



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

March 10, 2022

1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 7:00PM at West Bloomfield Town Hall.

2. Roll Call

Members Present

Representing Orchard Lake:

Anne Dziuba

Representing West Bloomfield:

Jennifer Boykins

Harvey Gersin

Nada Jamoua

Mark Kowalsky

Suzanne Levine

Deborah Macon

Members Absent

Representing Orchard Lake:

Dan Krause

Representing Sylvan Lake:

Phil Ross

Others in Attendance

Deborah Katz, Krista Scott, Dave Scott (General Manager, Civic Center TV/Lakes FM), David Albery (Executive Director, GWBCCC)

3. Approval of Agenda

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

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as provided for the March 10, 2022 meeting.”

Voting YES: Boykins, Dziuba, Gersin, Jamoua, Kowalsky, Levine, Macon

Voting NO:

The motion carried.

4. Recognition of the Contributions of Chuck Scott

The Chairperson stated that it is the Commission's privilege this evening to recognize the contributions of Chuck Scott to WBLD, Lakes FM, and to present a plaque to members of his family in attendance at the meeting.

At the invitation of the Chairperson, the Executive Director provided background information regarding Mr. Scott's contributions to the creation of Radio Station WBLD in 1974 and its upgrade in 2015, focusing on the decision of the West Bloomfield School District Board of Education to use a special project gift to construct the station and the involvement of former student Chuck Scott, a professional radio engineer, in that construction. He was also involved when the Cable Commission offered in 2015 to upgrade and operate the station on behalf of the District.

Mrs. Dziuba read the inscription on the plaque.

"The Greater West Bloomfield Cable Communications Commission gratefully acknowledges Chuck's outstanding contributions in the design and construction of Radio Station WBLD at West Bloomfield High School in 1974.

Chucks technical skills and expertise were invaluable in that project and also in 2015 in the upgrading of the transmitter and antenna.

We gratefully appreciate and celebrate the legacy of his talent, gifts, and the generous sharing of his time and abilities."

She then presented the plaque to Chuck's sister Deborah Katz, brother Dave Scott, and daughter Krista Scott.

The Chairperson thanked Mrs. Dziuba for her leadership in this recognition.

Mr. Scott thanked the Commission for the recognition and added that family members living in Petoskey were watching the meeting this evening. Ms. Katz also thanked the Commission for recognizing her brother's contributions.

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.

No member of the public rose to address the Commission.

6. Approval of Minutes

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

"That the Minutes of the February 10, 2022 meeting and the February 22, 2022 joint meeting be approved as presented."

Voting YES: Boykins, Dziuba, Gersin, Jamoua, Kowalsky, Levine, Macon
Voting NO:

The motion carried.

7. Acceptance of Financial Reports

The reports were summarized by the Executive Director.

In response to a question from Mr. Kowalsky, the Executive Director stated that the highest annual revenue from cable operators was just under \$700,000 a few years ago. Discussion focused on the loss of AT&T revenue as the company has stopped offering U-verse service.

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

“That the Financial Reports be accepted.”

Voting YES: Boykins, Dziuba, Gersin, Jamoua, Kowalsky, Levine, Macon
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 Ms. Jamoua, the committee vice-chairperson.

Mrs. Macon stated that she has some thoughts which she will share later regarding the creation of the 501(c)(3) non-profit mentioned in the report, specifically in the area of work done by an ad-hoc group or by the Commission acting as a Committee of the Whole.

Report of the Community Programming Committee

Commissioners were provided a written report which was summarized by Mrs. Dziuba, the committee chairperson. She added more detail regarding the committee's analysis of the strategic planning objectives in the programming area.

Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission revise its Strategic Plan for 2022-2025 as recommended by the Community Programming Committee.”

Mrs. Macon stated that she will vote in favor of the committee recommendation and that her vote against the revision of the objectives in the committee reflects the feelings of the two skilled volunteers involved in the process of creating the original objectives and that those feelings are not stated appropriately in the meeting report. She added that the revisions could have been put in place through the creation of the one-year accomplishment plan as the volunteers had recommended. She stated that she will offer questions regarding the process later in the meeting, questions absolutely crucial to organizations that want to follow a coherent strategic plan.

