

Present: Heldt, Kelly, Linsenman, McAlear, McLain, Thorsby - Birmingham  
Burry, Heyman, Pfeifer, Verdi-Hus – Beverly Hills  
Ettenson – Bingham Farms

Absent: Lurie – Birmingham  
McFadden – Beverly Hills  
Stakhiv – Franklin

Also Present: Executive Director – Cathryn White  
Currier - Attorney for Cable Board  
Rota - Bloomfield Community Television representative  
Galbraith - Birmingham Schools representative  
Valentine - Birmingham staff representative  
Celeste Oberhausen and Terrell Priester – WOW representatives

McLain called the meeting to order at 7:52 a.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

#### **APPROVE/AMEND THE AGENDA**

Motion by Heldt, second by Thorsby, to amend the agenda to move item #6 “Annual Election of Officers” to the first item on the agenda.

Motion passed.

#### **ANNUAL ELECTION OF OFFICERS**

McLain recognized Bob Borgon, who was returning to the Cable Board as a member representing the Village of Beverly Hills. Borgon was appointed last night at the Beverly Hills Council meeting. Vice-chair and treasurer Ken McFadden has resigned from the Cable Board as of this morning. McLain introduced new member Colin Linsenman, who was appointed to the Cable Board by the Birmingham City Commission.

McLain opened the floor for nominations to the office of chairperson. Heldt nominated Elaine McLain to serve as chair; McLain accepted the nomination. There were no further nominations. McLain was elected chairperson by acclamation.

Nominations to the position of vice-chairperson of the Cable Board were accepted. Heldt nominated Mira Stakhiv as vice-chair. There were no further nominations. Mira Stakhiv was elected vice-chair by acclamation.

Thorsby nominated Colin Linsenman to serve as treasurer of the Board. Linsenman accepted the nomination, and there were no further nominations. Linsenman was elected to the position of treasurer by acclamation.

Heldt nominated Alan Heyman for the position of secretary of the Cable Board. Heyman accepted the nomination and was elected to the position by acclamation.

McLain reviewed the leadership on Cable Board committees. Board members were reminded that they are invited to attend and join any committee meeting. The Cable Action Committee had been chaired by former member Ken McFadden. McLain asked for volunteers to fill that position. Verdi-Hus agreed to serve as chair with Ettenson as co-chair. McLain made that appointment. Jeff Heldt indicated that he was willing to continue as chairperson of the PEG Committee. Mira Stakhiv was reappointed as Personnel Committee chair.

**APPROVE MINUTES OF CABLE BOARD MEETING HELD JUNE 19, 2013**

Motion by Ettenson, second by Heldt, that the minutes of a regular Cable Board meeting held on June 19, 2013 be approved as published.

Motion passed.

**PUBLIC COMMENTS**

None

**GRANT REQUESTS – VILLAGE OF BEVERLY HILLS**

Ellen Marshall, Assistant Manager/Clerk, presented a grant request from the Village of Beverly Hills Public Safety Department to cover the cost of Internet access. During FY 2012/13, the Birmingham Area Cable Board provided a grant to the Department of Public Safety to cover the costs of Internet access to four computer services; local area network, building video, in-car video and audio recording.

Comcast is currently providing the Department with Internet service at a cost of \$79.90 per month (\$958.80 per year). The Beverly Hills Department of Public Safety respectfully requests a grant in the amount of \$958.80 for Fiscal Year 2013/14 (July 1, 2013 through June 30, 2014) to cover Internet services for the Department.

Marshall mentioned that she provided the Executive Director with a written summary of all Beverly Hills grant requests in the last year.

Motion by Heyman, second by Thorsby, that the Birmingham Area Cable Board approve a grant request from the Village of Beverly Hills Public Safety Department in the amount of \$958.80 to provide Internet services to the Department for FY 2013/2014.

In response to an inquiry, Marshall stated that she checked into bundling services. She related that WOW was not competitive with Comcast costs for Internet access for public safety. McLain stated that this expense goes into the budget as a “municipal services” line item.

Roll Call Vote:

Motion passed (11 – 0).

Ms. Marshall stated that Beverly Hills has been web streaming bi-monthly Village Council meetings and monthly Cable Board meetings since January of 2008. The Village’s current monthly charge for hosting is \$130.00, of which \$100 is for up to 15GB of live broadcast and \$30 for up to 3GB of on-demand hosting. At this time, PowerStream does not break out the

monthly hosting charges by meeting. The Village of Beverly Hills respectfully requests a grant in the amount of \$130.00 per month for Fiscal Year 2013/2014 totaling \$1,560.00 to cover the hosting and live broadcast costs associated with web streaming Birmingham Area Cable Board and Village of Beverly Hills Council meetings.

