

Present: Armitage, Heldt, Kelly, Lurie, McLain, Thorsby - Birmingham  
Heyman, McFadden, Pfeifer, Verdi-Hus – Beverly Hills  
Ettenson – Bingham Farms  
Eads – Franklin

Absent: None

Also Present: Borgon – Executive Director  
Currier - Attorney for Cable Board  
Rota - Bloomfield Community Television representative  
Brogan – Comcast representative  
Armstead – WOW representative  
Dr. Hoffman - Birmingham Schools representative  
Valentine - Birmingham staff representative  
Burry – Beverly Hills Council representative

Chairperson McLain called the meeting to order at 7:45 a.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

#### **APPROVE MINUTES OF CABLE BOARD MEETING HELD NOVEMBER 16, 2011**

Two corrections were made to the minutes. Page 1, add ‘Beverly Hills’ after McFadden’s name. On page 3, last paragraph, correct spelling of word ‘are’.

Motion by Heldt, second by Eads, that the minutes of a regular Cable Board meeting held on November 16, 2011 be approved as amended.

Motion passed unanimously.

#### **PUBLIC COMMENTS**

Hildreth Buterbaugh of Beverly Hills related that he received emails from Comcast in October and November stating that his service would be discontinued if he did not respond. Buterbaugh did not answer the email, and his service was not cut off. He provided copies of the emails to Comcast representative Leslie Brogan for her information. Buterbaugh commented that Comcast provides a Norton anti-virus program at no charge to its customers. This service saves money for subscribers.

#### **APPROVE BACB GRANT POLICY**

Pfeifer stated that the proposed BACB Grant Policy was read at the November Cable Board meeting. There were no comments from Board members on the content.

Motion by Pfeifer, second by Heldt, that the Birmingham Area Cable Board adopt the Cable Board Grant Policy.

Roll Call Vote:

Motion passed (12 – 0).

Pfeifer requested that a copy of the BACB Grant Policy be distributed to the member municipalities, School Board, and qualified applicants prior to making a grant request to the Cable Board.

#### **APPROVE 2012 MEETING DATES**

Motion by Ettenson, second by Pfeifer, to approve the following Birmingham Area Cable Board meeting dates for 2012 on the third Wednesday of each month: January 18, February 15, March 21, April 18, May 16, June 20, July 18, August 15, September 19, October 17, November 21 and December 19.

Motion passed (12 – 0).

#### **APPROVE ANNUAL REPORT**

The Board has received and reviewed the draft Birmingham Area Cable Board Annual Report for Fiscal Year 2010-2011 submitted by Borgon and McLain. A few modifications were suggested by members. The finalized version of the Annual Report will be forwarded to the member municipalities with a cover letter. McLain and Borgon will attend council and commission meetings of each community to present the report and address inquiries.

Motion by Pfeifer, second by Heldt, to approve the Birmingham Area Cable Board Annual Report for FY 2010-2011 and submit the document to member communities.

Motion passed (12 – 0).

#### **GRANT REQUEST – VILLAGE OF FRANKLIN**

Lew Eads, representing the Village of Franklin, referred to a letter dated December 13, 2011 from Franklin Administrator, Amy Sullivan. It was noted that the BACB approved a grant to cover the cost of a complete redesign and rebuild of Franklin's web site in March of 2011. The initial \$7,000 grant enabled Franklin to create a fully functioning communications tool to reach residents, neighboring communities, and others interested in its Village government, community activities, and business district. Franklin has been able to enhance the quality and number of web-based features including the broadcast of official meetings, electronic notification systems, and improved emailing capabilities.

Due to increasing costs of operating its web site, training staff, hosting, and further updates to the website, Franklin is requesting an additional grant in the amount of \$3,000 to cover remaining costs through FY 2011-2012.

Motion by Eads, second by Ettenson, that the Cable Board award a grant in an amount of \$3,000 to sustain and maintain the web site serving the Village of Franklin. The Village of Franklin will provide a full accounting of how the grant funds are spent.

Eads said that this request is in keeping with the newly adopted grant policy of the Board. It does benefit the cable customer and enhances communications. He mentioned that Franklin voters did not pass a millage referendum, which resulted in budget constraints.

Thorsby stated that any grant money not spent by Franklin in 2011-12 should be returned to the Cable Board. Borgon recommended that the Cable Board be provided with an accounting of all

grant money expenditures going forward. He will include this requirement in the letter accompanying the check to grant recipients. There was a consensus of the Board that the Cable Board Grant Policy be amended to require an accounting of grant money expenditures.

Thorsby had concerns about the Franklin grant request in terms of additional expenses associated with the original grant application. He would rather see the Cable Board paying for the implementation and maintenance of the website with the municipality responsible for operations and training.

Eads recalled that the grant approved for the City of Birmingham included ongoing maintenance. It was Joe Valentine's recollection that the grant approved for the Birmingham web site did include ongoing hosting and support services. It was inclusive to make sure that the site was up and running. Eads emphasized that Franklin was attempting to reduce long term costs by having staff trained to update its website.

Roll Call Vote:

Heldt	- yes
Kelly	- yes
Lurie	- yes
McLain	- yes
Thorsby	- no
Heyman	- yes
McFadden	- yes
Pfeifer	- no
Verdi-Hus	- yes
Eads	- yes
Ettenson	- yes
Armitage	- yes

Motion passed (10 – 2).

