



GREATER WEST BLOOMFIELD
**CABLE COMMUNICATIONS
COMMISSION**

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

April 7, 2022

1. Call to Order

The meeting was called to order by the Chairperson, Harvey Gersin, at 7:02PM at West Bloomfield Town Hall.

2. Roll Call

Members Present

Representing Orchard Lake:

Anne Dziuba

Dan Krause

Representing Sylvan Lake:

Phil Ross

Representing West Bloomfield:

Harvey Gersin

Nada Jamoua (arrived at 7:14PM)

Mark Kowalsky (left at 7:12PM)

Suzanne Levine

Deborah Macon

Members Absent

Representing West Bloomfield:

Jennifer Boykins

Others in Attendance

Barbara Krause, David Albery (Executive Director, GWBCCC)

The Executive Director stated that Ms. Jamoua had indicated that she was running late.

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 April 7, 2022 meeting.”

Voting YES: Dziuba, Gersin, Kowalsky, Krause, Levine, Macon, Ross

Voting NO:

The motion carried.

GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION MINUTES

April 7, 2022

Page 2

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 rose to address the Commission.

5. Approval of Minutes

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

“That the Minutes of the March 10, 2022 meeting and the April 5, 2022 joint meeting be approved as presented.”

Voting YES: Dziuba, Gersin, Kowalsky, Krause, Levine, Macon, Ross

Voting NO:

The motion carried.

6. Acceptance of Financial Report

The report was summarized by the Executive Director.

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

“That the Financial Report be accepted.”

Voting YES: Dziuba, Gersin, Kowalsky, Krause, Levine, Macon, Ross

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

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

Mrs. Macon commended the committee for its focus on diversity, equity, and inclusion and Mr. Kowalsky for his leadership in this area.

GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION MINUTES

April 7, 2022

Page 3

Report of the Community Programming Committee

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

Mr. Kowalsky left at 7:12PM

Ms. Jamoua arrived at 7:14PM.

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.”

Voting YES: Dziuba, Gersin, Jamoua, Krause, Levine, Macon, Ross
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 March.

Cable Operators

No information was received from Comcast or AT&T.

Cable Industry News

The term “churn” refers to the percentage of subscribers who cancel a service in a given period of time, and the term seems to apply more to streaming video than it ever did to cable television.

At least 80 percent of Americans subscribe to at least one streaming service, while 57 percent subscribe to cable. 32 million streaming households (36 percent) are service hoppers, subscribing to services, then canceling, then re-subscribing or moving to other services. The providers of streaming services have trouble establishing relationships with these subscribers since many subscriptions are sold through third parties.

The term “linear television” refers to a service, such as broadcast or cable, where a program schedule is established in advance and programs are available at pre-determined times. The future of linear TV seems to be in the areas of news, events, and live sports, with streaming

GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION MINUTES

April 7, 2022

Page 4

taking over scripted programming available on-demand. Older viewers still prefer the linear model, while younger viewers are streaming almost exclusively, constituting only 5 percent of broadcast television viewership and 6 percent of cable.

Communication

No communication was received.

Commission Assistance to Residents

A West Bloomfield resident re-set her auto-pay options with Comcast and then found that her bill was not paid when scheduled. The Commission asked Comcast to contact here, and the two parties were able to resolve the problem.

Another resident wanted to continue his promotional rate beyond its expiration and submitted payment to Comcast at the old amount. The Commission facilitated a conversation between the parties during which the operator explained that the former rate was not available.

Preview

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

Mrs. Macon asked if it is possible for the Commission to publicize the role of third-party solicitors in the marketing of Comcast services in Greater West Bloomfield.

9. Unfinished Business

No items of Unfinished Business were presented.

10. New Business

No items of New Business were presented.

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 rose to address the Commission.

12. Commissioner Comments

Mr. Ross stated that he was unable to attend the March 10 meeting and thanked the Commission for the recognition of Chuck Scott which occurred that evening. The Chairperson thanked Mrs. Dziuba for her leadership in the creation of the plaque presented to Chuck's family.

Mrs. Macon stated that the Greater West Bloomfield Michigan Week Community Awards Breakfast is just over a month away, on Friday, May 13, and added that the celebration that day is being recognized as the fiftieth anniversary of the event.

Mrs. Macon asked whether the Commission and each of the standing committees will consider reframing their agendas so that they align with the priorities in the Commission's strategic plan. Each committee action would then be clearly attached to the plan itself.

She also stated that the ad-hoc group working on the plan had provided a memorandum to the Executive Director offering a brief presentation to the Commission regarding how groups which have adopted strategic plans publicly demonstrate how they are implementing those plans.

Mrs. Macon also asked regarding the process which would result a response to her suggestion, presented on March 10, that the Finance Committee meet as a Committee of the Whole when working on the 501(c)(3) application to the IRS.

Executive Director stated that the memo including the offer to provide a presentation had been communicated to the Commission chairperson and the chairs of the three standing committees, and the Chairperson stated that any response to Mrs. Macon would originate with those persons.

13. Adjournment

The meeting was adjourned by the Chairperson at 7:35PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, MAY 12, 2022**, at **7:00PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.