

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

Absent: Birmingham – Thorsby
Beverly Hills – Verdi-Hus

Also Present: Borgon – Executive Director
Currier - Attorney for Cable Board
Rota - Bloomfield Community Television representative
Armstead – WOW representative
Dr. Hoffman - Birmingham Schools representative
Valentine - Birmingham staff 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 DECEMBER 21, 2011

Motion by Eads, second by Pfeifer, that the minutes of a regular Cable Board meeting held on December 21, 2011 be approved as submitted.

Motion passed unanimously.

PUBLIC COMMENTS

None

APPROVE AMENDMENT TO BACB GRANT POLICY

Pfeifer reviewed that Board members discussed the Grant Policy at its December meeting at which time they directed Attorney Tim Currier to draft language to include a requirement that grant recipients verify how funds issued by the Board have been spent. It was suggested that the Grant Policy require specificity to be included in future grant requests in terms of proposals, quotes and details.

Currier drafted an amendment to the Grant Policy to include a paragraph entitled “Requirements” as follows:

A) Qualifying entities shall submit grant requests with specificity as may, from time to time, be required by the BACB. The specific information shall include, but not necessarily be limited to:

- The scope of the request.
- Amount of any purchase of goods or services including, where applicable, competitive bids.
- The time frame in which the grant is to be spent.
- Such other information as may be required by the BACB.

B) Qualifying entities shall account for all grant funds expended and at such intervals as the BACB shall prescribe.

C) Qualifying entities shall return all funds not expended for specified grant purposes and/or not expended in the required time frame.

Motion by Heldt, second by Pfeifer, to approve the proposed amendments to the Birmingham Area Cable Board Grant Policy.

Roll Call Vote:

Motion passed (12 – 0).

GRANT REQUEST – BEVERLY HILLS

Beverly Hills Clerk/Assistant Manager Ellen Marshall reviewed that the Village received a grant from the Cable Board in 2007 for hardware, software and equipment set-up to initiate web streaming of twice monthly Council and monthly Cable Board meetings. At that time, competitive quotes were received for equipment purchase and data hosting services. PowerStream was selected as the low bidder, and the Village has been satisfied with the service provided.

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. Beverly Hills is requesting a grant in the amount of \$130.00 per month for the first six months of 2012 totaling \$780.00 to cover the hosting and live broadcast costs associated with web streaming BACB meetings and Village Council meetings.

Pfeifer commented that Beverly Hills is providing a service to the Cable Board by contracting to web stream its monthly meetings. Questions and comments from Board members were addressed by Marshall.

Motion by Heldt, second by Pfeifer, to approve the grant request from the Village of Beverly Hills for the cost of hosting and live broadcast costs associated with web streaming BACB meetings and Village Council meetings in the amount of \$130 per month through the end of the 2011-12 fiscal year totaling \$780.

Roll Call Vote:

Motion passed (12 – 0).

Marshall provided the Board with an update on the \$800 granted to Beverly Hills in July of 2011 for the purchase of a projector and camera. The cost of the projector, camera and memory card was \$807.49. The equipment has been used at Council, Planning Board and Zoning Board meetings. Marshall thanked the Board for that grant.

COMMITTEE REPORTS

Cable Action Committee

McFadden reported that the Cable Action Committee met and discussed the project to rebrand the production truck to reflect new channel logos as well as other open issues. The next meeting of the Cable Action Committee will be Thursday, February 2, 2012.

McLain remarked that another topic of discussion was preparation for Borgon, McFadden and herself to visit the member communities and present the Board's annual report.

PEG Committee

Heldt informed the Board that a Boys Swim Meet is scheduled between Groves and Seaholm High Schools on February 9. This will be an exciting, competitive event between these two state-ranked teams. He requested that the Cable Board approve an expenditure of \$2,500 for Bloomfield Community Television to broadcast the swim meet subject to their availability to undertake this project. The Boys Varsity Swim and Dive teams will compete on February 9 at Seaholm High School at 6:30 pm.

Motion by Heldt, second by Eads, to approve the expenditure of \$2,500 to Bloomfield Community Television for the broadcast of a Boys Swim Meet between Groves and Seaholm High Schools on February 9, 2012 based on the availability of BCTV staff.

Roll Call Vote:

Motion passed (12 – 0).

Personnel Committee

There was no report from the Personnel Committee.

EXECUTIVE DIRECTOR'S REPORT

Borgon reported on two official subscriber complaints received this month and two new complaints. Both complaints from the last month have been resolved to the residents' satisfaction. A form was received from a Franklin resident who thanked the Cable Board for solving their issue within 24 hours.

Borgon along with McLain and McFadden attended a recent Beverly Hills and a Franklin council meeting to present the Cable Board Annual Report. Questions and comments from council members were addressed by Cable Board representatives. They are scheduled to attend the January 23 Birmingham Commission meeting.

Recent financial statements and check disbursement information are included in the Board's meeting materials.

Borgon mentioned that service agreements on the Executive Director's computer and printer are due for renewal. Former member Mike Urcan, who purchased these items, will update the agreements in the amount of \$64.99 and submit a bill to the Cable Board.

Borgon completed an analysis of the proposals from three suppliers who quoted on the truck wrap project. The proposals will be discussed at the next PEG meeting and come to the Board for approval at next month's Cable Board meeting.

Borgon proposed that the Cable Board subscribe to Google Analytics, a program that will allow him to analyze traffic on the Board's website and would ultimately result in better management of the site. Muniweb staff would assist with setting up the program on the website; they would

also train Borgon to use ongoing tracking at a cost of \$45/hour with an estimated time of 2-3 hours. Borgon asked for approval to spend an amount not to exceed \$135 for this website tool.

Motion by Eads, second by Pfeifer, to authorize the expenditure of up to \$135 to acquire the Google Analytics program and to provide technical assistance to set up the program and train the Executive Director in its use.

Roll Call Vote:
Motion passed (12 – 0).

PROVIDER RELATED TOPICS

Comcast

McLain outlined Comcast complaints from subscribers on the topics of cable television and Internet connection, modem rental charges and poor customer service. There was one complaint form that thanked Bob Borgon for his help.

AT&T

McLain talked about an AT&T complaint held over from last month regarding a connection issue in Franklin, which was resolved. McLain related that she spoke with AT&T representative Robert Jones who said that their U-Verse product is entirely rolled out in Franklin.

WOW

Kathy Armstead stated that WOW will be participating in the Winter Family Fun Day event in Beverly Park on January 29.

BAMA/BAPA REPORTS

Steve Rota highlighted 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 December 22, 2011 – January 18, 2012).

Four residents attended the BCTV volunteer workshop on Monday, January 9. There will be a Program Development Committee meeting next Monday.

Upcoming programs include Girls Basketball at Groves on 1/30; Boys Wrestling at Seaholm on 2/1; Birmingham Concert Band on 2/5; 31st Annual Kids Dog Show on 2/12; and the Birmingham Bloomfield Symphony Orchestra on 2/12.

Board member Mark Armitage talked about his upcoming program, which is generally about the gems of the region focusing initially on architecture. Later programs will highlight organizations and people. He commented on the professionalism of the BCTV staff.

OLD BUSINESS

Treasurer McFadden prepared and distributed the BACB Quarterly Investment Report to the Board.

NEW BUSINESS

None

PUBLIC COMMENTS

None

BOARD COMMENTS

None

The meeting was adjourned at 8:27 p.m.