Motion by Borgon, second by Heldt, that the Birmingham Area Cable Board approve the grant request from the Village of Beverly Hills in the amount of \$1,560.00 to cover the hosting and live broadcast costs associated with web streaming Birmingham Area Cable Board and Village of Beverly Hills Council meetings.

Roll Call Vote:  
Motion passed (11 – 0).

The Village of Beverly Hills currently contracts with WOW! for Internet services at the Village Offices at a cost of \$63.75 per month. WOW! was selected to provide these services in May 2011 through an open bidding process at which time the Village entered into a three year contract with them. The Village of Beverly Hills respectfully requests a grant in the amount of \$63.75 per month for Fiscal Year 2013/14 totaling \$765.00 to cover Internet services for the Village Offices. This cost is less than the bundled cost for the previous year due to a change in services at the Village office.

Motion by Heyman, second by McAlear, that the Birmingham Area Cable Board approve a grant request from the Village of Beverly Hills in the amount of \$765.00 to cover Internet services for the Village Offices for FY 2013/2014.

Roll Call Vote:  
Motion passed (11 – 0).

### **TREASURER'S REPORT**

McLain presented the treasurer's report in the absence of Ken McFadden. She referred to documents in the meeting materials including a quarterly investment report, reconciliation detail, and a fund balance report.

### **PRESENTATION OF SURVEY RESULTS**

Amy Benner and Keith Stone were present from Intellitrends to discuss the results of the Birmingham Area Cable Board Community Resident Survey. Benner used the interactive display panel to present high level findings from the survey. The survey was launched in the third week of May and went through June 22, 2013. There was a total of 488 responses, 429 mailed and 68 online.

Benner outlined the 20 key findings of the survey. She talked about trends and conclusions related to how people watch TV, the providers and how they rate, other services received, whether people switched providers, use of Internet only TV, complaint resolution, and the awareness, importance and use of municipal, public access, and educational channels.

Ten items were listed as the Big Things in 2013:

1. Watching TV **via a mobile device is on the rise** —up to 17% from just 4% in 2010.
2. **WOW!** is making positive inroads and taking Comcast market share.
3. WOW! gets **highest provider ratings**, then AT&T U-Verse. Comcast gets lowest ratings.
4. **Pricing** is still the biggest pain point and motivation for switching providers.
5. Switching to **Internet only TV** is not very popular (yet).
6. Even though a large majority (75%) of residents feel that it is important to have local community channels --this is down 10% from 2010. **Households with children** are more apt to consider these PEG Channels important than households without kids.
7. **Channel surfing** continues to be the leading way residents find out about PEG programming.
8. Awareness for PEG Channels continues to increase, but use/viewership is either holding steady (BAPA) or decreasing (BAMA & Educational).
9. Municipal Channel viewing is down more significantly (by 22%) than Public Access Channel viewing (by 9%) compared to eight years ago. The Educational Channel continues to be the least watched.
10. Similar to 2010, the leading suggestion to the Board is to **have more competition**.

Board members discussed the results. McLain commented on what the Cable Board does for the public good in terms of partnering with providers, demanding transparency, and continuing to improve the process for understanding and complaint resolution.

Benner addressed questions and comments from Board members on specific statistics and how they were attained. Heyman referred to viewership numbers and emphasized that the Board needs to be active in promoting programming that it has invested in producing. He commented on the quality of programming, ideas, and producers who provide programming with the assistance of the BCTV staff.

A link to the survey results will be available on the BACB website.

Heldt left the meeting at 8:30 am.

## **COMMITTEE REPORTS**

### **Cable Action Committee**

McLain reported that there was a Cable Action Committee meeting last month at which time there was discussion of the forthcoming resident survey results. The Cable Action Committee will meet on the first Thursday of each month at 5:30 pm at the Baldwin Library under the direction of the new chairperson Maryann Verdi-Hus and co-chair Mel Ettenson.

**PEG Committee**

There was no report from Jeff Heldt other than a note that athletic programming will heat up when schedules are finalized and staff returns to school in August. McLain reported that she met the new director of the West Bloomfield Cable Commission while touring their facility and learned about their exciting initiatives and partnerships. They may be streaming activities live from the production van soon and sharing live programming.

**Personnel Committee**

There was no report from Stakhiv.

McAlear left the meeting.

**EXECUTIVE DIRECTOR'S REPORT**

Executive Director White provided follow-up information on two complaints received last month. Those complaints are now closed. There were four formal complaints received since the last meeting, which were described by White.

