



GREATER WEST BLOOMFIELD  
CABLE COMMUNICATIONS  
COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

November 30, 2017  
(unapproved)

### 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  
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, Jonathan Warshay

Members Absent:

Others in Attendance:

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

The Chairperson stated that three West Bloomfield commissioners, Mrs. Macon, Ms. Jamoua, and himself, were re-appointed to the Cable Commission for three-year terms ending in 2020. He added that due to health problems, Jim Endres has resigned as a commissioner representing Sylvan Lake.

### 3. Approval of Agenda

Motion by Mrs. Macon, support from Mr. Kowalsky:

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as provided for the November 30, 2017 meeting.”

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

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. Kowalsky, support from Mr. Warshay:

“That the Minutes of the October 12, 2017 meeting be approved as presented.”

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

Voting NO:

The motion carried.

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

The report for January through November was summarized by Mr. Grogan, the Commission’s Treasurer. The Executive Director presented the report of third quarter payments from cable operators, noting that the decrease from previous quarters is almost completely attributable to the fact that, pursuant to state law, the PEG support percentage of gross revenue for three of the four communities dropped by thirty percent. Mr. Kowalsky added that AT&T revenue is also affected by the company’s push to move subscribers from U-verse cable service to DirecTV satellite service.

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

“That the Financial Reports 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 Commission Operations and Strategic Planning Committee

Commissioners were provided a written report of the committee's November 6 meeting, which was summarized by Mr. Kowalsky, the committee chairperson.

He also reported that the committee had met at West Bloomfield Town Hall immediately prior to this Commission meeting. In attendance were himself as chairperson, Mrs. Dziuba, Mr. Gersin, Ms. Jamoua, the Executive Director, and Michael Salhaney of Secrest Wardle. Members reviewed two documents provided by Mr. Salhaney, the third amendment to the original agreement among the four communities regarding cable television and a concurrent resolution approving that amendment, which would authorize the Commission to generate revenue in addition to that received from cable operators. Committee members suggested several revisions and asked Mr. Salhaney to update the document for committee and Commission consideration at their January meetings.

Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission approve the 2018 Executive Director Independent Contractor Agreement with Cable Commission Consulting, LLC.”

### Report of the Community Programming Committee

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

In response to a question from Mr. Warshay, Mrs. Dziuba stated, regarding the new cable community panel to be inaugurated in 2018, that members can continue beyond one year of service if they wish and the Community Programming Committee agrees.

Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission approve the 2018 Cable Television Local Government Programming Services Independent Contractor Agreement with Motown Digital.”

Motion by Ms. Levine, 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 and consider committee recommendations under New Business later in this meeting.”

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

The Executive Director noted that commissioners had been provided a written report of 2017 Civic Center TV programming, including a revised final page.

Mr. Scott introduced Mr. Atwater, the new Associate General Manager of Civic Center TV.

Mr. Scott addressed the Commission regarding the operation of CCT, focusing on coverage of a very successful West Bloomfield High School football season, including five playoff games, on WBLD. He also reported data regarding the number of people visiting the CCT website, plans for coverage of United We Walk in January, and the recognition of CCT programming at the Philo Festival of Media Arts in October.

The Executive Director noted that Mr. Scott not only led the team of CCT staff members and high school students who produced the football coverage but also served in an on-air capacity as sideline reporter.

### Cable Operators

Commissioners were provided copies of several communications from Comcast regarding changes to various services and price increases taking effect in 2018.

### GWBCCC Directory

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

### 2018 GWBCCC Budget

The budget was approved by all four communities in October.

### Philo Festival of Media Arts

The Commission was notified early in the fall that three Civic Center TV programs, two episodes

of the Splash and one episode of “The Biz”, would be recognized by the Philo Festival of Media Arts. Another communication indicated that an additional program would also be recognized.

The Executive Director noted that Mr. Scott and Mrs. Macon attended the award ceremony on October 20 in Lake Orion and asked Mrs. Macon to provide a report.

She stated that attending the event was a real treat and that she enjoyed spending time with those working in public and government access programming in communities across the five states of the Central States Region of the Alliance for Community Media. She asked that the list of all winning programs be provided to the Commission.

She stated that the additional CCT program recognized that evening was coverage of United We Walk in January of 2016, and the Executive Director added that the award is named the George C. Stoney Community Activism Award, Mr. Stoney being a pioneer in public access television in the 1970s.

She stated that her experience that evening led to five questions regarding the Cable Commission and Civic Center TV.

- Which programs produced by Philo Festival of Media Arts winners, if imported by CCT, would bring added value for Greater West Bloomfield viewers?
- What benefits would accrue to the GWBCCC in expanding its model for program production to incorporate partnerships with volunteers?
- How could awareness of CCT and WBLD be enhanced by sponsoring cable and/or radio camps for youth?
- How could a fund-raising culture be built and sustained by adopting small local and creative initiatives to raise money?
- What would need to happen for the GWBCCC to commit to attend and participate in both the Michigan and Midwest Area cable professional development opportunities?