### **AMEND GRANT POLICY**

It was the consensus of the Board during discussion and consideration of the Village of Franklin Grant request to amend the Cable Board Grant Policy. Pfeifer requested that Attorney Tim Currier draft language to include a requirement that grant recipients verify how funds issued by the Board have been spent. Armitage proposed that the Grant Policy require specificity to be included in future grant requests in terms of proposals, quotes and details. Currier will draft language for review by the Board at its next meeting.

### **COMMITTEE REPORTS**

#### **Cable Action Committee**

McFadden distributed a Cable Action Committee 2012 meeting schedule; meetings are generally held on the first Thursday of each month. At its last meeting, the CAC discussed an ongoing project relative to branding of the production truck to reflect new channel logos. Borgon reported that two of three quotes requested have been received for this work from two different vendors. He expects to present a recommendation to the Board in January or February.

### **PEG Committee**

Heldt reported that a couple of high school athletic events have been broadcast with two others scheduled. There will be a short meeting following the Cable Board meeting.

In response to an inquiry from McLain, Dr. Hoffman reported that the School District had to order a new encoder for its AT&T box. While the equipment is being repaired, high school athletic events can also be viewed on [www.bloomfieldtp.org/vod](http://www.bloomfieldtp.org/vod) (click BACB sports), Comcast Channels 15 and 18, and WOW Channels 10 and 18.

Ettenson reviewed that Chairperson McLain and BCTV staff member Rota made a presentation to the Bingham Farms Council in November regarding what was involved with taping monthly Council meetings for rebroadcast. Ettenson reported that a motion made at the Monday, December 19 Bingham Farms Council meeting to televise its Council meetings failed.

### **Personnel Committee**

Ettenson distributed copies of the Personnel Committee's performance evaluation of the Executive Director. Ettenson noted that he has a possible candidate to fill the open Birmingham position on the Cable Board.

### **EXECUTIVE DIRECTOR'S REPORT**

Borgon stated that there were two official subscriber complaints received this month and a comment from a resident trying to access the December BCTV schedule.

Notices of rate increases for services in 2012 were received from Comcast and WOW. Borgon distributed financial reports in Board member packets. He reported that the Cable Board's insurance through the Michigan Municipal Risk Management Authority (MMRMA) has decreased by 7.8% from last year, and the rebate has increased.

Borgon thanked Comcast and WOW for their prompt service in providing generators during lengthy power outages to ensure that subscribers have phone service.

### **PROVIDER RELATED TOPICS**

#### **Comcast**

Comcast representative Leslie Brogan reported that Comcast has negotiated with Western Union to open up their money transfer network to accept cash payments from Comcast customers. There are 50,000 of these locations nationwide. Brogan commented that Comcast rates will increase due to the cost of doing business. Rate increases will be effective on February 1, 2012. Questions from Board members on the fees were addressed by Brogan.

#### **AT&T**

There was no AT&T representative present. McLain related that the Board has not received notification of price changes from AT&T.

#### **WOW**

Representative Kathy Armstead clarified price guarantee and rate increase information contained in her letter to the Board dated November 18, 2011. She noted that letters mailed to customers include the correct information. Rate increases will take effect in January 2012. The reason for the increase is due to gas prices and licensing fees for programming.

WOW will be launching a new product in the first quarter of 2012 called ULTRA TV. The product is currently being tested; it has a DVR, a smart menu, and PC content all in one solution.

### **BAMA/BAPA REPORT**

Steve Rota referred to 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 November 17, 2011 – December 21, 2011).

The next volunteer camera workshop is scheduled for Monday, January 9, 2012 at 10 a.m. and at 6:30 p.m. Rota reported that he attended the November 28 Bingham Farms Council meeting to answer technical questions from members about taping their Council meetings in the future.

Rota updated the Board on the status of efforts to repair problems with the truck's generator. This will be discussed further at the next PEG Committee meeting.

### **OLD BUSINESS**

McFadden addressed an item discussed at the November Board meeting. He referred to comments made on the audit report and funds invested on behalf of the Board. McFadden reported that he is currently investigating and developing options available to the Board with respect to its current investment strategies. His research includes discussion with other municipalities and alternatives available to the Board. He will present recommendations to the Board after quantifying the risks and costs associated with all of the options.

Attorney Tim Currier clarified what he thought was the Board's intent in terms of an amendment to the Grant Policy: 1) The Grant Policy should have a requirement regarding request specificity including quotes, bids and breakdowns of expenditures, if possible; 2) There should be an accounting of how the funds were actually spent, and 3) Excess funds should be returned to the Cable Board. Currier will draft an amendment to the Grant Policy for review at the next Cable Board meeting.

### **NEW BUSINESS**

None

### **PUBLIC COMMENTS**

Hildreth Buterbaugh asked for clarification on the topic of third party payments to Comcast through Western Union, which was addressed by Leslie Brogan. Western Union charges a \$1.50 transaction fee.

Buterbaugh had inquiries on library programming noting that audience participation is not heard. He was informed that the Baldwin Library does its own productions. Questions on the production truck were addressed by Steve Rota.

### **BOARD COMMENTS**

None

The meeting was adjourned at 8:53 a.m.