

Present: Armitage, Decker, Heldt, McLain, Urcan - Birmingham  
Heyman, McFadden, Verdi-Hus, Woodard – Beverly Hills  
Ettenson – Bingham Farms

Absent: Lurie, Thorsby - Birmingham  
Eads – Franklin

Also Present: Borgon – Executive Director  
Currier - Attorney for Cable Board  
Rota - Bloomfield Community Television representative  
Martinico - Director of Technology, Birmingham Schools  
Visperas – Comcast representative  
Doughty – AT&T representative  
Valentine– Birmingham staff representative

Chairperson McLain called the meeting to order at 7:47 a.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

### **APPROVE MINUTES OF REGULAR CABLE BOARD MEETING HELD DECEMBER 16, 2009**

Motion by Heldt, second by Heyman, that the minutes of a regular Cable Board meeting held on December 16, 2009 be approved as submitted.

Motion passed.

### **PUBLIC COMMENTS**

Hildreth Buterbaugh of Beverly Hills commented that people can still buy converters for their television sets at stores in the area.

### **APPROVAL OF STRATEGIC PLANNING DOCUMENT**

McFadden reviewed that there was a presentation and discussion at the last meeting of the Intellitrends report and recommendation of the committee that worked on formulating a long-range strategic plan for the Cable Board. Everyone has had an opportunity to review the Strategic Planning Session report since the December meeting.

Motion by McFadden, second by Decker, that the results of the BACB Strategic Planning Session and recommendations for Board goals and objectives be adopted.

McLain listed five goals developed during the session:

1. Update the Inter-local Agreement
2. Continue to improve upon and streamline the complaint process
3. Communications Strategy for Promoting BACB
4. Enhance Content Programming to build Viewership (PEG)
5. Review the Educational Component

Roll Call Vote:

Motion passed unanimously.

Executive Director Borgon will post the approved Strategic Planning Session Report on the BACB website.

## **COMMITTEE REPORTS**

### **Cable Action Committee**

McFadden related that a 2010 schedule for Cable Action Committee meeting dates has been prepared and distributed to Board members. The Committee has decided to meet on the first Thursday of each month at 5:30 p.m. at the Baldwin Public Library with the exception of the month of March when the meeting will be held on the second Thursday.

There was a comprehensive discussion at last month's meeting on bids received for development of a survey proposed in conjunction with an action item outlined in the strategic planning session. The motion passed by the Board authorized acceptance of the proposal from Intellitrends to conduct a survey of its constituency but further directed the Cable Action Committee to adjust the proposal downward at their discretion to reduce the cost of the contract.

The Cable Action Committee had discussions with the vendor since the last meeting, which resulted in reducing the total estimated cost of the survey by approximately 10 percent. The survey is moving forward.

McFadden related that the scope of this survey is a television user and television viewership survey that will incorporate not only cable but also DSL, satellite, and over-the-air viewing habits. It will explore better ways to propagate and use PEG elements of the Cable Board. The Cable Action Committee reviewed the five strategic planning goals to ensure that the research addressed each one of those and would provide the Board with a comprehensive understanding of the landscape of television viewership within the communities. The survey will suggest ideas to consider in terms of executing policy on a going forward basis.

McFadden addressed how the survey will be publicized and distributed. The overall survey will take the form of mail, Internet and telephone responses to maximum its effectiveness. A response and input will be solicited from every television viewing household in our communities to determine whether they are totally satisfied with what they have or totally dissatisfied. This will assist the Board in the mission of acting as an advocate of its constituency. It will be asked that one survey per household be completed. It is anticipated that the surveys will be in the field by mid February running to the middle of March. The Board may have a report back at its April meeting.

Mike Urcan provided the Board with a memo including specifications, quotes and his recommendation for the purchase of a new laptop, printer and office software for use by the Executive Director.

Motion by Heldt, second by Woodard, to authorize an amount not to exceed \$1,800 to purchase a laptop, printer and related equipment and software for use by the Board's Executive Director and authorize the Chairperson and Treasurer to finalize that purchase.

Roll Call Vote:

Motion passed unanimously.

**PEG Committee**

Heldt reviewed that the BACB made a \$10,000 grant to Michigan NATOA in the last fiscal year to support a public education initiative, which operated successfully while it remained funded.

Motion by Heldt, second by Ettenson, that the Birmingham Area Cable Board authorize a \$5,000 grant to Michigan NATOA to continue the Public Education Initiative and authorize the Treasurer to prepare a budget amendment to incorporate this expense for Board approval at the next meeting.

Roll Call Vote:

Motion passed unanimously.

Heldt related that Board members are in receipt of a draft letter from the BACB addressed to the chairman of the House Committee on Energy and Commerce and the Senate Committee on Commerce, Science & Transportation as well as the minority ranking members of both of those committees. The letter is in reply to a correspondence from a consortium of cable and Internet providers addressing federal jurisdiction over Internet protocol.

