



GREATER WEST BLOOMFIELD CABLE COMMUNICATIONS COMMISSION

KEEGO HARBOR • ORCHARD LAKE • SYLVAN LAKE • WEST BLOOMFIELD

MINUTES

March 14, 2024

1. Call to Order

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

2. Roll Call

Members Present

Representing Keego Harbor

Ronnie Dahl

Joel Ross

Representing Orchard Lake:

Jackie Beach

Anne Dziuba

Representing Sylvan Lake:

Phil Ross

Representing West Bloomfield:

Jennifer Boykins

Harvey Gersin

Suzanne Levine

Deborah Macon

Members Absent

Representing Sylvan Lake:

Pat Riney

Representing West Bloomfield:

Stuart Dorf

Mark Kowalsky

Others in Attendance

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

The Executive Director stated that Mr. Dorf, Mr. Kowalsky, and Mr. Riney had communicated their inability to attend the meeting.

The Chairperson asked Ms. Dahl, appointed to the Commission by the Keego Harbor City Council in February, to introduce herself, and commissioners introduced themselves to her.

3. Approval of Agenda

The Executive Director stated that two agenda items were mis-labeled. Item 6-B is 2023 and Item 7-C is 2024.

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

“That the Greater West Bloomfield Cable Communications Commission approve the agenda as revised for the March 14, 2024 meeting.”

Voting YES: Beach, Boykins, Dahl, Dziuba, Gersin, Levine, Macon, Joel Ross, Phil Ross

Voting NO:

The motion was approved.

4. Public Comment

The Chairperson noted that no member of the public was in attendance to address the Commission and added that concerns can always be communicated through the Comment tab at GWBCABLE.ORG.

5. Approval of Minutes

Mrs. Macon stated that the minutes of the March 7 special meeting should reflect her comments regarding the importance of follow-through.

Motion by Mrs. Macon, support from Phil Ross:

“That the Minutes of the February 8, 2024 meeting, the February 12, 2024 joint meeting, the March 4, 2024 joint meeting, and the March 5, 2024 joint meeting, and the March 7, 2024 special meeting be approved as presented and the Minutes of the March 7, 2024 special meeting be approved as revised.”

In response to a question from the Executive Director, Mrs. Macon stated that the following sentence should be included in her comments: “Mrs. Macon highlighted the significance of follow-through”. The Executive Director stated that the exact location of the additional language should be presented before the minutes are approved, and Mrs. Macon stated that the key concepts from the March 7 meeting should include her requested wording. The Chairperson stated that the minutes should be approved as presented, and further Commission deliberation or action based on the March 7 discussion will include the concept of follow-through.

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

“That the Minutes of the February 8, 2024 meeting, the February 12, 2024 joint meeting, the March 4, 2024 joint meeting, the March 5, 2024 joint meeting, and the March 7, 2024 special meeting be approved as presented.”

Voting YES: Beach, Boykins, Dahl, Dziuba, Gersin, Levine, Joel Ross, Phil Ross

Voting NO: Macon

The motion was approved.

Mrs. Macon requested that language regarding the revision of minutes be included in the Commission's protocols. In response to a question from the Executive Director, she stated that the current provisions of the protocols regarding meeting preparation are not sufficient.

6. Acceptance of Financial Reports

The report for January through February 2024 and the report of 4th Quarter 2023 cable operator payments were summarized by the Executive Director.

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

“That the Financial Reports be accepted.”

Voting YES: Beach, Boykins, Dahl, Dziuba, Gersin, Levine, Macon, Joel Ross, Phil Ross

Voting NO:

The motion was approved.

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, in the absence of committee chairperson Mr. Kowalsky and committee vice-chairperson Mr. Riney, by Phil Ross.

Report of the Community Programming Committee

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

Strategic Plan Implementation

Commissioners were provided a written update regarding 2024 implementation of the Commission's strategic plan.

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

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

In response to a question from Mrs. Dziuba, the Executive Director stated that Activity 3.1.1 (Resolve Comcast or AT&T subscriber issues communicated to the Commission) will be marked as completed once it is presented at this meeting.

Voting YES: Beach, Boykins, Dahl, Dziuba, Gersin, Levine, Macon, Joel Ross, Phil Ross

Voting NO:

The motion was approved.

8. Executive Director's Report

Civic Center TV/Lakes FM

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

The Executive Director asked Mr. Scott to address the Commission, and he welcomed Ms. Dahl back to Commission membership.

He presented information regarding the operation of Civic Center TV and Lakes FM, focusing on live coverage from the previous day of a book-signing at Shuler Books in West Bloomfield, very unusual for any community media operation. He also presented information regarding social media metrics and the history of Civic Center TV from 1990 to the present, including the addition and upgrade of Lakes FM in 2015, the debut of The Splash in 2016, and the inauguration of West Bloomfield High School sports coverage in 2017.

In 2018, as cable channels proliferated, Civic Center TV added on-line distribution. In 2020, the daily live Megacast was inaugurated as the pandemic began and distributed to other community media outlets throughout Oakland County, and since then the daily Splash Live was added and social media outreach expanded.

