



GREATER WEST BLOOMFIELD
**CABLE COMMUNICATIONS
COMMISSION**

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

June 9, 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:

Jennifer Boykins

Harvey Gersin

Mark Kowalsky (arrived at 7:05PM)

Suzanne Levine

Deborah Macon (arrived at 7:05PM)

Members Absent

Representing West Bloomfield:

Nada Jamoua

Others in Attendance

Dave Scott (General Manager, Civic Center TV and Lakes FM), David Albery (Executive Director, GWBCCC)

3. Approval of Agenda

The Chairperson stated that Item 6-B is identified incorrectly and should be labeled “First Quarter Revenue”.

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

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as revised for the June 9, 2022 meeting.”

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Voting YES: Boykins, Dziuba, Gersin, Krause, Levine, 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. Ross, support from Ms. Boykins:

“That the Minutes of the May 12, 2022 meeting, the May 24, 2022 joint meeting, and the June 6, 2022 joint meeting be approved as presented.”

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

The motion carried.

Mr. Kowalsky and Mrs. Macon arrived at 7:05PM.

6. Acceptance of Financial Reports

The reports were summarized by the Executive Director.

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

“That the Financial Reports 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.

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Report of the Finance Committee

Commissioners were provided a written report which was presented by Mr. Ross, the committee chairperson.

Report of the Commission Operations and Strategic Planning Committee

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

Report of the Community Programming Committee

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

Strategic Plan Implementation 2022

Commissioners were provided an update regarding implementation of the Commission's strategic plan by the three standing committees.

Mr. Ross suggested revisions to the report of the Finance Committee in paragraphs 3 and 5.

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

“That the Greater West Bloomfield Cable Communications Commission accept the reports of the Finance, Commission Operations and Strategic Planning, and Community Programming committees as revised.”

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 May and early June.

Mr. Scott addressed the Commission regarding Civic Center TV and Lakes FM, focusing on Splash Live with Ronnie Dahl and the full 150 minutes of live programming weekday mornings starting at 9:30, the Keego Harbor Memorial Day parade, and the West Bloomfield High School honors convocation and commencement. He added that much of the programming is streamed

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live on Facebook and You Tube and noted that the Michigan High School Athletic Association has revised its broadcasting rules and now allows live TV coverage of high school football games. He stated that Civic Center TV and Lakes FM programming will be publicized in "West Bloomfield Today" and on social media and added that new streaming technology enables live origination from anywhere.

In response to a question from Mr. Kowalsky, Mr. Scott stated that there is no fee to be paid for the rights to cablecast and broadcast high school football. He added that he is investigating the inclusion of other local districts in coverage, and Mrs. Macon stated the importance of serving all of Greater West Bloomfield and all seven school districts.

In response to a question from Mr. Krause, Mr. Scott stated that football coverage could provide a source of supplemental revenue.

Cable Operators

Commissioners were provided copies of a letter from Comcast regarding adjustments to subscribers' bills due to reduced programming provided by regional sports networks.

Cable Industry News

Pay TV is still contracting, and streaming services are still growing, although at a lower rate than previously, the expansion rate of subscriptions dropping 10 percent from 2021 to 2022. In terms of share of total television viewing, streaming is up, and broadcast and cable TV are down. The average number of streaming subscriptions per household increased from 2.1 services in 2020 to 3 in 2021.

A study found that among those who are sticking with pay TV, the primary reasons are familiarity with cable and confusion regarding which programming is available on which streaming service.

Communication

No communication was received.

Commission Assistance to Residents

The Commission receives a steady stream of concerns regarding cable operator's infrastructure, including unburied cables, hanging cables, and unsightly installation, both in the right-of-way and on private property. Individual concerns are resolved, but for every one that is, there are many that are never reported.

The Commission is also involved in helping subscribers understand billing issues, primarily the expiration of promotional pricing and confusion regarding what components are included and not

included in promotional offers.

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

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

Mrs. Dziuba stated, in response to concerns expressed at two committee meetings, that the Commission uses the latest state-of-the-art technology to provide its programming resources, as stated in its vision for those resources and in the independent contractor agreement with its programming provider, Michigan Digital. She noted Mr. Scott's role in creating the Green Media Center facility a decade ago, and he added that the facility is PC based and has served the Commission well, although with the introduction of streaming as well as ZOOM and similar services as production tools, upgrades are in order.

Ms. Levine commended the daily Splash Live on Civic Center TV and host Ronnie Dahl.

Mr. Krause announced that due to health issues, he will be moving from Orchard Lake to West Bloomfield and therefore resigning his positions on the Cable Commission and the Orchard Lake City Council. He added that he hopes that one person will be appointed by the Council to replace him on both bodies.

Mr. Ross stated that DTE contractors are at work in Sylvan Lake trimming trees to protect power lines.

Mrs. Macon thanked Mr. Krause and his wife Barbara for their service to the community. She stated her concern that the city of Keego Harbor has no representation on the Cable Commission, emphasized the significance of the work being done, and asked how the Commission could help

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the city regain representation.

Mrs. Dziuba thanked Mr. Krause for his service to the Commission and the Orchard Lake City Council and Planning Commission.

13. Adjournment

The meeting was adjourned by the Chairperson at 7:53PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, JULY 14, 2022**, at **7:00PM** at **WEST BLOOMFIELD TOWN HALL**, 4550 Walnut Lake Road, West Bloomfield, Michigan.