



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

January 9, 2020

### 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: Ronnie Dahl

Representing Orchard Lake: Anne Dziuba, Dan Krause

Representing Sylvan Lake: Phil Ross

Representing West Bloomfield: Harvey Gersin, Nada Jamoua, Mark Kowalsky,  
Suzanne Levine, Deborah Macon (arrived at 7:38PM),  
Jonathan Warshay

Members Absent:

Others in Attendance:

Max Gorman, Saniyaah Syed, Dave Scott (General Manager, Civic Center TV/Lakes FM),  
David Albery (Executive Director, GWBCCC)

The Executive Director stated that material in addition to that delivered earlier in the week, including a revised agenda, had been provided for commissioners at the dais.

### 3. Election of Officers

The Chairperson stated that the Commission's bylaws provide for the election of officers at the first meeting of each calendar year and dictate that one officer be elected from each of the four communities. He added that the Commission had been provided a summary of each commissioner's interest in being elected to office and that the results indicate a slate of officers to be elected, including Harvey Gersin of West Bloomfield as Chairperson, Anne Dziuba of Orchard Lake as Vice-Chairperson, Ronnie Dahl of Keego Harbor as Secretary, and Phil Ross of Sylvan Lake as Treasurer. He noted that if elected, this would be his tenth year as Chairperson.

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

"That the Greater West Bloomfield Cable Communications Commission elect the slate of officers presented by the Chairperson."

Voting YES: Dahl, Dziuba, Gersin, Jamoua, Kowalsky, Krause, Levine, Ross, Warshay

Voting NO:

The motion carried.

The Chairperson, speaking on behalf of those elected as officers, thanked the Commission for its confidence in them and stated that all are looking forward to another terrific year.

#### **4. Approval of Agenda**

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

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as revised for the January 9, 2020 meeting.”

Voting YES: Dahl, Dziuba, Gersin, Jamoua, Kowalsky, Krause, Levine, Ross, Warshay

Voting NO:

The motion carried.

#### **5. Public Comment**

The Chairperson stated that residents are provided an opportunity 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](http://gwbcable.org).

No member of the public rose to address the Commission.

#### **6. Approval of Minutes**

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

“That the Minutes of the November 21, 2019 meeting and the December 3, 2019 joint meeting be approved as presented.”

Voting YES: Dahl, Dziuba, Gersin, Jamoua, Kowalsky, Krause, Levine, Ross, Warshay

Voting NO:

The motion carried.

Mrs. Macon arrived at 7:38PM.

#### **7. Acceptance of Financial Reports**

The report for January through December of 2019 was summarized by the Executive Director, who noted that the report for is not the final report for the year, which will be provided in February after several 2019 payments are processed in January. He also summarized the report

of third quarter cable operator payments.

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

“That the Financial Reports be accepted.”

Voting YES: Dahl, Dziuba, Gersin, Jamoua, Kowalsky, Krause, Levine, Macon, Ross, Warshay

Voting NO:

The motion carried.

## **8. Committee 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. Ross, the chairperson of the committee. The Executive Director added that he and other commissioners met with the four communities in December to provide an update regarding implementation and ramifications of the FCC franchise fee order.

### 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.

### Report of the Community Programming Committee

Commissioners were provided a written report which was summarized by Mrs. Dziuba, the chairperson of the committee. The Chairperson stated that the committee was very happy with the level and quality of participation in the survey of Cable Community Panel members.

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.”

Voting YES: Dahl, Dziuba, Gersin, Jamoua, Kowalsky, Krause, Levine, Macon, Ross, Warshay

Voting NO:

The motion carried.

## **9. Executive Director's Report**

### Civic Center TV

Mr. Scott addressed the Commission regarding the operation of Civic Center TV and Lakes FM, focusing on the original technical design and software and hardware upgrades at Green Media Center for both television and radio, the local focus of both media outlets, and emergency communication capabilities. He also spoke regarding the use of NDI technology to transmit and receive video on local and wide-area networks, the variety of programming, including The Splash, produced for CCT and Lakes FM, and the CCT events calendar at [civiccentertv.com](http://civiccentertv.com). He previewed upcoming Civic Center TV coverage of the Chamber of Commerce Installation of Officers on January 10, United We Walk on January 19, the State of the Communities on March 12, and the Michigan Week Community Awards Breakfast on May 8.

He presented metrics for [civiccentertv.com](http://civiccentertv.com), including unique views to the site, the locations of those accessing the site, the vast number of CCT segments posted on You Tube, and web viewership for each.

Mr. Scott noted the passing of George Moore, who was the on-the-air face and voice of Civic Center TV in the first several years at Green Media Center, and mentioned his own increasing involvement in both NATOA nationally and Michigan NATOA.

In response to a question from Mr. Krause, Mr. Scott stated that there is significant on-line viewership of CCT programming and listenership outside Michigan.

The Executive Director stated that, weather permitting, Mr. Scott plans to walk the United We Walk route with those in attendance and conduct live interviews on the way. Mr. Scott added that his staff plans to provide live coverage of the program at West Bloomfield High School via Facebook Live.

