

Present: Heldt, McLain, Thorsby - Birmingham
Heyman, McFadden, Pfeifer, Verdi-Hus – Beverly Hills
Eads – Franklin

Absent: Birmingham – Armitage, Kelly, Lurie
Bingham Farms – Ettenson

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

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/AMEND AGENDA

There was a consensus of the Board to amend the agenda to add two items. An item will be added under the Cable Action Committee report as follows: Truck Signage Project. Another item was added to the agenda under the PEG Committee report: Consider Programming Expense.

APPROVE MINUTES OF CABLE BOARD MEETING HELD JANUARY 18, 2012

Motion by Eads, second by Heldt, that the minutes of a regular Cable Board meeting held on January 18, 2012 be approved as submitted.

Motion passed unanimously.

PUBLIC COMMENTS

None

COMMITTEE REPORTS

Cable Action Committee

McFadden stated that the Cable Action Committee is in the process of forming a subcommittee to focus on all aspects of the Cable Board website including design, content and analysis. This is another outreach effort on the part of the Board. Subcommittee chair Maryann Verdi-Hus stated that their first meeting will be held prior to the next regularly scheduled Cable Board meeting. Interested Board members are invited to become involved in this group.

Truck Signage Project

McFadden reported on the status of the project to rebrand the production truck to reflect new providers and channel logos. Bids were solicited and reviewed over the last couple of months. He referred to a sheet illustrating the proposed truck design. Members are in receipt of a copy of a quote for this work from All Type Truck and Trailer Repair in the amount of \$1,490.00.

Motion by McFadden, second by Eads, that the Cable Board accept the design and quote from All Type Truck and Trailer Repair to rewrap, relogo and rebrand the Production Truck and authorize an expenditure of \$1,490.00 for this project.

Heldt disclosed that the owner of All Type Truck is a friend and client of his and that he introduced this vendor to the Board. For this reason, he asked to recuse himself from the vote.

Roll Call Vote:

Motion passed (7 yes – 0 no – 1 abstention).

PEG Committee

Consider Programming Expense

Heldt reviewed that the Board received a grant request in May of 2011 for the cost of two years of music production and replication for a television exercise program called Agebusters. No action was taken at that time. The individuals involved did additional research and resubmitted a proposal, which was reviewed by the PEG Committee last month.

Heldt consulted with Leslie Helwig of Bloomfield Community Television on this programming expense. Their conclusion was that this expense is not unlike what was done in terms of purchasing a stop action camera in order to produce athletic events for Birmingham Public Schools. There is precedent for investing money in equipment for the purpose of providing better quality programming. The music required for the Agebusters production is considered a programming expense.

The Cable Board has a programming budget, and BCTV provides programming as part of its contract with the Board. Heldt and Helwig agreed that the Cable Board and BCTV would split the cost of music for the Agebusters program. The total cost is estimated not to exceed \$1,500 for the year to provide specialty music.

Motion by Heldt, second by Eads, to authorize the expenditure of an amount not to exceed \$1,500 for music to support the Agebusters program, half of which will be the responsibility of Bloomfield Community Television.

McFadden mentioned that a customer service survey conducted by the Board two years ago indicated that this type of programming was in the top three categories of PEG channels requested by viewers.

Roll Call Vote:

Motion passed (8 – 0).

Personnel Committee

No report.

EXECUTIVE DIRECTOR'S REPORT

Borgon reported that there were seven official complaints in the last month. One was a programming question from BCTV, one complaint for AT&T, and five complaints directed at Comcast service. All complaints have been resolved.

Comcast has announced a price increase effective March 1, 2012. Price adjustment information is included in a letter dated January 20, 2012 to the Board. Borgon referred to current financial statements and reported on check disbursements.

Borgon requested Board action to approve the annual fee of \$100 to renew its membership in Michigan NATOA. Action is also required to renew a warranty on the Board's printer in the amount of \$101.99. After discussion on the cost of the existing printer and the annual fee for extending the warranty, Borgon was advised to consult with Board member Heyman on the purchase of a new printer.

