

Present: Armitage, Heldt, Kelly, Lurie, McLain, Thorsby - Birmingham
Heyman, McFadden, Pfeifer, Verdi-Hus – Beverly Hills

Absent: Bingham Farms – Ettenson
Eads – Franklin

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

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 FEBRUARY 15, 2012

Motion by Heldt, second by Pfeifer, that the minutes of a regular Cable Board meeting held on February 15, 2012 be approved as submitted.

Motion passed unanimously.

PUBLIC COMMENTS

Birmingham resident Sharon Field Hoffman presented a detailed explanation of problems experienced while attempting to change her Comcast business class service contract to Comcast residential service. She has continued to receive charges on her credit card. Involved with this issue was the fact that her credit card had been used fraudulently and was canceled. Hoffman has talked to Comcast representatives about this issue, but has been receiving collection notices from the company. She has been a good customer for ten years and believed that something should be done to resolve this matter.

Comcast representative Leslie Brogan was not present at today's meeting. Chairperson McLain informed Ms. Hoffman that the goal of the Board is to assist with the resolution of complaints and to have the company deal directly with the consumer. The Board will follow up on this matter. Borgon related that this complaint has gone through the Comcast escalation team. Comcast staff talked with Mrs. Hoffman about the problem and provided her with the direct phone number for Comcast business service. Borgon hopes to involve Comcast representative Leslie Brogan in the resolution of this complaint.

COMMITTEE REPORTS

Cable Action Committee

McFadden reported that the Cable Action Committee is moving forward on the production truck signage project. Member Lurie related that rebranding of the truck will be completed by March 29.

The subcommittee formed to address all aspects of the Cable Board website will meet tomorrow, March 22 at 10 am at the Beverly Hills Village offices to discuss updates to the website. In an effort to improve communication with the public, the Committee is progressing on a project to develop a Facebook/social media component on behalf of the Cable Board.

The next Cable Action Committee meeting will be on Thursday, April 12 at 5:30 pm at Baldwin Library.

McFadden referred to the expression, “There is no such thing as a free lunch”. He related this to the speed of electronic devices such as the new iPad tablet. His point was that an extremely high-speed device could exhaust a monthly data plan of 2GB in less than a day, and there could be a high cost for exceeding the data plan allotment. Just because high-speed technical platforms are available does not mean that they are going to be cheaper, faster and better.

McLain reported that she recently attended a Detroit Economic Club Innovation Conference on the topic of social media. The point of the presentation was that social media sites are important for outreach; it is the world we live in no matter what age we are. However, there is a need to be aware of the exposure. McLain asked Attorney Currier about any legal implications related to the Cable Board establishing a Facebook page.

Currier responded that social media has presented a new set of challenges for government. It is a great way to communicate but also becomes a place where people can respond and create blogs of their own. Many cities use their website for direct one-way communication purposes and do not support blogs that become a forum for free speech. Using some caution is a good idea.

PEG Committee

Heldt stated that there will be a PEG Committee meeting immediately following today’s Board meeting. A topic of discussion will be an upcoming Birmingham Public Schools grant request.

Dr. Hoffman commented that Superintendent Dr. David Larson has announced his resignation from Birmingham Public Schools. The District will be engaging in a search for a new school superintendent to be in place by July 1.

EXECUTIVE DIRECTOR’S REPORT

Borgon reported that six new complaints were received in the last month, all from Comcast customers. Most of the complaints have been resolved to the customers’ satisfaction. Two new complaint forms were distributed to the Board today.

Borgon followed up on a topic raised last month concerning Comcast’s use of Social Security numbers. The Comcast policy is as follows: If a customer’s call requires the account executive to access any customer account information, the caller is asked for the last 4 digits of their Social Security number. This is all the account executive sees on the account; no full customer SSNs are visible. If a Social Security number does not exist on the account, or if the caller elects not to provide the last 4 digits of the number, the customer must provide two of the following items: account number, account address, or last payment amount. If a potential new customer declines to provide his/her SSN to establish a new account, procedures exist whereby one can show other acceptable forms of identification at a customer service center. A customer should contact the call center to discuss their specific circumstances.