The Executive Director stated that he and the Chairperson will provide a recommendation at the February 13 Commission meeting regarding the March 12 Commission meeting, which is currently scheduled to occur at the same time as State of the Communities.

In response to a question from Max Gorman, a West Bloomfield High School student attending the meeting, regarding linking You Tube and Facebook content, Mr. Scott stated that the connection is entirely possible, that Civic Center TV can do a much better job of pushing content through social media, and that tagging videos on You Tube would increase exposure through search results.

### 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.

### Cable Industry News

The pay TV industry sustained record subscriber losses totaling 6 million in 2019, the largest portion being the 1.1 million lost by DirecTV. An industry analyst predicts that cord-cutting will slow down in 2020 to 4.8 million subscribers, the remaining pay TV subscribers being stickier, meaning less likely to drop their subscriptions due to their desire for live news and sports.

Another analyst says that up to 40 percent of traditional subscribers are up for grabs, the other 60 percent likely to stay because of sports programming.

The average increase in Comcast rates in 2020 is 3.3 percent. The company and other operators have stated that the increased costs of sports programming and retransmission of broadcast signals is the reason. AT&T has cited increases in programming costs in general.

### Communication

No communication was received.

### Commission Assistance to Residents

Comcast has informed a resident that he will have to pay 1,600 dollars to have service provided to his home, which is at a significant distance from the trunk line. Under Michigan Public Act 480, communities cannot enforce a universal service requirement for subscribers at a prescribed distance from the operator's infrastructure. The Commission is questioning the charge on behalf of the resident, pointing out that neighbors have service and paid nothing more than the standard installation charge of less than 100 dollars.

The Commission has also brought to Comcast's attention an unburied cable behind a condominium building in West Bloomfield. The burial may or may not occur before the spring thaw.

### Preview

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

Mrs. Macon reported a conversation with the mayor of Farmington Hills regarding the city's plans to build a fiber-optic network across the community. She also reported that the city of Detroit has appointed a Director of Digital Inclusion and asked whether Greater West

Bloomfield residents are aware of opportunities to be connected to modern information infrastructure. She added that the mayor of Farmington Hills is not aware of Comcast Internet Essentials, and the Executive Director pointed out that the program is not available in the city because Comcast is not the internet provider.

Mr. Scott reported that Civic Center TV and Lakes FM are actively promoting Internet Essentials, and Mr. Krause noted Elon Musk's plans to offer internet service via satellite.

Mr. Gorman pointed out that some sports programming is available from streaming services, and the Executive Director predicted that once all sports are available via stream, cord-cutting will increase. Mr. Ross and Mr. Gorman also mentioned devices available to make streaming services easier to access, and Mr. Scott stated that at some point, all video will be app-based no matter what the device.

## **10. Unfinished Business**

No items of Unfinished Business were presented.

## **11. New Business**

### Resolution in Support of Sunshine Week 2020

The Chairman asked the Executive Director to read the resolution into the record.

Motion by Mr. Gersin, support from Mr. Ross:

“That the Greater West Bloomfield Cable Communications Commission adopt the ‘Resolution in Support of Sunshine Week’ as presented”.

Voting YES: Dahl, Dziuba, Gersin, Jamoua, Kowalsky, Krause, Levine, Macon, Ross, Warshay  
Voting NO:

## **12. Public Comment**

The Chairperson stated that residents are provided an opportunity 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.

In response to a question from Mr. Gorman regarding the cost-savings realized through the technical design of Green Media Center, Mr. Scott stated that the Commission has spent just over 10 percent of what it would have spent had it chosen an integrated proprietary hardware and software solution.

In response to a question from Mr. Gorman regarding video production classes for high school students, Mrs. Dziuba stated that the goal would be training in all facets of electronic journalism through the high school, community education, or Parks and Recreation. That training would prepare students to produce programming about the schools and the community.

In response to a question from Mrs. Macon, Mr. Gorman stated that such training would be beneficial and enjoyable but students might not be aware of the opportunity if it were not part of the high school curriculum.

### **13. Commissioner Comments**

Mr. Warshay wished all a Happy New Year and issued an invitation to United We Walk at West Bloomfield High School on January 19 at 2:00PM, starting with a short program followed by the walk down Orchard Lake Road and a community service project back at the school.

Mrs. Macon mentioned other activities related to Dr. Martin Luther King Jr. day, including an inter-faith gathering on Friday evening, January 17 at Temple Kol Ami, and a program at the West Bloomfield Township Public Library on Monday evening, January 20. She also invited nominations for the Michigan Week Awards Breakfast starting in late January.

Ms. Levine thanked Mr. Gorman for his attendance and questions and Mr. Scott for coverage of the Chamber installation on January 10 on Civic Center TV and Lakes FM.

### **14. Adjournment**

The meeting was adjourned by the Chairperson at 8:42PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, FEBRUARY 13, 2020**, at **7:30PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.