Report of the Commission Operations and Strategic Planning Committee

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

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

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

Voting YES: Boykins, Dziuba, Gersin, Jamoua, Kowalsky, Levine, Macon

Voting NO:

The motion carried.

9. Executive Director's Report

Civic Center TV/Lakes FM

Commissioner were provided a written report of programming cablecast on Civic Center TV in February.

Mr. Scott noted the 2022 State of the Communities presentation on Civic Center TV, debuting on March 14 at 7:00PM and subsequently available via replay and on-demand. He also reported that the Michigan Week Community Awards Breakfast will take place and be cablecast live on CCT on Friday, May 13. He added that the West Bloomfield Educational Foundation 2022 fundraiser will be occur on Thursday, April 21 and be cablecast on WBTV.

Mr. Scott reported that additional communities in Oakland County will be joining the Megacast network in coming weeks. He thanked the Chairperson and committee members for their efforts in raising public awareness of the Commission's programming resources and presented web metrics regarding the reach of Civic Center TV.

The Chairperson thanked Mr. Scott for the outstanding programming produced by his staff and for mentioning promotional material created for public distribution.

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 default streaming device for a majority of viewers is now a television set, replacing computers, tablets, and smartphones.

A survey has revealed that 44 percent of cable subscribers would cancel their service if live sports coverage was offered via streaming. Starting this fall, NFL Thursday Night Football will be exclusively on Amazon, a streaming service.

The Senate Commerce Committee voted 14 to 14 to send the FCC nomination of Gigi Sohn to the full Senate. A tie vote moves the nomination along but does not include a recommendation for approval. A vote in the Senate is expected within a month or two barring the placement of a hold on the nomination by any senator.

The Emergency Broadband Benefit, offering qualifying households discounts on internet service, has been reconstituted and renamed the “Affordable Connectivity Program”.

Communication

No communication was received.

Commission Assistance to Residents

Cable service concerns communicated in the past month to the Commission included those which have been around for many years, including billing and service concerns. In each case, the Commission’s efforts to create direct communication between the resident and the company have resulted in resolution.

The Commission has also been contacted by residents who purchase Comcast services via solicitation by a third party. These transactions sometimes involve misunderstandings regarding rates and services, but Comcast has always worked with subscribers to resolve any problems.

Preview

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

Mrs. Macon suggested that information regarding third-party marketing of cable services be provided to the public via Civic Center TV programming or other means. She also stated that when referring to skilled volunteers, the correct terminology is engagement as they assist an organization in fulfilling its mission.

10. Unfinished Business

No items of Unfinished Business were presented.

11. New Business

Recommendation of the Community Programming Committee – Revision of GWBCCC Strategic Plan

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

“That the Greater West Bloomfield Cable Communications Commission revise its Strategic Plan for 2022-2025 as recommended by the Community Programming Committee.”

Motion by Mrs. Dziuba:

“That the Greater West Bloomfield Cable Communications Commission revise its Strategic Plan for 2022-2025 as recommended by the Community Programming Committee.”

Voting YES: Boykins, Dziuba, Gersin, Jamoua, Kowalsky, Levine, Macon

Voting NO:

The motion carried.

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. Those unable to attend should contact the Commission at gwbcable.org.

No member of the public rose to address the Commission.

13. Commissioner Comments

Ms. Levine stated that the Greater West Bloomfield Chamber of Commerce is resuming in-person events in April starting with the “Cup of Connections” on the second Friday of every month. On June 8, the Chamber, along with West Bloomfield Township and WB Parks, will sponsor the Health and Wellness Fair at Town Hall. She also announced a July 20 multi-chamber event at Suburban Collection Showcase in Novi.

Mrs. Macon stated that the deadline for Michigan Week nominations is March 11 at 11:59PM and added that tickets to the May 13 breakfast at Wabeek Country Club will be on sale soon at michiganwweek.org.

She asked when each of the three standing committees will present its first update regarding 2022 implementation of the Commission’s strategic plan. She also stated that the Finance Committee may need to review the strategic plan in order to determine if revisions are necessary in light of its objective of seeking additional revenue through grants. She suggested that participation of commissioners who are not members of the Finance Committee in the committee’s preparation of an IRS 501(c)(3) application should be done in a Committee of the Whole setting.

14. Adjournment

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

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, APRIL 7, 2022**, at **7:00PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.