

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

Absent: McFadden and Verdi-Hus

Also Present: Borgon – Executive Director  
Currier - Attorney for Cable Board  
Helwig - Bloomfield Community Television representative  
Dr. Hoffman - Birmingham Schools representative  
Leslie Brogan – Comcast 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 MARCH 21, 2012**

A change was made on page 4, second paragraph under the heading “WOW”, line three, to add the word ‘some’ before ‘monthly’.

Motion by Heldt, second by Pfeifer, that the minutes of a regular Cable Board meeting held on March 21, 2012 be approved as amended.

Motion passed unanimously.

### **PUBLIC COMMENTS**

None

### **GRANT REQUEST - BIRMINGHAM SCHOOLS**

Dr. Hoffman from Birmingham Schools presented a grant request to the Cable Board that would involve all levels of students in the District. In order to promote the development of video and media skills and the sharing of student-authored learning products in the district, Hoffman proposed to invest in 65 Student iPad Video Authoring Systems. This equipment will allow students to easily capture, edit and share three to five minute “You Tube” format videos. The purpose will be for students to develop learning products. These portable systems could be used for recording and annotating events, conducting interviews, taping class activities and presentations, producing short documentaries, creating commercials, and many other opportunities to illustrate student learning.

Hoffman related that this grant request is consistent with the Birmingham School District’s Strategic Plan and focus on 21<sup>st</sup> Century Teaching and Learning. The School District continues to seek out strategies to better leverage tools, often in innovative ways, to enhance student learning. Hoffman elaborated on these concepts.

The written proposal includes a detailed summary of the grant request using prices obtained from local vendors and the Internet at a total sum of \$95,155.00. The systems will be purchased for Elementary Schools (3 for each of the 8 schools), Middle Schools (6 for each of the 3 schools),

and High Schools (9 for each of the 2 schools), as well as four district level packages and a system for BCTV. Spare components and cables are part of the proposal. These items will require a formal bid process for purchase consistent with State law and Birmingham Board of Education policies.

Hoffman brought in a setup to demonstrate the system based on the Makayama iPad Movie Mount. He described the operation of the video authoring system and its applications at some length. Hoffman addressed comments and questions from Board members on the following topics: new iPad versus iPad2, the bid process, cost of components and cables, teacher and student training on the use of the system, iPad security, and alternatives to the tripod model requested.

Hoffman was advised that the Cable Board is only allowed to share funds with schools within its four communities (Birmingham, Beverly Hills, Bingham Farms and Franklin). Harlan Elementary and West Maple Elementary were removed from the grant proposal. Board attorney Tim Currier related that it was determined previously that funds generated by the BACB communities would stay within the political jurisdiction of those communities. The schools that were omitted can apply for grants in other communities that have cable boards.

The Board discussed whether the grant request conforms with the new Cable Board grant policy in terms of requirements. It was determined that there were funds available to cover the grant with the deletion of the two schools that are outside of the consortium area. Hoffman indicated that the School District will comply with the requirement for accountability following grant approval.

In response to an inquiry, Hoffman stated that he met with the administrators and the school principals to acquire their support of packages for their buildings. Conversations with the administrative team from the superintendent to building administrators affirmed that this proposal fits in well with the 21<sup>st</sup> Century Teaching/Learning plan.

Armitage questioned the need for more 3-5 minute social media videos of the shallow and superficial type. Hoffman responded that he thought that there was a need for more videos of good quality and substance. The systems will be available in the media center, where students can sign them out through their class and use them in the building during the day. Students will use this tool for learning and for showing evidence of their learning. The purpose of this system is for quick multi-media video capturing followed by producing that video.

Motion by Heldt, second by Eads, that the Birmingham Area Cable Board approve the Birmingham Area Schools grant request in an amount not to exceed \$86,833 for Student iPad Video Authoring Systems, excluding the packages for two elementary schools outside of the BACB political jurisdiction and subject to the accountability provision of the Cable Board Grant Policy.

Ettenson noted that the designation in the grant proposal should refer to New iPad and not iPad3.

Thorsby expressed a number of concerns with the proposal, each followed by a response from Dr. Hoffman. Thorsby was not aware of a pilot test on this project in the schools and classrooms to determine how the concept works. He expressed the view that it would be just as fast to use a digital camera and alternate software for video production as using an iPad and iMovie software. Further, iPad2 has very good quality video and would result in a savings from the new iPad. Thorsby did not think that spending \$88,000 for this purchase is the proper use of funds considering the current economy.

In answer to an inquiry, Hoffman stated that the District will find a way to fund the systems for the two elementary schools that have been removed from the Cable Board grant approval.

Thorsby questioned the necessity to fund the district level packages and the packages for BCTV and BASCC. Board members considered removing these packages from the grant approval.

Motion by Eads, second by Ettenson, to amend the motion to eliminate the Student iPad Video Authoring System District Level Packages (Tech, Facilities, Administration, BASCC) and the package for Bloomfield Community Television for a savings of \$6,935.

Roll Call Vote on Amendment to Motion:

|          |       |
|----------|-------|
| Armitage | - yes |
| Heldt    | - no  |
| Kelly    | - yes |
| Lurie    | - no  |
| McLain   | - no  |
| Thorsby  | - no  |
| Heyman   | - yes |
| Pfeifer  | - yes |
| Burry    | - yes |
| Eads     | - yes |
| Ettenson | - yes |

Motion passed (7 – 4).

