



GREATER WEST BLOOMFIELD
CABLE COMMUNICATIONS
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

October 12, 2017

1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 7:32PM 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 (arrived at 7:35PM),
Mark Kowalsky (arrived at 7 :33PM),
Suzanne Levine, Deborah Macon, Jonathan Warshay

Members Absent:

Representing Sylvan Lake: Jim Endres

Others in Attendance:

David Albery (Executive Director, GWBCCC)

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

3. Approval of Agenda

Motion by Mr. Warshay, support from Mrs. Dziuba:

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as provided for the October 12, 2017 meeting.”

Voting YES: Benavides, Dziuba, Gersin, Grogan, Krause, Levine, Macon, Warshay

Voting NO:

The motion carried.

Mr. Kowalsky arrived at 7:33PM.

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

The Executive Director provided corrections to the minutes of the September 7, 2017 meeting regarding the listing of members who were absent.

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

“That the Minutes of the September 7, 2017 meeting, as corrected, and the October 3, 2017 joint meeting, as presented, be approved.”

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

Voting NO:

The motion carried.

Ms. Jamoua arrived at 7:35PM.

6. Acceptance of Financial Report

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

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

“That the Financial Report be accepted.”

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

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 chairperson of the committee.

Report of the Commission Operations and Strategic Planning Committee

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

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

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

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

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 communication was received from Comcast or AT&T.

Periodical Review

The research company A.C. Nielsen has reported a 1 percent increase in the number of homes in the U.S. and a 3.1 percent decrease in homes subscribing to a pay television service. The number of homes receiving television only through broadcast stations has risen 41 percent in the past five years.

The J.D. Power customer satisfaction survey reports that Americans like streaming services but not enough to drop pay TV. In 2016, 9 percent planned to drop their pay TV subscription; in 2017, the number is 8 percent. Hours spend watching old-fashioned time-slot television is growing.

The Video Advertising Bureau reports that streaming services tend to be used as a complement to pay TV rather than a substitute, with 71 percent of TV homes using both sources. Even the heaviest video streamers watch eight times as much TV as streaming content.

The Leichtman Group reports that 88 percent of U.S. homes subscribed to pay TV in 2010, 84 percent in 2014, and 79 percent this year. Even with the decreasing numbers, spending on pay

TV is up 3 percent.

The service eMarketer reports that cord cutting is accelerating, 17 million subscribers dropping pay TV service in 2016 and 22 million this year. By 2021, 70 percent of homes will have a pay TV subscription.

AT&T reported that it lost 90 thousand U-verse and DirecTV subscribers in the third quarter, causing its stock to drop nearly 4 percent on October 11.

Communication

No communications were received.

Preview

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

Mr. Grogan stated that he was presenting a seminar at the Troy Library on October 9 and noticed an overflow crowd in another room for a meeting about alternatives to cable service.

The Executive Director stated that Consumer Reports has periodically over the past several years published articles on alternatives to cable, and Mrs. Macon suggested that the Commission consider scheduling an event to educate Greater West Bloomfield residents regarding those alternatives. The Executive Director noted that such an initiative would begin with a recommendation from the Commission Operations and Strategic Planning Committee.

9. Unfinished Business

No items of Unfinished Business were presented.

10. New Business

2018 GWBCCC Meeting Schedules

The Chairperson presented revised schedules. The Executive Director listed changes from the schedules provided to commissioners on October 9 and reminded them of the provisions of the Michigan Open Meetings Act regarding the posting of meeting schedules and changes to those schedules.

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

“That the Greater West Bloomfield Cable Communications Commission approve its 2018 meeting schedules as revised and presented at this meeting.”

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

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.

Ms. Levine stated that Chamber of Commerce Leadership Luncheon will take place on October 24.

Mrs. Macon reminded commissioners of three events, the Historical Society dinner at Gino's in Keego Harbor on October 18, the Police Foundation "Comedy for a Cause" on October 19 at the Berman, and the Philo Festival of Media Arts, sponsored by the Central States Region of the Alliance for Community Media, on October 20 in Orion Township. Civic Center TV programs will be the recipient of several awards at the Orion event.

Mr. Warshay noted a Farmington Public Schools millage proposal on the November 7 ballot for West Bloomfield residents living in Precinct 9.

12. Adjournment

The meeting was adjourned by the Chairperson at 8:00PM.

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