



# GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

## MINUTES

September 8, 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

Kevin Kroger

Representing Sylvan Lake:

Pat Riney

Phil Ross

Representing West Bloomfield:

Jennifer Boykins

Harvey Gersin

Suzanne Levine

Deborah Macon

#### Members Absent

Representing West Bloomfield:

Nada Jamoua

Mark Kowalsky

#### Others in Attendance

David Albery (Executive Director, GWBCCC)

The Executive Director stated that Mr. Kowalsky had communicated his inability to attend the meeting.

The Chairperson recognized two new commissioners, Kevin Kroger, appointed by the Orchard Lake City Council, and Pat Riney, appointed by the Sylvan Lake City Council. Mr. Kroger and Mr. Riney introduced themselves to the Commission, and commissioners introduced themselves.

### **3. Approval of Agenda**

Motion by Mr. Ross, support from Mrs. Macon:

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as provided for the September 8, 2022 meeting.”

In response to a question from Mrs. Macon, the Executive Director stated that in implementation of its strategic plan, the Commission is undertaking a review of its governance documents and suggesting revisions. Those revisions will be reviewed later in the year by the Commission Operations and Strategic Planning Committee, which will formulate a recommendation to the Commission regarding any revisions.

Voting YES: Boykins, Dziuba, Gersin, Kroger, Levine, Macon, Riney, 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.

No member of the public rose to address the Commission.

### **5. Approval of Minutes**

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

“That the Minutes of the July 14, 2022 meeting be approved as presented.”

In response to a question from Mrs. Macon, the Executive Director stated that he is working with Michigan Digital to create discrete Cable Commission email addresses for all commissioners, at which point all Commission communication will occur on that platform. Mrs. Macon stated that West Bloomfield sends communications to everyone with a Township email address, and each commissioner could use an email account unique to the community being represented.

Voting YES: Boykins, Dziuba, Gersin, Kroger, Levine, Macon, Riney, Ross

Voting NO:

The motion carried.

### **6. Acceptance of Financial Reports**

The report for January through August 2022 and the report of second quarter cable operator payments were summarized by the Executive Director. The Chairperson added that most of the revenue decline is due to decreased revenue from AT&T.

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

“That the Financial Reports be accepted.”

Voting YES: Boykins, Dziuba, Gersin, Kroger, Levine, Macon, Riney, 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 presented by Mr. Gersin, the committee vice-chairperson.

### Report of the Community Programming Committee

Commissioners were provided a written report which was summarized by Mrs. Dziuba, the committee vice-chairperson. She stated that one sentence in the ninth paragraph of the report of the September 6 meeting (“She stated that the committee should focus on three stakeholder groups, members of the 2018 through 2021 Cable Community Panel and community conversations, members of the 2017 focus groups led by Jade Strategies, and subdivision leaders.”) is not accurate and should be deleted.

### Report of the Finance Committee

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

Committee Recommendation:

“That the Greater West Bloomfield Cable Communications Commission adopt its 2023 budget as provided and recommend that it be approved by the four communities.”

### Strategic Plan Implementation 2022

Commissioners were provided a written update regarding implementation of the Commission’s strategic plan.

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

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

Voting YES: Boykins, Dziuba, Gersin, Kroger, Levine, Macon, Riney, Ross

Voting NO:

The motion carried.

## **8. Executive Director's Report**

### Civic Center TV/Lakes FM

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

### Cable Operators

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

### GWBCCC Directory

Commissioners were provided an updated directory of Commission membership, contractors, and committee assignments. The Executive Director stated that, based on action taken at this meeting and a West Bloomfield Township resignation, another update will be provided for the October 13 meeting.

### Report to the Four Communities

Commissioners were provided copies of the report provided in August to Keego Harbor, Orchard Lake, Sylvan Lake, and West Bloomfield.

### Cable Industry News

The total time Americans spent watching television increased 2 percent in June. Streaming constituted over one-third of that viewing for the first time ever at 33.7 percent, and in July, streaming rose to 38.8 percent of all viewing, beating cable viewing for the first time. Broadcast television ratings decreased 39 percent from July of 2021 to July of 2022.

A survey conducted by cordcutting.com found that a majority of pay TV subscribers believe they are wasting money, paying for hundreds of channels but only watching just over a dozen of them. The average monthly cable bill has increased 52 percent in the last three years, from 96 dollars a month in 2019 to 147 dollars today.