Roll Call Vote on Motion:

|          |       |
|----------|-------|
| Heldt    | - yes |
| Kelly    | - yes |
| Lurie    | - yes |
| McLain   | - yes |
| Thorsby  | - no  |
| Heyman   | - yes |
| Pfeifer  | - yes |
| Burry    | - yes |
| Eads     | - yes |
| Ettenson | - yes |
| Armitage | - no  |

Motion passed (9 – 2)

## **COMMITTEE REPORTS**

### **Cable Action Committee**

A subcommittee of the Cable Action Committee met to talk about redesigning the Cable Board website to improve its function and provide easier access to information. Lurie reported that the group will be meeting with the website host to present a preliminary design and obtain prices on redesigning the website. The subcommittee also discussed the possibility of using social media for communication purposes. There were questions on whether this is something the Board should pursue from a legal exposure point of view.

McLain commented that, while the Board seeks community involvement and outreach, care should be taken in terms of exposure and liability. Attorney Currier suggested that Board members consult with the individual communities involved. He commented that social media may be considered beyond the charge of the Cable Board.

### **PEG Committee**

Heldt stated that the PEG Committee will meet immediately following the Cable Board meeting. A new programming idea will be a topic of discussion.

## **EXECUTIVE DIRECTOR'S REPORT**

Borgon reported that there were three official complaints received this month involving Comcast service.

Board members are in receipt of the draft Cable Board budget for 2012-13 for their review. Borgon submitted a sheet comparing the proposed budget with last year's budget and a column indicating the variances. Borgon explained any significant increases and decreases in projected revenue and expenses. The budget is presented for discussion purposes; a final draft will be available at next month's meeting for approval.

Board members commented on the proposed budget. It was questioned whether there should be an increase in the allocation for conferences available to interested members. Currier remarked that most of the communities are not funding out-of-state conferences. McLain added that there are a number of electronic conferences available. Leslie Helwig from BCTV mentioned that the Michigan Chapter of NATOA is in close contact with Legislation that would effect cable television issues.

McLain noted that the Cable Board fund balance is currently \$1.43 million. She questioned whether a set percentage of total expenditures applies to the Cable Board fund balance. Attorney Currier responded that there are general accounting principles regarding fund balance levels related to operating expenses. Those percentages do not apply for the reason that the Cable Board's operating expenses are relatively low and it has designated funding that continues to increase. It was noted that the consortium communities look at how much the Board has on hand, how much it needs, and the amount of the administrative grant allocated to the municipalities.

Included in the Board's information packet are Cable Board financial reports including the BACB Quarterly Investment Report, check disbursements, and a summary of activity on the BACB website.

Michigan NATOA has issued a press release detailing the perils of Michigan residents and businesses still waiting for competition, lower prices, and better customer services since the passage Michigan's Uniform Video Services Local Franchise Act (PA 480 in 2006). Most Michigan residents are still paying higher cable prices with little or no choice in cable providers. Customer service is another area of concern.

The Board is in receipt of the Michigan Public Service Commission official report dated 2/1/2012 on the Status of Competition for Video Services in Michigan.

Comcast is in the process of making system modifications in the area. They are notifying residents and offering a direct phone contact on door hangers throughout the neighborhoods. Plante & Moran has scheduled a Cable Board audit for 2011-12 budget year for July 23-25, 2012.

### **PROVIDER RELATED TOPICS**

#### **Comcast**

Leslie Brogan, Comcast representative, reported that the system modification project in the area should be complete by Friday, April 20. She thanked the communities for working with Comcast on this.

Brogan reported on a few new technology related products including xfinity text messaging and readable voice mail. She announced that Comcast is launching four minority owned independent networks as part of its commitment entered into with the NBC joint venture. Brogan mentioned that Comcast was honored as one of the top ten corporations in America for doing business with military veterans.

McLain highlighted the nature and status of Comcast complaints received this month and a complaint carried over from last month.

#### **AT&T**

McLain commented that the Board would like to continue its partnership with an AT&T representative.

#### **WOW**

Kathy Armstead was not available to attend today's meeting due to an increase in her territory.

### **BAMA/BAPA REPORT**

Leslie Helwig highlighted the programming outlined in 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 March 22, 2012 – April 18, 2012).

The production truck has been wrapped with the new graphic and returned. The next camera workshop is scheduled for Wednesday, April 25 at 10 am to noon and 6:30 pm to 8:30 pm.

Last month the Board approved an estimated camera repair cost in the amount of \$343.53. Once the repairs were underway, the vendor (AVI) determined that additional repairs were needed, which brought the cost up to \$1,235.90. Chairperson McLain provided approval of the added cost in order to complete the repairs.

Motion by Heldt, second by Burry, that the Birmingham Area Cable Board authorize an additional expenditure of \$892.37 to repair a camera used by BCTV.

Roll Call Vote:  
Motion passed (10 – 0).

**OLD BUSINESS**

None

**NEW BUSINESS**

McLain commented on the annual report dated February 1, 2012 by the Michigan Public Service Commission.

**PUBLIC COMMENTS**

None

**BOARD COMMENTS**

None

**CLOSED SESSION FOR RECEIPT OF ATTORNEY/CLIENT PRIVILEGED COMMUNICATION**

McLain affirmed that there will be no action taken by the Board following the closed session.

Motion by Pfeifer, second by Heldt, to go into closed session at 9:19 am for receipt of attorney/client privileged communication.

Roll Call Vote:  
Motion passed (10 – 0).

**RECONVENE OPEN SESSION**

Motion by Pfeifer, second by Burry, to reconvene in open session at 9:34 am

Motion passed (10 – 0).

The meeting was adjourned at 9:35 am.