Borgon mentioned that the proposed budget for the 2012-13 fiscal year will be presented to the Board for review at the April Cable Board meeting.

Approve purchase of BACB printer

Borgon consulted with Board members about the purchase of a new HP 8600 wireless e-All-in-One printer to replace the Cable Board's old printer. It has the features needed to print, fax, scan, copy and for web access printing. The total cost of the printer was \$249.99 on sale from \$400.00.

Motion by Armitage, second by Pfeifer, to authorize the purchase of a HP 8600 wireless e-All-in-One Inkjet printer for Cable Board use at a cost of \$249.99.

Roll Call Vote:

Motion passed (10 – 0).

Approve Equipment Replacement

Borgon has been in communication with BCTV staff about equipment that is in need of repair including the monitor for the truck camera at a cost of \$820.00 and the ENG camera viewfinder at a repair cost of \$343.53. The total expenditure requested is \$1,163.53.

Motion by Pfeifer, second by Heldt, to approve the expenditure of \$1,163.53 to AVI solutions for the repair of the camera monitor for the production truck (\$820.00) and repair of the ENG camera viewfinder (\$343.53).

Roll Call Vote:

Motion passed (10 – 0).

Borgon provided statistics on the Cable Board website gained from the use of the Google Analytical program.

Comcast announced a new protection plan effective March 21 called Triple Play Protection that includes coverage for computers, flat-panel televisions, and home phones for \$19.95 per month. Customers may also choose a Computer Protection Plus plan that provides protection for computers, laptops, and tablets for \$9.95 per month. Both plans include home wiring protection service at no additional cost.

Comcast Line-up changes effective April 15 include Spike TV deleted and the addition of H2, formerly History International to the Digital Economy service.

Borgon informed the Board that several companies have an interest in developing a nationwide Internet Protocol television service. One in particular, Intel, has announced that it is beginning exploratory discussions. An update on PA 480 since 2006 was included in the Board's information packet.

PROVIDER RELATED TOPICS

Comcast

There was no representative from Comcast in attendance. McLain outlined Comcast complaints on several topics including unburied cable, senior pricing, equipment return, and billing issues.

AT&T

The AT&T representative to the Board was not present. McLain stated that she has been trying to contact AT&T for three months regarding a U-verse product. She had difficulty getting through on

the phone and was transferred to a call center out of the country. She asked for immediate escalation, which worked well. McLain found it disconcerting for a communications company, particularly a phone company, not to be available by phone.

WOW

Kathy Armstead representing WOW announced the launch of Ultra TV. She described the product, which features a whole-home HD DVR, wireless home network, smart menu, computer connection to your TV, and more. The cost is an additional \$25 a month, which includes two media players.

Armstead informed the Board that WOW acquired a new system formerly known as Broadstripe based out of mid-Michigan and covering 101 communities. Her job responsibilities have changed and will not permit her to attend all of the monthly Cable Board meetings. Armstead will continue reporting to the Board and answering phone calls and emails in an effort to resolve any issues in a timely manner.

McLain stated that the Board has appreciated Armstead's representation at Board meetings as well as the assistance she has provided.

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 February 16, 2012 – March 21, 2012).

Rota commented that the BCTV staff conducted a Tiger Cub group tour this month. The truck is scheduled to get wrapped on Monday, March 26. The next volunteer camera workshop is scheduled for Wednesday, April 25 with sessions at 10 am and 6:30 pm.

OLD BUSINESS

None

NEW BUSINESS

McLain stated that she will be attending a Cloud Computing Event hosted by the Ross School of Business Club of Southeast Michigan. The intent is to learn more about data storage and security issues.

PUBLIC COMMENTS

None

BOARD COMMENTS

McLain acknowledged the participation of Beverly Hills Council liaison Greg Burry at the Cable Board meetings.

The meeting was adjourned at 8:34 am.