Streaming services are having the on-going problem of subscribers adding a service, viewing the programming that sparked their interest, and then canceling.

Two dozen cities in Texas are suing to receive franchise fees from streaming services. The issue is whether the services are using the public rights-of-way or the actual users are internet service providers.

An Hispanic advocacy organization has called on the Biden administration to pull the nomination of Gigi Sohn to the Federal Communications Commission and nominate an Hispanic candidate. The organization states that the partisan deadlock over the current nomination is preventing the FCC from addressing issues important to minorities such as digital equity and media diversity.

#### Communication

No communication was received.

#### Commission Assistance to Residents

Over the last several months, the Commission has received a number of inquiries regarding infrastructure, specifically at Green and Walnut Lake Roads, Cloister on the Lakes at Middlebelt and Long Lake, Maple east of Middlebelt, and two pedestals on residential lots. At the Commission's request, all have been resolved by the companies involved.

#### Preview

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

Mrs. Dziuba requested that a report regarding the NATOA Annual Conference be provided at future committee meetings. Mrs. Macon asked that those reports focus specifically on the role of volunteer cable commissioners, and the Executive Director stated that no references were made to such volunteers at the recent conference. Mrs. Macon stated the importance of the unique perspective provided by volunteer commissioners and noted that they are not included in NATOA's organizational structure.

### **9. Unfinished Business**

No items of Unfinished Business were presented.

## 10. New Business

### Strategic Plan Implementation – Review and Revision of “Bylaws of the Greater West Bloomfield Cable Communications Commission”

The Commission reviewed its bylaws. Discussion focused on revisions to the bylaws, including more specificity regarding defining conflicts of interest, the delegation of the Chairperson’s management responsibilities to the Executive Director, the role of the Community Programming Committee and the Executive Director in oversight of the services provided by the programming contractor, which committee is responsible for development and oversight of revenue sources, and the need for a history of the bylaws, including original adoption and all amendments.

### Recommendation of the Finance Committee – 2023 GWBCCC Budget

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

Motion by Mr. Ross:

“That the Greater West Bloomfield Cable Communications Commission adopt its 2023 budget as provided and recommend that it be approved by the four communities.”

Voting YES: Boykins, Dziuba, Gersin, Kroger, Levine, Macon, Riney, Ross

Voting NO:

The motion carried.

The Executive Director stated that the budget will be considered by the West Bloomfield Township Board on October 10, by the Sylvan Lake City Council on October 12, by the Orchard Lake City Council on October 17, and by the Keego Harbor City Council on October 18 and 20.

### Committee Appointments

Motion by Mr. Gersin, support from Mrs. Macon:

“That Pat Riney of Sylvan Lake be appointed to the Commission Operations and Strategic Planning Committee and Kevin Kroger of Orchard Lake be appointed to the Finance Committee.”

Voting YES: Boykins, Dziuba, Gersin, Kroger, Levine, Macon, Riney, 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](http://gwbcable.org).

No member of the public rose to address the Commission.

### **12. Commissioner Comments**

Mr. Ross stated that the latest COVID booster is available and everyone should get the vaccination.

Ms. Levine reported a ribbon-cutting ceremony at Elysium Medical Aesthetics in West Bloomfield on September 9 and added that other future ceremonies are listed on the Chamber of Commerce web site at [westbloomfieldchamber.org](http://westbloomfieldchamber.org).

Mrs. Macon highlighted the excellent Youth Assistance Food Truck Rally on August 26 and the presence of Civic Center TV and Lakes FM at the event. She noted Family Fun Night at West Bloomfield High School on September 16 and the opportunity for any person or business to become a sponsor of Laker Football on CCT and Lakes FM. She reported that she and Commissioner Boykins provided the Cable Commission update at the most recent meeting of the West Bloomfield Township Board and added that the West Bloomfield Board of Education should also receive those in-person updates.

Mrs. Macon emphasized the importance of support from commissioners for the presentation of the 2023 budget to the four governing bodies.

### **13. Adjournment**

The meeting was adjourned by the Chairperson at 8:23PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, OCTOBER 13, 2022, at 7:00PM at WEST BLOOMFIELD TOWN HALL, 4550 Walnut Lake Road, West Bloomfield, Michigan.**