



GREATER WEST BLOOMFIELD
CABLE COMMUNICATIONS
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

December 1, 2016

1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 7:31PM 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: Harvey Gersin, Mark Kowalsky, Suzanne Levine,
Deborah Macon, Gerald Walters

Members Absent:

Representing Orchard Lake: Dan Krause

Others in Attendance:

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

The Executive Director stated that Mr. Krause communicated his 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. Walters, support from Ms. Levine:

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as revised for the December 1, 2016 meeting.”

Voting YES: Benavides, Dziuba, Endres, Gersin, Grogan, Horger, Kowalsky, Levine, Macon,
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 Mr. Endres, support from Mr. Horger:

"That the Minutes of the October 13, 2016 meeting be approved as presented."

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

Voting NO:

The motion carried.

6. Acceptance of Financial Reports

The report for January through November of 2016 was summarized by Mr. Grogan, the Commission's Treasurer. The Executive Director presented the summary of third quarter revenue from cable operators.

In response to a question from Mrs. Dziuba regarding over-budget line items, the Executive Director stated that line item transfers have been instituted and that all line items, as well as the entire Commission budget, are under budget for the year.

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

"That the Financial Reports be accepted."

Voting YES: Benavides, Dziuba, Endres, Gersin, 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 Community Programming Committee

Commissioners were provided a written report which was presented by Mrs. Dziuba, the committee chairperson. She also reviewed the proposed 2017 programming services agreement,

focusing on changes to the 2016 agreement.

Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission approve the 2017 Cable Television Local Government Programming Services Agreement with Motown Digital.”

Report of the Commission Operations and Strategic Planning Committee

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

Committee Recommendations:

“That Greater West Bloomfield Cable Communications Commission approve the 2017 Executive Director Independent Contractor Agreement with Cable Commission Consulting, LLC.”

“That the Greater West Bloomfield Cable Communications Commission accept the strategic planning document ‘6 KEY GOALS’, as presented by the Commission Operations and Strategic Planning Committee.”

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

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

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

Voting NO:

The motion carried.

8. Executive Director's Report

Civic Center TV

Mr. Scott addressed the Commission regarding operations at Green Media Center, focusing on broadcasts of West Bloomfield High School football games during the fall, a computer failure which was able to be resolved because of off-site backup, and progress in the evolution of the news-magazine program “The Splash”.

Cable Operators

Commissioners were provided copies of three letters from Comcast regarding line-up changes and rate increases.

Mr. Kowalsky stated that his monthly cable statement included an extremely complicated and lengthy communication regarding the rate increases.

GWBCCC Directory

Members were provided an updated directory of Commission membership, contractors, and committee assignments.

Election of Officers

Pursuant to the Commission's bylaws, officers will be elected at the January 12, 2017 meeting. Each commissioner will be surveyed regarding availability and desire to be elected to office, and a summary of those responses will be provided to the Commission in advance of the January 12 meeting.

Periodical Review

Comcast is the target of a class action lawsuit in California claiming that labeling the broadcast television fee on subscribers' monthly statements as a government fee or charge is fraudulent.

The company has paid 2.3 million dollar civil penalty to the FCC for engaging in negative option billing and has agreed to confirm any orders for new services in a communication separate from the monthly bill.

Studies by two market research firms indicate that 41 percent of pay TV subscribers and 16 percent of streaming subscribers intend to drop or reduce their current services. Streaming subscribers report a higher level of product satisfaction and customer service than pay TV subscribers.

A TIVO survey has found that 82 percent of Americans are pay TV subscribers and that 9 percent of those subscribers switched providers in the last three months. 18 percent of non-subscribers who were formerly subscribers cut the cord in the last year, citing cost and the availability of streaming services and broadcast television as the prime reasons. 9 percent of pay TV subscribers plan to switch providers in the next 6 months and 6 percent plan to cut the cord.

Comcast added 32 thousand video subscribers in the third quarter of 2016 and is on track to show an increase for the first year in a decade.

The CEO of Comcast is skeptical that streaming services will create millions and millions of subscribers anytime soon. Steve Burke believes that most consumers find value in the pay TV subscription and are not looking for a change.

The company's X1 product, which now includes a portal to Netflix, added 948 thousand subscribers in the third quarter, subscribers who make more use of the DVR, have more outlets in the home, and order pay-per-view at twice the rate of other subscribers.

Communication

No communication was received.

Preview

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

In response to a question from Mrs. Dziuba regarding Comcast rate increases, the Executive Director stated that he will inquire regarding the elimination of charges for additional outlets.

Mrs. Macon asked for an explanation of Comcast's X1 service, and discussion focused on its unique interface and the advantages of viewing a demonstration at a Comcast store. Discussion also focused on the possibility of including a demonstration as part of a Commission meeting and the difference between Comcast, the company, and Xfinity, the umbrella name for the services Comcast offers.

9. Unfinished Business

No items of Unfinished Business were presented.

10. New Business

Recommendation of the Community Programming Committee – 2017 Cable Television Local Government Programming Services

The Chairperson presented the recommendation.

“That the Greater West Bloomfield Cable Communications Commission approve the 2017 Cable Television Local Government Programming Services Agreement with Motown Digital.”

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

“That the Greater West Bloomfield Cable Communications Commission approve the 2017 Cable Television Local Government Programming Services Agreement with Motown Digital.”

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

Voting NO:

The motion carried.

Recommendation of the Commission Operations and Strategic Planning Committee – 2017
Executive Director Independent Contractor Agreement

The Chairperson presented the committee's recommendation.

“That Greater West Bloomfield Cable Communications Commission approve the 2017
Executive Director Independent Contractor Agreement with Cable Commission
Consulting, LLC.”

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

“That Greater West Bloomfield Cable Communications Commission approve the 2017
Executive Director Independent Contractor Agreement with Cable Commission
Consulting, LLC.”

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

Voting NO:

The motion carried.

Recommendation of the Commission Operations and Strategic Planning Committee – Strategic
Planning Document 6 KEY GOALS

The Chairperson presented the committee's recommendation, stating that earlier in the year, the
Commission adopted the goals recommended by the committee and is now being asked to accept
the objectives and a series of actionable tasks which will accomplish those goals.

“That the Greater West Bloomfield Cable Communications Commission accept the
strategic planning document ‘6 KEY GOALS’, as presented by the Commission
Operations and Strategic Planning Committee.”

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

“That the Greater West Bloomfield Cable Communications Commission accept the
strategic planning document ‘6 KEY GOALS’, as presented by the Commission
Operations and Strategic Planning Committee.”

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

Voting NO:

The motion carried.

The Chairperson expressed the Commission's gratitude for the excellent work of Mr. Kowalsky and the committee in developing the objectives and tasks, and Mr. Endres stated that the Chairperson also had a major role in that process.

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. Endres congratulated Orchard Lake St. Mary's on winning the Division 3 state football championship. He also reported voter turnout percentages for the November 8 general election, showing that Sylvan Lake led the four Greater West Bloomfield communities at 82 percent.

Mrs. Macon reported that a new documentary regarding an original member of the Tuskegee Airmen has been produced by a West Bloomfield resident. She alerted commissioners to an upcoming effort to raise money for a local showing of the film.

The Executive Director reminded commissioners of United We Walk on Sunday, January 15. Mrs. Macon added details regarding the 3:00PM gathering time at West Bloomfield High School, followed by the walk, refreshments, and the program in the high school auditorium.

12. Adjournment

The meeting was adjourned by the Chairperson at 8:16PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, JANUARY 12, 2017, at 7:30PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.