He cited 2023 as a year of accomplishment for Civic Center TV, with new equipment, a focus on the Splash Live as the daily live program, and the use of technology for live remote coverage. In 2024, the Splash Live is live every day, with segments posted on-line and promoted via social media.

Mr. Scott addressed the prospects for generating revenue through advertising, the use of Instagram as a new social media platform in addition to Facebook and You Tube, the roving reporter program to generate community-based content via smart phone, and the Commission's emergency capabilities via Lakes FM. He added that the Commission should aggressively pursue high-definition transmission through Comcast.

He stated that the Commission's programming resources are providing more and better content than other community media operations in Oakland County, including live meeting coverage and

a focus on community events.

In response to a question from Mrs. Macon, Mr. Scott stated that Civic Center TV has no presence on Tik-Tok.

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

Year-end reports on the broadcasting and cable industry show that the usual fall bump in viewership did not occur due to the availability of football coverage via streaming services and the lack of a fall season kick-off on broadcast networks because of the writers' and actors' strikes earlier in the year.

Sports coverage may turn out to be the deciding factor in the competition for viewers between cable TV and streaming services and between the streaming services themselves. 80 percent of sport fans say that sports is more important than anything else on television, 75 percent would sign up for a streaming service if it includes a sport they follow, and over 50 percent say that they stay on a channel or streaming service and watch the next program after a game is done.

DirecTV has been running commercials emphasizing that it now a streaming service, not a satellite service.

The FCC is reviewing proposals to impose regulations on streaming services, and a survey commissioned by the Preserve View Choice Coalition reports that a majority of people oppose regulating streaming like broadcast and cable television.

The growth of streaming was cut in half last year, from 22 percent in 2022 to 10 percent in 2023. New sign-ups increased but so did cancellations.

Communication

No communication was received.

Commission Assistance to Residents

The Commission is working with Comcast to bury a cable lying across a safety path on 14 Mile Road west of Farmington.

Comcast has responded to requests to assist a subscribers with an email problem despite the fact that the communities' authority only involves video service.

A West Bloomfield subscriber moved to a new residence in the township, and the Commission assisted when problems arose transferring Comcast service.

Preview

The Executive Director presented his agenda for the time period between this meeting and the next. He reminded commissioners that the next scheduled meeting is Thursday, April 4, a week earlier than normal.

In response to a question from Mrs. Dziuba regarding FCC broadband standards and its requirement for "all-in" pricing, the Executive Director stated that both apply to Greater West Bloomfield residents.

9. Unfinished Business

No items of Unfinished Business were presented.

10. New Business

Recommendation of the Community Programming Committee – Revision of "GWBCCC Programming Resources"

Motion by Mrs. Dziuba:

"That the Greater West Bloomfield Cable Communications Commission revise Section 6.2 of the document 'GWBCCC Programming Resources' as recommended by the committee."

In response to a question from Ms. Dahl, Mr. Scott stated that the programming contractor has provided information regarding revenue generation, including grants, but that the Commission has not spent any money on advertising sales and has received very little revenue.

Voting YES: Beach, Boykins, Dahl, Dziuba, Gersin, Levine, Macon, Joel Ross, Phil Ross
Voting NO:

The motion was approved.

Committee Appointment

The Chairperson stated that she is appointing Ronnie Dahl to the Commission Operations and Strategic Planning Committee to replace Joel Ross.

In response to question from Mrs. Macon, the Executive Director stated that the Chairperson's recommendation is that Ms. Dahl replace Joel Ross on the committee.

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

“That the Greater West Bloomfield Cable Communications Commission approve the appointment of Ronnie Dahl to the Commission Operations and Strategic Planning Committee to replace Joel Ross.”

Voting YES: Beach, Boykins, Dahl, Dziuba, Gersin, Levine, Macon, Joel Ross, Phil Ross

Voting NO:

The motion was approved.

11. Commissioner Comments

Mrs. Macon stated that the annual Greater West Bloomfield Michigan Week Community Awards Breakfast will occur on Friday, May 10, at 7:00AM, at Temple Israel. She added that sponsors for the event are being sought.

She commended Civic Center TV Sunshine Week coverage and the Commission's commitment to government that is accessible, transparent, and accountable. She also noted a Sunshine Week program from the United States Department of Justice.

She also commended the Chairperson for her emphasis on urgency at the March special Commission meeting and added that she is looking forward to a year of monthly meetings of the Finance Committee.

Ms. Dahl emphasized the importance of Sunshine Week and the availability of public documents and suggested that the Commission be more transparent and creative regarding the expenditure of cable funding. She added that Michigan is behind most states in the availability of public documents through freedom of information requests.

The Chairperson thanked everyone for their participation in the March 7 special Commission meeting.

12. Adjournment

The meeting was adjourned by the Chairperson at 8:24PM.

The next meeting of the Greater West Bloomfield Cable Communications Commission is **THURSDAY, APRIL 4, 2024, at 7:00PM at WEST BLOOMFIELD TOWN HALL, 4550 Walnut Lake Road, West Bloomfield, Michigan.**