



GREATER WEST BLOOMFIELD
**CABLE COMMUNICATIONS
COMMISSION**

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

May 12, 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

Dan Krause

Representing Sylvan Lake:

Phil Ross

Representing West Bloomfield:

Jennifer Boykins

Harvey Gersin

Mark Kowalsky

Suzanne Levine

Deborah Macon

Members Absent

Representing West Bloomfield:

Nada Jamoua

Others in Attendance

David Albery (Executive Director, GWBCCC)

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 May 12, 2022 meeting.”

Voting YES: Boykins, Dziuba, Gersin, Kowalsky, Krause, Levine, Macon, Ross
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 rose to address the Commission.

5. Approval of Minutes

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

“That the Minutes of the April 7, 2022 meeting and the May 3, 2022 joint meeting be approved as presented.”

Mrs. Macon stated that she has a question regarding the minutes and will follow up with the appropriate persons.

Voting YES: Boykins, Dziuba, Gersin, Kowalsky, Krause, Levine, Macon, Ross
Voting NO:

The motion carried.

6. Acceptance of Financial Report

The report for the first four months of 2022 was presented by the Executive Director.

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

“That the Financial Report be accepted.”

Voting YES: Boykins, 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 chairperson of the committee.

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Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission revise its protocols as recommended by the committee.”

Mrs. Macon noted that she had shared with Mr. Kowalsky information regarding the 2022 United Way of Southeast Michigan 21-day equity challenge and stated that she will forward the information to the Executive Director and ask that it be provided to all commissioners. She added that participation involves spending a few minutes a day on an equity topic, with an opportunity for once-a-week conference calls. She also stated that the 2022 initiative is focused on Michigan and metro Detroit history and that information regarding the 2021 challenge is available on-line.

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 added that he and Mrs. Dziuba will meet with Dave Scott, General Manager of Civic Center TV and Lakes FM regarding social media and promotion.

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: Boykins, Dziuba, Gersin, Kowalsky, 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 April and early May.

Cable Operators

Commissioners were provided copies of a communication from Comcast regarding a channel line-up change.

Cable Industry News

The percentage of U.S. household subscribing to one or more streaming services is increasing, from 74 percent in the first quarter of 2021 to 79% in the fourth quarter to 80 percent in the first quarter of 2022. Despite those overall increases, some major streaming services are seeing decreases in new subscribership, and a survey regarding the perceived value of those services among subscribers shows the average perceived value of a streaming service is \$7.50 per month, substantially less than the cost of most of the major providers. This perception that streaming is too expensive mirrors how subscribers have viewed cable television for many years.

Of all television sets in the U.S., 57 percent now have smart operating systems, up from 45 percent in 2020.

A Leichtman Research Group study shows that movies (69%), live news (49%), and sports (41%) are important to older, more affluent viewers. 56 percent of pay TV subscribers view news as very important, while 32 percent of non-subscribers share that sentiment. For sports, 49 percent of subscribers see it as very important, while 21 percent of non-subscribers feel the same way.

Figures from Nielsen research show that not all cord-cutters are moving to streaming services. Viewing of broadcast television is up.

Communication

No communication was received.

Commission Assistance to Residents

The Commission was notified through West Bloomfield Township that a cable was hanging dangerously low over a driveway on Farmington Road. Both Comcast and AT&T were asked to remove the obstruction, and it was gone within a day.

A resident was having trouble persuading Comcast to remove a temporary cable running from the base of a pole in front of his home on the ground to a home behind his. Comcast removed the cable after a request from the Commission.

A subscriber discontinued service, for which had paid in advance, which is standard procedure. Instead of receiving a credit for the portion of the month unused, Comcast billed him for a modem which it claimed had not been returned. After a request from the Commission, the resident provided proof of the return of the modem via UPS, and the credit was granted.

Preview

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

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In response to a question from Mrs. Macon, the Executive Director stated that the Commission is a member of NATOA as an agency, which can include the listing of multiple individuals.

Mrs. Macon stated that she discovered when NATOA headquarters staff was in West Bloomfield in 2020 that there are no volunteer cable commission members on the organization's Board of Directors, which consists totally of paid staff of jurisdictions around the country. She asked that NATOA provide substantial advance notice of Board of Directors openings in order that the Commission could discuss the financial ramifications of nominating a commissioner to serve on the Board. The Executive Director stated that one of the reasons for the lack of volunteer cable commissioners on the Board of Directors could be the requirements of the position in terms of time for meetings and other responsibilities.

In response to questions from Mrs. Dziuba, the Executive Director stated that he is halfway through his second two-year term and will be replaced on the Board of Directors in October of 2023.

9. Unfinished Business

No items of Unfinished Business were presented.

10. New Business

Recommendation of the Commission Operations and Strategic Planning Committee – Revision of Protocols of the Greater West Bloomfield Cable Communications Commission

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

Motion by Mr. Kowalsky:

“That the Greater West Bloomfield Cable Communications Commission revise its protocols as recommended by the committee.”

Mrs. Macon stated that the motion does not include the precise language of the amendment, and the Executive Director stated that the motion refers to the committee recommendation which is a matter of public record.

Voting YES: Boykins, Dziuba, Gersin, Kowalsky, Krause, Levine, Macon, Ross
Voting NO:

The motion carried.

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.

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No member of the public rose to address the Commission.

12. Commissioner Comments

Mr. Ross stated that he was asked by a Sylvan Lake resident how those who do not subscribe to Comcast or AT&T can access to Civic Center TV programming, and he educated her regarding on-line availability. He added that it is important for the Commission to publicize the multiple ways in which programming can be viewed.

Ms. Levine reminded commissioners and the public of the 13th Health and Wellness event at West Bloomfield Town Hall on June 8. The Chairperson and Mrs. Dziuba stated that they had attended the event in past years and that it is excellent.

Mrs. Macon stated that the 50th Greater West Bloomfield Michigan Week Community Awards Breakfast is occurring on Friday, May 13, at 7:00AM. She invited commissioners and the public to view the event live and added that the Michigan Week Committee is well aware of the crucial contributions of the Cable Commission to this annual event.

She addressed implementation of the Commission's strategic plan, suggesting that the agendas for all Commission and committee meetings be re-designed to align them with the plan, and if that were done, the minutes of each meeting would serve as a public demonstration of accomplishment.

Mrs. Dziuba commended the Michigan Week committee for the excellent retrospective of the last 50 years of the event posted at michiganweek.org.

The Executive Director stated that in addition to the live cablecast of the breakfast, it will be presented frequently over the next several weeks on Civic Center TV and available forever on-line.

13. Adjournment

The meeting was adjourned by the Chairperson at 7:49PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, JUNE 9, 2022**, at **7:00PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.