objective coverage at the direction of the communities in accordance with the Commission's "Policies for the Operation of Civic Center TV"

COMMUNITY EVENTS

The Contractor shall provide community event information, including all content provided by the four communities and other stakeholders, in accordance with the mission, vision, and policies of the Commission.

WEB SITE (civiccentertv.com)

The Contractor shall maintain all aspects of the web site, including the Civic Center TV live stream, the archive of programs and meeting coverage, the program schedule, community events, and meeting schedule.

TECHNICAL

The Contractor shall ensure that all equipment is maintained and functional at all times, provide recommendations to the Executive Director and the Commission regarding equipment purchase and utilization, ensure that Civic Center TV is transmitted to AT&T and Comcast for inclusion on their systems, and ensure that the web site is on-line at all times.

FACILITY

The Contractor shall ensure that it's personnel using the Green Media Center facility shall do so in a clean and orderly fashion.

The Contractor shall make no modifications to the Green Media Center facility without the written authorization of the Executive Director.

PROMOTION

The Contractor shall provide both on-channel and external promotion of Civic Center TV through all available venues.

REPORTING

The contractor shall submit the following reports.

Weekly:

A report of programming produced under the provisions of this agreement, including those completed, those in production, and those planned for the future.

Monthly:

A report (due on the first business day of each month) detailing:

- the contractor's its efforts to achieve innovation in programming for Civic Center TV.
- the contractor's promotional efforts on behalf of Civic Center TV, on the channel, on the web site, and in the community

All reports required under this Agreement shall be submitted to the Executive Director.

PROFESSIONALISM

The Contractor shall at all times professionally represent the Commission and Civic Center TV by exhibiting professional appearance, professional demeanor, professional standards in written and oral communication.

The Contractor shall respond to written, telephone, or electronic communications within one business day.

The Contractor shall ensure that all programming, meeting coverage, bulletin board information, and web content meets professional production practices and community standards for accuracy and timeliness, and upon request of the Commission, shall provide written confirmation of quality control and monitoring of the channel (Civic Center TV) and the web site (civiccentertv.com).

The Contractor shall promptly resolve all problems in the operation of Civic Center TV and provide a report to the Executive Director within 48 hours, detailing the origin of the problem, how it was resolved, and how it can be avoided in the future.

EVALUATION

The Contractor shall meet with the Commission (Chairperson, chairperson of the Community Programming Committee, and the Executive Director) at the request of either party to discuss any and all matters related to the Contractor's responsibilities under this Agreement.

EXPENDITURES

The Contractor shall incur no operating expenses without advance approval by the Executive Director.

STAFFING

The Contractor will make its best effort provide at least one person on site at Green Media Center during normal business hours.

RESPONSIBILITIES OF THE CONTRACTOR

(EXECUTIVE DIRECTOR)

- management of the Commission's internal operations, including the scheduling and posting of all Commission and committees meetings, meeting agendas, and the provision of all material to the Commission
- preparation and retention of all Commission records, including meeting minutes
- membership (ex-officio) on all standing committees
- ombudsman for residents with customer service issues and advocate for improvements in cable operators' customer service
- leadership role in the development of the proposed Commission policy on cable issues, including research, drafting, and implementation
- liaison on behalf of the Commission with the four communities, the seven school districts, cable operators, the Oakland County Board of Commissioners, Michigan Government Television
- report to the Commission and communities regarding cable operators' compliance with all legal obligations
- advocacy on behalf of the Commission with the four communities and county, state, and federal government
- active participation in state and local organizations whose purpose is to advocate for communities and cable subscribers and to provide professional development for members
- education and professional development of Commission members through reporting on industry and regulatory news and periodic review of key documents
- development of a long-term financial plan and an internal finance structure
- evaluation of all contractors retained by the Commission, other than the Executive Director, such as a programming contractor
- involvement in and oversight of the operation of Civic Center TV and the entity contracted to provide such services, including development of programming ideas and capital spending
- preparation and oversight of all aspects of the annual Commission budget and daily management of that budget, including reporting as directed by the Commission, including accounts receivable, accounts payable, and cable fund balance
- development of the Commission's mission and its implementation
- recommendation of non-profit best practices consistent with transparency and accountability
- development and oversight of public access

- evaluation of educational access programming provided to Greater West Bloomfield subscribers
- management and renewal of right of way agreements with service providers
- maintenance and enhancement of the Cable Commission web site, gwbcable.org
- a full-spectrum public relations initiative to educate residents regarding cable television through web presence, local media, community newsletters, and the Civic Center TV bulletin board