This draft letter has been held until the Board can investigate the authenticity of the correspondence to which it is replying. Heldt expressed concern that delaying approval to send the letter until February could result in the Board's failure to enter into the public debate. He suggested that the Board reach a consensus as to whether this draft letter can be sent if the chairperson is satisfied that it is a response to a real initiative from the providers.

Attorney Currier stated that the Board could approve the letter and authorize the chairperson or member Heldt to release it upon verification that the letter the Board is responding to was in fact sent.

Motion by McFadden, second by Armitage, that the Cable Board approve sending a letter to the chairman of the House Committee on Energy and Commerce and the Senate Committee on Commerce, Science & Transportation as well as the minority ranking members of both of those committees; authorize the Board chair in consultation with member Jeffery Heldt to send it, and contact Lori Doughty from AT&T to verify whether correspondence was sent to Congress from cable and Internet providers addressing federal jurisdiction over Internet protocol.

Roll Call Vote:

Motion passed unanimously.

**Personnel Committee**

No report

**EXECUTIVE DIRECTOR'S REPORT**

Borgon reported that there were three new customer complaints in the last month regarding failure to reach Comcast by phone. A recent complaint dealt with Internet problems related to both Comcast and AT&T.

Borgon updated the Board on wording added to an Agreement with Roscor Corporation for Maintenance and Extended Warranty for Audio and Video Equipment on the production truck. Borgon signed the agreement authorized by the Board and sent the payment for 2010 coverage of the truck.

BCTV has produced billboards detailing plans adopted by the City of Birmingham and Village of Beverly Hills in the event of a snow emergency. A crawl across the top of the billboard on Channel 15 will run when there is a snow emergency announced in Birmingham or Beverly Hills.

The City of Birmingham and villages of Beverly Hills and Bingham Farms passed a resolution supporting the Community Access Preservation Act of 2009. A Village of Franklin resolution is forthcoming.

The Board's meeting materials include UVerse PEG key dates. Board members are in receipt of the current financial report for the October-December quarter.

Borgon has been informed of the deadline for articles to be included in the Beverly Hills Villager newsletter. He noted that each of the four communities distributes a newsletter. Borgon recommended that the Board publish a regular article in each one of the municipal newsletters detailing various subjects related to Cable Board issues. He received Board approval to begin working with the communities on including articles in their publications.

#### **COMCAST RELATED TOPICS**

Comcast representative to the Board Olivia Visperas stated that she was working on scheduling a Plymouth Call Center tour for Board members.

McLain related a recent visit to a local Comcast office on Delemere in Royal Oak and commented favorably on the staff. She observed that people waiting for the office to open did not want to return their equipment by depositing it in an outside chute in the event that it would be damaged. Customers chose to return equipment in person and receive an acknowledgment. McLain suggested that more signage at the office to clarify services would be helpful.

Borgon asked Visperas if the technology was available for Comcast to indicate the program being aired at the time viewers switch to Channel 15. Visperas will check on this.

Hildreth Buterbaugh of Beverly Hills expressed disappointment that Comcast moved the Movieplex channel from the digital starter package to the digital premium package. Visperas responded that channel lineups are subject to change and are updated frequently.

#### **AT&T RELATED TOPICS**

Lori Doughty representing AT&T had no updates. McLain related that Heldt, Borgon and she met with AT&T representatives to discuss the rollout of the PEG channels on the U-Verse product. The technology and improvements in picture quality were addressed. There have been issues in terms of some interruption and equipment problems. Board members reiterated their concern that the PEG channels cannot be viewed and monitored at the BCTV origination point for the reason that AT&T does not have a commercial product available.

McLain reported that she has been informed that the \$7,790.00 credit expected from AT&T as a rebate for equipment purchased will be received within 60 days.

### **MLTV15/ PA18 REPORT**

Rota presented the Bloomfield Community Television report 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 December 17, 2009 – January 20, 2010).

Rota reported that BCTV staff has been proactive with work on bulletin board pages and emergency crawls. They have been working with Roscor for the past few weeks to resolve a recurring switcher issue in the truck. The problem has been resolved with a change to the software.

David Sommerfeld is working with the City of Birmingham and different vendors to complete the project in Shain Park. He will consult with Bob Borgon on a Request for Proposal before soliciting bids for the work.

Seven residents attended a recent volunteer workshop; two participants have already provided help on studio shows. The next workshop will be held on April 13. The program development committee will be meeting on Wednesday, January 27 at BCTV at 10 a.m. to review two new shows.

### **OLD BUSINESS**

In answer to an inquiry, Borgon stated that he will donate the old office equipment used by the Executive Director to a local service organization such as the Birmingham Seniors Coordinating Council for refurbishing and re-use.

### **NEW BUSINESS**

McLain referred to the Consumer Report magazine for February 2010, which includes a cost comparison for bundled telecom services. She will attempt to link this important information to the BACB website.

### **PUBLIC COMMENTS**

Hildreth Buterbaugh asked the Board to make another inquiry of Wide Open West to determine if they are interested in expanding their service to the Birmingham area consortium.

### **BOARD COMMENTS**

None

The meeting was adjourned at 8:49 a.m.