A letter announcing the tenth season of the Birmingham Farmers Market was referred to Heyman. It was assumed that the Board would be interested in a sponsorship opportunity at the Farmers Market in terms of staffing a table during the upcoming season.

Borgon commented on strides made in the Legislature relative to the CAP Act. He informed the Board that he attended the Birmingham Commission meeting with Chairperson McLain and Treasurer McFadden to present the Cable Board Annual Report. Borgon referred to an interesting article in the February 2012 issue of the Birmingham-Bloomfield Downtown Magazine entitled "Cable Wars".

Board members are invited to attend a working lunch with BCTV staff on Thursday, February 23 at noon.

Borgon distributed copies of information downloaded from the Board's Google Analytics site. He highlighted interesting data retrieved from the Cable Board website. The sheet included steps whereby Board members could access Google Analytics and review current reports.

Motion by Eads, second by Thorsby, that the Birmingham Area Cable Board authorize the expenditure of \$100 to renew its membership in Michigan NATOA.

Roll Call Vote:

Motion passed (8 – 0).

PROVIDER RELATED TOPICS

Comcast

Comcast representative Leslie Brogan introduced Kyle Mazurek, part of the Comcast Government Affairs team. She referred to a letter from Comcast outlining price increases that will be effective March 1, 2012, noting that price increases usually reflect increases in program costs and the cost of doing business. All Comcast customers and local franchising authorities have been notified of the price increases.

Brogan updated the Board on its “Internet Essentials” program. An interim report from Comcast’s Executive Vice President was issued to the FCC on the program. It was emphasized that Comcast has connected over 41,000 families nation-wide and distributed over 5,500 computers. Comcast has worked with thousands of partners including schools, city officials, state legislators, and non-profit organizations. Enhancements to the program have been announced as follows: Include reduced lunch students as well as free lunch students; Double the speed of the broadband connection; Look at streamlining the process; Enhance digital literacy training.

Brogan mentioned a recent announcement that the FCC is working with the National Cable Telecommunications Association organization to bring other cable providers online with a program called Connect to Compete. Starting in the Fall of 2012, other cable operators will be rolling out similar programs. This may result in bringing down the cost of computers that are offered to families in the Internet Essentials program.

Dr. Hoffman representing Birmingham Public Schools reported that he has discussed the expansion of the Internet Essentials program recently with Leslie Helwig from BCTV. BPS has students who benefit from the program. Hoffman commented on the increased homework and/or learning taking place via the Internet. The Comcast program is a great opportunity to assist those students who have difficulty finding a location to access the Internet. Literature on the expanded program will be spread to students attending area elementary, middle, and high schools.

Eads requested that Brogan provide the Board with a brief description of the Internet Essentials program to be posted on the BACB website along with a link to the program.

McLain addressed the status of Comcast complaints with Brogan. A complaint regarding the use of social security numbers to identify an account was discussed. Brogan was asked to look into using another process to verify an account other than a social security number. People do not like to divulge their social security number.

AT&T

McLain outlined an AT&T complaint regarding an attempt to obtain U-verse service at a particular location. It was noted that AT&T has finished rolling out in the two communities in the BACB consortium. If residents want to know if they can receive service, they have to call or go to the AT&T website.

WOW

Kathy Armstead from WOW had nothing new to report.

BAMA/BAPA REPORT

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 January 19, 2012 – February 18, 2012). Upcoming programs include a Birmingham Bloomfield Chamber lecture with Governor Rick Snyder on February 17 at the Townsend Hotel. Also, a Birmingham Bloomfield Coalition program: Battle of the Bands on March 2 at Birmingham Unitarian Church.

Rota reported on three Cub Scouts tours of the BCTV facility. The Program Development Committee met and approved two new shows that will begin preproduction stages shortly. One is a fashion show and the other is a show called “Patriot Week” hosted by Judge Michael Warren.

OLD BUSINESS

Borgon mentioned that the new subcommittee focusing on the BACB website might want to work with MuniWeb on developing mobi pages, whereby people can access Internet resources on their mobile devices.

NEW BUSINESS

None

PUBLIC COMMENTS

None

BOARD COMMENTS

None

The meeting was adjourned at 8:40 p.m.