



GREATER WEST BLOOMFIELD  
CABLE COMMUNICATIONS  
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

May 11, 2017

### 1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 7:30PM at West Bloomfield Town Hall.

### 2. Roll Call

Members Present:

Representing Keego Harbor: Michael Grogan, Eric Gubka  
Representing Orchard Lake: Anne Dziuba, Dan Krause  
Representing Sylvan Lake: Matthew Benavides, Jim Endres  
Representing West Bloomfield: Harvey Gersin, Mark Kowalsky, Suzanne Levine,  
Deborah Macon (arrived at 7:32PM), Gerald Walters

Members Absent:

Representing West Bloomfield: Jonathan Warshay

Others in Attendance:

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

The Executive Director stated that Mr. Warshay had communicated his inability to attend the meeting. He added that material in addition to that delivered earlier in the week had been provided for commissioners at the dais.

Mrs. Macon arrived at 7:32PM.

The Chairperson welcomed the newest member of the Commission, Eric Gubka, representing Keego Harbor. Mr. Gubka introduced himself to commissioners, and they introduced themselves to him.

### 3. Approval of Agenda

Motion by Mr. Krause support from Mr. Walters:

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as provided for the May 11, 2017 meeting.”

Voting YES: Benavides, Dziuba, Endres, Gersin, Grogan, Gubka, Kowalsky, Krause, 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. Walters, support from Mr. Endres:

“That the Minutes of the April 13, 2017 and the April 18, 2017 joint meeting be approved as presented.”

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

Voting NO:

The motion carried.

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

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

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

“That the Financial Report be accepted.”

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

Voting NO:

The motion carried.

The Executive Director stated that the Commission has made several up-front capital purchases in 2017, causing expenditures to be ahead of their normal pace. Those expenditures will allow the Commission to back-up all data and video at West Bloomfield Town Hall and stop paying an outside vendor for that service.

## **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 Finance Committee

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

### Report of the Commission Operations and Strategic Planning Committee

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

The Chairperson stated that the first discussion with another community cable operation had occurred earlier in the week, with another scheduled for May 15. In response to a question from Mr. Kowalsky, he stated that one of his first impressions is that each community approaches local cable television in a unique fashion.

### Report of the Community Programming Committee

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

Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission authorize its Chairperson to engage, on behalf of the Commission, the services of Jade Strategies to facilitate its community engagement project, pursuant to the consultant’s May 3, 2017 proposal, with compensation not to exceed \$6,000.00.”

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

“That the Greater West Bloomfield Cable Communications Commission accept the reports of the Finance, 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, Gubka, 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 coverage of multiple events in May, including the Police Memorial, the Chamber of Commerce awards dinner, and the Michigan Week breakfast. He thanked Ms. Levine for the State of Michigan proclamation presented to Civic Center TV at the Chamber dinner for contributions to the community.

Mr. Scott provided commissioners a first look at the re-designed Civic Center TV web site and emphasized the importance of the new events calendar which the communities and community organizations and institutions can use as their calendar on their web sites, displaying both their events and all community events. West Bloomfield Township and the Parks and Recreation Commission have already agreed to participate in this cooperative events calendar project.

In response to a question from the Chairperson, Mr. Scott stated that the entire new web site, including the events database, should launch in early June. In response to questions from Mr. Gubka, he stated that the new site is responsive, meaning it adapts to the screen size of the device being used (computer, tablet, or smartphone) and that the Commission could certainly look at creating an app for the site.

In responses to a question from Mrs. Macon, Mr. Scott stated that the new site will provide access to WBLD, Lakes FM. Mrs. Macon added that the new community events database places the Commission at the center of communication in the four communities.

### Cable Operators

No communication was received from Comcast or AT&T.

### GWBCCC Directory

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

### Periodical Review

Pay TV (cable, telephone companies, satellite) lost 2 million subscribers in 2016, compared to 1.2 million in 2015. It is projected that 2.1 million subscribers will be lost in 2017. Pay TV revenue was up 3 percent in 2016 and is projected to increase 2.1 percent in 2017.

Pay TV lost 750 thousand subscribers in the first quarter of 2017, five times the loss in the same quarter a year earlier, providing evidence that cord-cutting has become an important factor in the industry. Comcast added 42 thousand subscribers in the first quarter, and AT&T lost 233 thousand U-verse subscribers while showing no growth in DirecTV numbers.

The consulting group Accenture reports that the percentage of viewers who prefer watching television on TV sets dropped from 59 percent in 2015 to 25 percent in 2016, indicating a rapid acceleration in the number of viewers who watch on computers, tablets, and smartphones.

### 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 Community Programming Committee – Consultant Services for Community Engagement Project

The Chairperson presented the recommendation:

“That the Greater West Bloomfield Cable Communications Commission authorize its Chairperson to engage, on behalf of the Commission, the services of Jade Strategies to facilitate its community engagement project, pursuant to the consultant’s May 3, 2017 proposal, with compensation not to exceed \$6,000.00.”

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

“That the Greater West Bloomfield Cable Communications Commission authorize its Chairperson to engage, on behalf of the Commission, the services of Jade Strategies to facilitate its community engagement project, pursuant to the consultant’s May 3, 2017 proposal, with compensation not to exceed \$6,000.00.”

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

Voting NO:

The motion carried.

## **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.

Mrs. Macon commended Ms. Levine for the Greater West Bloomfield Chamber of Commerce Key to the Township Awards Dinner earlier in the week, and Ms. Levine thanked Civic Center TV for its involvement in the event. She also mentioned the Health Fair to be held June 28.

Mrs. Macon reminded commissioners of community events in May, including the US Postal Service food drive on May 13, the Michigan Week breakfast on May 19, the charity pancake breakfast on May 20, historical society Apple Island tours on May 20 and 21, and the St. Mary's Fair on May 26 through 29. She also mentioned the events, the Keego Harbor and Sylvan Lake parades and the Pine Lake Cemetery service, to be held on Monday, May 29, Memorial Day, and added that Civic Center TV will be providing coverage of all three.

Mr. Endres mentioned events in Sylvan Lake on Memorial Day, including the parade and a pig roast celebrating the city's 70<sup>th</sup> birthday.

Mr. Scott thanked Civic Center TV staff for their efforts in the upgrade of cable television technology in the board room at West Bloomfield Town Hall.

## **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, JUNE 8, 2017, at 7:30PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.