



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KFFGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

September 9, 2021

1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 6:32PM via ZOOM teleconference. He stated that the meeting is held virtually pursuant to the Michigan Open Meetings Act and the West Bloomfield Township Emergency Declaration, approved in March 2020 and renewed in March 2021.

2. Roll Call

Members Present

Representing Orchard Lake:

Anne Dziuba (attending in the City of Orchard Lake, Oakland County, Michigan)

Dan Krause (attending in West Bloomfield, Oakland County, Michigan)

Representing West Bloomfield:

Harvey Gersin (attending in West Bloomfield Township, Oakland County, Michigan)

Nada Jamoua (attending in West Bloomfield Township, Oakland County, Michigan)

Mark Kowalsky (attending in West Bloomfield Township, Oakland County, Michigan)

Suzanne Levine (attending in West Bloomfield Township, Oakland County, Michigan)

Deborah Macon (attending in West Bloomfield Township, Oakland County, Michigan)

Jonathan Warshay (attending in West Bloomfield Township, Oakland County, Michigan)

Members Absent

Representing Sylvan Lake:

Phil Ross

Others in Attendance

Kevin Walsh (Motown Digital), Dave Scott (General Manager, Civic Center TV and Lakes FM), David Alberty (Executive Director, GWBCCC)

The Chairperson noted that Ashley Attisha has resigned as a commissioner representing Keego Harbor and thanked her for her contributions.

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 September 9, 2021 meeting.”

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

Voting NO:

The motion carried.

4. 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 asked to address the Commission.

5. Approval of Minutes

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

“That the Minutes of the July 8, 2021 meeting and the August 2, 2021 joint meeting be approved as presented.”

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

Voting NO:

The motion carried.

6. Acceptance of Financial Report

The report for January through August 2021 and the report of second quarter cable operator payments were summarized by the Executive Director.

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

“That the Financial Reports be accepted.”

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

Voting NO:

The motion carried.

7. Committee 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

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

Report of the Community Programming Committee

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

Report of the Finance Committee

Members were provided a written report which was summarized by Mr. Warshay, the committee vice-chairperson. The Executive Director noted that in addition to those listed, Mr. Krause was also in attendance at the August 24 committee meeting.

Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission adopt its 2022 budget as provided and recommend its approval by the four communities.”

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

“That the Greater West Bloomfield Cable Communications Commission accept the reports of the Commission Operations and Strategic Planning, Community Programming, and Finance committees and consider committee recommendations under New Business later in this meeting.”

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

Voting NO:

The motion carried.

8. Executive Director's Report

Civic Center TV/Lakes FM

Commissioners were provided a report of programming cablecast on Civic Center TV in July and August.

Mr. Scott reported on the operation of CCT and Lakes FM, focusing on the addition of Maddie Mustion to the staff, the departure of Ryan Younglove, and coverage of the Sylvan Lake 100 event and West Bloomfield High School football.

Mr. Scott and Mr. Walsh provided an update regarding services provided to the Commission by Motown Digital in relation to the Commission's 2021 initiative to increase Civic Center TV viewership, relevance, and economic stability in the face of changing technology and funding modalities. The update focused on grant opportunities, the advantages of the Commission either becoming or creating a 501c3 non-profit entity, the addition of Southfield and Waterford to the Megacast network, and the possibility of adding Orion Neighborhood TV and the eleven Community Media Network communities in the future. Mr. Scott characterized the network as a partnership with all parties sharing program creation and distribution and stated that Motown Digital is working to involve Oakland County in that partnership.

Mr. Walsh provided a demonstration of the My Michigan (MyMI) TV streaming platform, and Mr. Scott added that the additional distribution of Civic Center TV content via the platform is an extension of current distribution through Comcast, AT&T, and social media outlets such as Facebook and YouTube.

Mr. Scott addressed the possibility of securing additional revenue through grants, sponsorships, subscriberships, and partnerships. He emphasized the importance of the creation of a 501 c3 entity to those efforts and added that additional revenue at the level of ten percent of current revenue is a legitimate goal for 2022.