#### Michigan Public Service Commission Survey

The Commission completed the survey on behalf of each of the four communities in November.

#### Election of Officers

Pursuant to the Commission’s bylaws, officers will be elected at the January 11, 2018 meeting. Commissioners will be asked in advance to indicate their interest in serving the Commission as an officer, and a summary of those responses will be provided to all.

#### Periodical Review

A company that analyzes the telecommunications industry predicts that pay TV subscribership in the United States will drop from the current 80 percent of households to 60 percent by 2030.

Another report indicates that over half the homes with broadband subscribe to at least one streaming service.

Comcast was one of several companies pursuing purchase of 21<sup>st</sup> Century Fox in mid-November. The purchase would not include the Fox broadcast network or Fox News.

AT&T is losing subscribers, both U-verse and DirecTV, at a faster rate than any other provider. The company's internet service is not seen as equivalent to cable company service, and one analyst observed that "the wheels are falling off satellite TV".

The digital divide in the U.S. is closing, according a recent report. The difference in broadband subscription between high and low income homes, 50 percentage points in 2012, is now 22 percent (high income – 96 percent subscribe, low income – 74 percent). The report did provide a definition of high and low income.

### Communication

No communications were received.

### Preview

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

In response to a question from Mr. Krause, the Executive Director stated that the Federal Communications Commission is expected, in mid-December, to repeal net neutrality rules enacted in 2015. Those rules require internet service providers to treat all traffic equally and not make some web site data move faster than others.

## **9. Unfinished Business**

No items of Unfinished Business were presented.

## **10. New Business**

### Recommendation of the Commission Operations and Strategic Planning Committee – 2018 Executive Director Independent Contractor Agreement

The Chairperson presented the recommendation.

“That the Greater West Bloomfield Cable Communications Commission approve the 2018 Executive Director Independent Contractor Agreement with Cable Commission Consulting, LLC.”

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

“That the Greater West Bloomfield Cable Communications Commission approve the 2018 Executive Director Independent Contractor Agreement with Cable Commission Consulting, LLC.”

In response to an invitation from Mr. Warshay, the Executive Director stated that he looks forward to renewal of the agreement and believes that the services provided both by his company and Motown Digital are of benefit to the Commission and the communities.

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

Voting NO:

The motion carried.

Recommendation of the Community Programming Committee – 2018 Cable Television Local Government Programming Services Independent Contractor Agreement

The Chairperson presented the recommendation.

“That the Greater West Bloomfield Cable Communications Commission approve the 2018 Cable Television Local Government Programming Services Independent Contractor Agreement with Motown Digital.”

Motion by Ms. Levine, support from Mrs. Dziuba:

“That the Greater West Bloomfield Cable Communications Commission approve the 2018 Cable Television Local Government Programming Services Independent Contractor Agreement with Motown Digital.”

At Mr. Warshay’s invitation, Mr. Scott stated that it continues to be a pleasure to provide services to the community in which he grew up.

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

Voting NO:

The motion carried.

The Chairperson congratulated the Executive Director and Mr. Scott and added that he looks forward to another year of growth in the Commission’s service to the communities.

## **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. Grogan thanked Mrs. Macon for bringing the late October water crisis to his attention and noted that there is no emergency alert system to bring such situations to the attention of the public. Discussion of his comments focused on how Oakland County treats emergencies, how information was disseminated, both within the affected communities and across the metropolitan area, how a future hyper-local emergency will be handled, the role of the emergency capabilities of Civic Center TV and WBLD, and how individuals can assist their neighbors in emergency situations.

Mrs. Macon stated that the annual United We Walk observance of Dr. Martin Luther King Jr. Day will occur on Sunday, January 14, at West Bloomfield High School and added that the format will change, with the traditional walk, a canned food drive and gift card donations in support of community needs, and a video presentation featuring the thoughts of West Bloomfield Schools students at all levels regarding Dr. King and his legacy. She added that other events will occur throughout the year as part of the MLK 365 initiative.

Mr. Warshay stated that he learned of the water main break because it occurred very near his home and added that he is now signed up for Nixle for local emergency information. He also noted that construction is complete on the new Orchard Lake Boulevard between 14 Mile Road and Maple.

Mr. Warshay also stated that his promotional rate with AT&T expired recently and he called to secure another promotional offer, which he advises all residents to do. He added that he has now completed one year as a member of the Cable Commission and has enjoyed working with everyone.

Ms. Levine stated that the Chamber of Commerce is installing its new officers on January 12 at Notting Hill and asked all commissioners to submit nominations for those to be recognized at the Chamber awards dinner in May.

Mr. Krause stated that there are some in the community who do not use any form of electronic communication and that all plans to disseminate emergency information should include those persons also.

## **12. Adjournment**

The meeting was adjourned by the Chairperson at 8:46PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, JANUARY 11, 2018, at 7:30PM at WEST BLOOMFIELD TOWN HALL, 4550 Walnut Lake Road, West Bloomfield, Michigan.**