



GREATER WEST BLOOMFIELD  
CABLE COMMUNICATIONS  
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

July 13, 2017

### 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  
Representing Orchard Lake: Anne Dziuba, Dan Krause  
Representing Sylvan Lake: Matthew Benavides  
Representing West Bloomfield: Harvey Gersin, Nada Jamoua, Mark Kowalsky,  
Suzanne Levine, Deborah Macon (arrived at 7:36PM)

Members Absent:

Representing Keego Harbor: Eric Gubka  
Representing Sylvan Lake: Jim Endres  
Representing West Bloomfield: Jonathan Warshay

Others in Attendance:

David Albery (Executive Director, GWBCCC)

The Executive Director stated that Mr. Endres and Mr. Warshay had communicated their 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.

The Chairperson welcomed the newest member of the Cable Commission, Ms. Jamoua, representing West Bloomfield. She introduced herself to the other commissioners, and they introduced themselves to her.

Mrs. Macon arrived at 7:36PM.

### 3. Approval of Agenda

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

“That the Greater West Bloomfield Cable Communications Commission approve the

agenda as provided for the July 13, 2017 meeting.”

Voting YES: Benavides, Dziuba, Gersin, Grogan, Jamoua, Kowalsky, Krause, Levine, Macon  
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 Ms. Levine, support from Mr. Krause:

“That the Minutes of the June 8, 2017 meeting be approved as presented.”

Voting YES: Benavides, Dziuba, Gersin, Grogan, Jamoua, Kowalsky, Krause, Levine, Macon  
Voting NO:

The motion carried.

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

The report was summarized by Mr. Grogan, the Commission’s Treasurer. The Executive Director stated that the Commission made capital expenditures in the first half of 2017 in order to move its data back-up from a commercial vendor in Troy to West Bloomfield Township. He added that the report included capital expenditures made by West Bloomfield, Keego Harbor, and Sylvan Lake to upgrade their cable technology.

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

“That the Financial Report be accepted.”

Voting YES: Benavides, Dziuba, Gersin, Grogan, Jamoua, Kowalsky, Krause, Levine, Macon  
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.

Report of the Community Programming Committee

Commissioners were provided a written report, which was summarized by Mrs. Dziuba, the committee chairperson. She added information regarding the Commission's community engagement project, specifically the scheduling for the focus groups, the community conversation which will be a part of the August 10 Commission meeting, and the work of committee members to recruit focus group participants and secure gift cards as drawing prizes for the focus groups, community conversation, and completion of the on-line survey. She invited all commissioners to contribute gift cards for the prize drawings, and the Chairperson invited viewers to participate in the Commission's on-line survey.

Mrs. Macon suggested that former commissioners be invited to participate in the community engagement project.

The Executive Director stated that flyers promoting the survey and the August 10 community conversation were available for members to distribute and that all four focus groups will be posted as meetings of the Community Programming Committee and therefore open to all commissioners and the public.

Motion by Mr. Kowalsky, 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.”

Voting YES: Benavides, Dziuba, Gersin, Grogan, Jamoua, Kowalsky, Krause, Levine, Macon

Voting NO:

The motion carried.

**8. Executive Director's Report**

Civic Center TV

Commissioners were provided a written report of programming produced for Civic Center TV in 2017.

Cable Operators

No information was received from Comcast or AT&T.

### GWBCCC Directory

Members were provided an updated directory of Commission membership, contractors, and committee assignments. The Executive Director noted that the Sylvan Lake City Council re-appointed Mr. Endres to the Commission.

### 2<sup>nd</sup> Quarter Report to the Four Communities

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

### Orchard Lake Fine Art Show (July 29 and 30)

Commission presence at the event will consist of live radio broadcasts on 89.3. WBLD, Lakes FM, from 12NOON to 3:00PM each day, with Civic Center TV staff hosting and interviewing attendees and artists. The interviews will also be recorded on video.

### Periodical Review

Several recent studies identify the downward trend nationally in pay TV subscriptions.

SPG Global Intelligence predicts a 10 percent decrease by 2021, from 93 million currently to 82 million.

Nielsen reports that pay TV subscriptions decreased 2.5 percent from July of 2016 to July of 2017 and decreased 1.4 percent from the first to second quarters of 2017.

Nielsen also reports that live TV viewing decreased 10 minutes per day in the first quarter of 2017 while viewing of apps and web content on smartphones increased 20 minutes per day.

TIVO reports that cord-cutting continues to accelerate. 15 percent of U.S. households have no pay TV subscription, and nearly a quarter of those cut the cord in the last 12 months. The reasons cited include the cost, the availability of broadcast and streaming options, and the desire to binge-watch.

### Communication

The Commission received letters from each of its contractors, Motown Digital and Cable Commission Consulting, pursuant to their agreements with the Commission, communicating their intention to continue to provide services in 2018, subject to discussion regarding terms and conditions.

### Preview

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

Mrs. Macon stated that the current edition of Consumers Report includes an article regarding cord-cutting options.

Mr. Krause stated that he had been re-appointed to the Commission by the Orchard Lake City Council for a term ending in 2019.

### **9. Unfinished Business**

No items of Unfinished Business were presented.

### **10. New Business**

No items of New Business were presented.

### **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.

The Chairperson reminded commissioners to stay for about five minutes after adjournment for a group picture.

Ms. Levine noted Civic Center TV coverage of the Health and Wellness Fair at West Bloomfield Town Hall on June 28.

Mr. Krause commended the Health and Wellness Fair and added that the Maker Faire will once again be held at The Henry Ford in Dearborn the last weekend in July. He also mentioned the new amateur radio club being started in Greater West Bloomfield.

Mr. Grogan reported his experience in upgrading his Comcast service to the X1 platform. The Executive Director added that the loss of high definition service Mr. Grogan experienced before he switched is not universal and that he personally did not upgrade and lost no HD channels.

### **12. Adjournment**

The meeting was adjourned by the Chairperson at 8:13PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, AUGUST 10, 2017, at 6:15PM at WEST BLOOMFIELD TOWN HALL, 4550 Walnut Lake Road, West Bloomfield, Michigan.**