



GREATER WEST BLOOMFIELD  
CABLE COMMUNICATIONS  
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

October 13, 2016

### 1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 7:33PM 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: Matthew Benavides, Jim Endres

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

Members Absent:

Representing West Bloomfield: Mark Kowalsky, Gerald Walters

Others in Attendance:

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, including a revised agenda, had been provided for commissioners at the meeting table.

### 3. Approval of Agenda

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

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as revised for the October 13, 2016 meeting.”

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

Voting NO:

The motion carried.

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

No member of the public rose to address the Commission.

Mr. Brown stated that this meeting is his last as West Bloomfield Township Board liaison and he has enjoyed working with every commissioner. He cited the move of Civic Center TV from Town Hall to Green Media Center as a major accomplishment during his tenure. The Chairperson expressed his hope that Mr. Brown can remain involved in some fashion.

Mrs. Macon arrived at 7:37PM.

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

Mr. Gersin stated that the minutes of the September 8, 2016 meeting should be corrected to state that the next Commission meeting is on October 13, 2016.

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

"That the Minutes of the September 8, 2016 meeting, as corrected, and the Minutes of the October 4, 2016 joint meeting be approved as presented."

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

Voting NO:

The motion carried.

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

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

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

"That the Financial Report be accepted."

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

Voting NO:

The motion carried.

In response to a question from Mrs. Dziuba, the Executive Director stated that several line item transfers will occur before the end of the year to ensure that each line item and the total expenditures do not go over budget.

#### **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.

Report of the Community Programming Committee

Commissioners were provided a written report which was summarized by Mrs. Dziuba the committee chairperson.

Discussion focused on the public safety mission of the radio station, the cost of its operation, and consideration of the 2017 Cable Commission budget by the West Bloomfield Township Board.

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

“That the Greater West Bloomfield Cable Communications Commission accept the reports of the Commission Operations and Strategic Planning and Community Programming committees.”

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

Voting NO:

The motion carried.

**8. Executive Director's Report**

Civic Center TV

Commissioners were provided a report of programming produced for Civic Center TV, WBTV, and WBLD in 2016.

Cable Operators

No communications were received from Comcast or AT&T.

3<sup>rd</sup> Quarter Report to the Four Communities

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

### Periodical Review

Research indicates that the demand curve for streaming video services is steep and that subscribers find a service less attractive if prices increase. The interest level for the new Hulu live service is at 16 percent if priced at \$20 a month and 7 percent if priced at 40. Hulu's cost for programming is just under \$40. AT&T has indicated that the cost of its new DirectTV Now service will be \$70, and at that price point, the interest level is at 1 percent.

Additional research indicates a high level of viewer loyalty to regional sports services, such as Fox Sports Detroit. If a live streaming service includes broadcast networks and popular basic cable networks but no regional sports, there is significantly less interest in the product.

Broadcast television is still the king of media, whether viewed over-the-air or via a pay TV service, with more hours of attention daily than all other ad-supported media combined. Local broadcast news accounts for 22 percent of news viewing, followed by national broadcast network news and cable news, each at 13 percent.

Media analysts have created another descriptive term, millennial cord-nevers, the 75 percent of young adults who have never subscribed to any form of pay TV and find streaming services sufficient. Research indicates that these MCNs reject pay TV due to high costs, poor value, and the increasing availability and sufficiency of over-the-top services.

A study has found that half of on-line viewing is done on mobile devices, but that the break point is twenty minutes in length, and that over that length viewers prefer viewing on a television set.

### Communication

No communications were received.

### Preview

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

Discussion focused on the need to strategize in advance of the October 17 Township Board meeting at which the Cable Commission's 2017 budget will be considered.

## **9. Unfinished Business**

No items of Unfinished Business were presented.

## **10. New Business**

### 2017 GWBCCC Meeting Schedules

Commissioners reviewed proposed meeting schedules for the Commission, the Commission

Operations and Strategic Planning Committee, and the Community Programming Committee.

Discussion focused on rescheduling committee meetings due to the absence of the chairperson, and Mrs. Macon pointed expressed her belief that the meetings should not be rescheduled, with committee vice-chairs running those meetings if necessary. Mr. Endres stated his support for approval of the schedules as presented, including moving the February and March meetings of the Commission Operations and Strategic Planning Committee a week later due to the absence of the chair. He pointed out that the committee can change those dates later if so desired.

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

“That the Greater West Bloomfield Cable Communications Commission approve its 2017 meeting schedules as presented.”

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

Voting NO: Macon

The motion carried.

### Committee Appointment

The Chairperson stated that there is a vacancy on the Finance Committee for a commissioner from Sylvan Lake and that Mr. Benavides has agreed to accept the position.

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

“That the Greater West Bloomfield Cable Communications Commission approve the appointment of Matthew Benavides of Sylvan Lake to the Finance Committee.”

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

Voting NO:

The motion carried.

### **11. Public Forum**

No member of the public rose to address the Commission.

### **12. Adjournment**

The meeting was adjourned by the Chairperson at 8:08PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, DECEMBER 1, 2016, at 8:12PM at WEST BLOOMFIELD TOWN HALL, 4550 Walnut Lake Road, West Bloomfield, Michigan.**