In response to a question from Mrs. Macon regarding the benefits of wider distribution and partnerships to Greater West Bloomfield residents, Mr. Scott stated that this effort aligns with the overall mission to increase audience, relevance, and economic stability, that partnerships among community media are crucial to their continuing existence, and that unique local content will still be included while realizing the advantages of regional cooperation.

Mr. Warshay stated that he downloaded the MyMI TV app during this presentation and that it was easy and simple.

Ms. Levine thanked Mr. Scott for his efforts push the envelope technologically.

Mrs. Dziuba asked for more details on grant possibilities, specifically those involving reaching the underserved audience, and Mr. Scott responded that those possibilities are being researched, that a larger network brings more grant opportunities, and that including information in grant applications regarding outreach to underserved audiences will be of benefit.

Mr. Walsh stated that the expanded network will have live two-way capability, and Mr. Krause added that there could also be a connection with amateur radio.

The Executive Director commended Mr. Scott on coverage of the Labor Day Mackinac Bridge walk on MyMI TV.

Cable Operators

Commissioners were provided copies of a letter from Comcast regarding channel line-up changes.

Report to the Four Communities

Members were provided copies of the report for the first half of 2021 provided to Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield.

Cable Industry News

The pay TV industry lost 1.2 million subscribers in the second quarter of 2021, compared to 1.5 million in the same quarter a year earlier. In the last year, the industry is down from 62 percent of U.S. homes to 58 percent.

U.S. homes subscribing to at least one streaming service rose from 76 percent a year ago to 82 percent this year.

Four million U.S. household have enrolled in the federal Emergency Broadband Benefit program since it was inaugurated in May.

All former AT&T streaming services are now under the “DirectTV Stream” umbrella, with U-verse still operating as a cable service and DirecTV as a satellite provider.

Communication

No communication was received.

Commission Assistance to Residents

The Commission is working with a resident who would like AT&T infrastructure moved so she can landscape near a pond behind her residence.

A West Bloomfield contacted the Commission asking for assistance in having his aerial residential drop buried. Comcast buried the cable, but unfortunately did not wait until driveway construction was completed. That work cut the cable, which has now been temporarily re-installed as aerial drop and will be buried again once work on the ground is completed.

The Commission is frequently asked to provide assistance to family members moving senior citizens from their homes to senior facilities. The difficulties revolve around who is authorized to make changes to the account and how to transfer the land-line telephone number to a new location.

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 Finance Committee – Adoption of the 2022 GWBCCC Budget

The Chairperson presented the recommendation and noted that as a committee action, a motion to approve does not require support.

“That the Greater West Bloomfield Cable Communications Commission adopt its 2022 budget as provided and recommend its approval by the four communities.”

Motion by Mr. Warshay:

“That the Greater West Bloomfield Cable Communications Commission adopt its 2022 budget as provided and recommend its approval by the four communities.”

Mrs. Macon stated that the budget should indicate a greater increase in additional revenue through grants and sponsorships than it does.

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

Voting NO:

The motion carried.

Mrs. Macon asked that the schedule for consideration of the budget by the four communities be provided in order that commissioners may attend and support approval.

11. 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.

No member of the public asked to address the Commission.

12. Commissioner Comments

Mr. Krause noted the ribbon-cutting ceremony celebrating the re-opening of the Greater West Bloomfield Historical Society museum at 8:30AM on September 10.

Mrs. Macon congratulated Ms. Levine on her recognition as an “Esteemed Woman of Michigan”. She also suggested that the Chairperson communicate to the Keego Harbor City Council appreciation for Ms. Attisha’s involvement with the Cable Commission as a representative of the city and now as a volunteer and added that there should be a mechanism for inviting skilled volunteers to assist the Commission. She stated that in its desire to assist those who are under-served, the Commission should also have in place a policy for diversity, equity, and inclusion.

Ms. Levine reported on two upcoming Chamber of Commerce events, the Health and Wellness Fair on September 22 and the leadership breakfast on October 13.

13. Adjournment

The meeting was adjourned by the Chairperson at 7:52PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, OCTOBER 14, 2021**, at **6:30PM** via **ZOOM** teleconference.