The Executive Director's report included monthly financial reports and check disbursement information. Account balances for the MBS and BBCU accounts have been provided as part of meeting material this month. The account balance for the Beverly Hills account as well as budget to actual figures were distributed at today's meeting. White had been working with the treasurer on supplying the auditors with requested documents in advance of the Cable Board audit that is scheduled to take place July 22-24, 2013.

White indicated that she received clarification from MI-NATOA that the BACB is considered one entity for purposes of membership. The cost is \$100.00 for the Board to have a voting membership; an associate membership (non-voting) is available for \$25.00. White recommended that the Board authorize a voting membership and one associate membership.

Motion by Thorsby, second by Ettenson, that the Birmingham Area Cable Board authorize Cathryn White as voting member and Elaine McLain as associate member and authorize the expenditure of \$125 for membership in Michigan NATOA for one year.

Roll Call Vote:  
Motion passed (9 – 0).

The annual NATOA conference in Orlando will be held from Sept 16-19, 2013. White detailed the costs for registration, lodging and flights in her report. McLain said that she reviewed the agenda and has determined that many of the sessions would be of value and would apply to the Cable Board. She felt strongly about the educational value of this event as well as the opportunity to speak with peers and governmental officials. There is a line item in the budget that would cover this expense.

Motion by Borgon, second by Thorsby, that the Birmingham Area Cable Board authorize an expenditure of an amount not to exceed \$2,000 for Chairperson Elaine McLain to

attend the NATOA conference in Orlando, Florida from September 17-19, 2013 on behalf of the Cable Board. Funds are available in the 2013-2014 Cable Board budget.

Roll Call Vote:  
Motion passed (9 – 0).

Burry left the room at 8:48 am.

White stated that the Board has received its annual insurance coverage proposal from MMRMA (Michigan Municipal Risk Management Authority). The total contribution is \$4,879.00, which is 4.7% less than last year. The 2013 MMRMA distribution returned to the Board will be \$1,874.00.

White attended a seminar on protecting the BACB laptop computer and iPhone from theft and ways to recover the items if they were stolen. Based on the MMRMA's recommendation, she has purchased Lo-Jack software protection for this purpose for the discounted rate for the first year of \$26.50.

White will receive additional training in Quick Books at Schoolcraft College. The 12-week course beginning in October will cost \$349.00. She requested authorization from the Board to register for the class.

Motion by Heyman, second by Thorsby, that the BACB authorize the expenditure of \$349.00 for a Quickbook course at Schoolcraft College for Executive Director White.

Roll Call Vote:  
Motion passed (8 – 0).

## **PROVIDER RELATED TOPICS**

### **Comcast**

There was no representative present. McLain commented that there are often weather problems and issues with downed wires at this time of year. Comcast has been responsive.

### **AT&T**

McLain stated that Robert Jones has been reappointed as the Board's representative for AT&T Uverse. A problem involving a downed line has been escalated with AT&T. Their team is working on it.

### **WOW**

There were two representatives from WOW at the meeting, Celeste Oberhausen and Terrell Priester. Oberhausen reported that WOW is currently in negotiations with Bloomberg for the carriage of their network. Effective August 20, 2013, WOW has increased its rates; subscribers will receive messages in their billings.

**BAPA/BAMA REPORT**

Steve Rota highlighted programming outlined in the written report from Bloomfield Community Television on programming taped for Municipal Channel 15 (BAMA), PA Channel 18 (BAPA), and programming from BACB area organizations during the last month (information included in BCTV monthly report for June 20, 2013 – July 17, 2013).

The next camera workshop is scheduled for Tuesday, July 23 from 10:00 am until noon and 6:30 to 8:30 pm.

Rota reported that he submitted orders for two repairs last month. The estimated cost for the camera repair is \$963; work is in progress. The jib part was ordered.

Alan Heyman approached BCTV about doing a Birmingham Farmers Market production, which is in progress.

Birmingham School representative Galbraith commented that the relocation of the Birmingham Public Schools central offices is complete. They are currently in the Birmingham Education and Administration Center. The first board meeting of the 2013-14 school year was held in the new Evergreen Community Room on July 9. The meeting was web streamed and is available for review on the BPS website. The next meeting is scheduled for August 17. The grand opening of the Evergreen Community Room will be held on September 17. Galbraith extended an invitation to Cable Board members to join the festivities that evening.

**OLD BUSINESS**

None

**NEW BUSINESS**

None

**PUBLIC COMMENTS**

None

**BOARD COMMENTS**

Ettenson related that quite a few Bingham Farms residents have been driving through Franklin recently due to construction on Thirteen Mile Road in Bingham Farms. He has received questions about poor wireless service in certain areas of Franklin.

Currier remarked that Franklin has voiced its opposition to cell towers over the years due to their historic status. Further, Franklin has a rolling terrain.

The meeting was adjourned at 9:03 a.m.