

Present: Armitage, Heldt, Kelly, McLain - Birmingham  
Burry, Heyman, McFadden, Pfeifer – Beverly Hills  
Ettenson – Bingham Farms

Absent: Lurie, Thorsby - Birmingham  
Stakhiv – Franklin

Also Present: Currier - Attorney for Cable Board  
Dr. Hoffman - Birmingham Schools representative  
Valentine - Birmingham staff representative  
Helwig - Bloomfield Community Television 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.

#### **AMEND/APPROVE AGENDA**

Motion by Pfeifer, second by Heldt, to amend the agenda to add the following to item 5c:  
“Consider Approval of Contract for Executive Director”.

Motion passed.

#### **APPROVE MINUTES OF CABLE BOARD MEETING HELD DECEMBER 19, 2012**

A correction was made to add Greg Burry to the list of those present.

Motion by Heyman, second by Heldt, that the minutes of a regular Cable Board meeting held on December 19, 2012 be approved as amended.

Motion passed.

#### **PUBLIC COMMENTS**

Hildreth Buterbaugh of Beverly Hills described how he connected his DVR to his television. He reported that there was no sound on a replay of a recent Birmingham Planning Commission meeting.

#### **GRANT REQUEST – BIRMINGHAM PUBLIC SCHOOLS**

Dr. Joe Hoffman introduced Birmingham Superintendent of Schools Dr. Daniel Nerad and project consultant Dean Harris from Integrated Design Solutions. Hoffman presented a grant request from the Birmingham Public Schools having to do with new Board of Education room.

Hoffman provided background on the project. Birmingham Public Schools recently announced that it would sell its current Administrative Center at 550 West Merrill Street in downtown Birmingham and move its Board of Education and administrative offices to the former Birmingham Conference Center at Groves High School. All Board of Education meetings will now be held and broadcast from this facility. The move has necessitated major renovations of the Conference Center so these important operations may continue. Their date for completing this move is the end of June.

Birmingham Schools has completed the design phase of this project. Consultants and architects have designed a new Board Meeting room with the intent of providing a quality space for holding and broadcasting regular Board of Education meetings. Birmingham Public Schools respectfully requests the support of the Cable Board in providing the necessary video and audio equipment to properly outfit the new Board Room for cablecasting. Hoffman stated that he will present the first phase of the grant request today, which will include equipment for cablecasting. The second phase of the grant request for additional cablecasting and room needs will be presented at next month's Cable Board meeting.

Hoffman has provided Board members with an itemized list of equipment for this purpose. It was noted that this request only addresses equipment that will be used directly for capturing, editing, and transmitting cablecast signals. Birmingham Public Schools is fully prepared to cover all architectural, technology infrastructure, electrical power, projection systems, non-cablecast equipment, and all labor (including consultants, architects and construction management) to complete this in a professional manner.

Hoffman made use of a slide presentation to provide a comprehensive overview of the major systems involved with this project: camera components, lighting components, audio components and broadcast/control components. Members have received material including a detailed summary of the Birmingham Schools request using competitively bid prices obtained from local vendors at a total cost of \$99,287.00. Consistent with procurement laws/policies from the State of Michigan and the BPS Board of Education, these items were bid using a formal process for purchase. Questions from Board members regarding the equipment and move were addressed by Hoffman.

Pfeifer referred to the video and audio improvements made to the Beverly Hills council chamber to equip the room for cablecasting in 2002. The Cable Board provided a grant to cover the cost of equipment for the control room, cameras, and microphones; the Village was responsible for electrical wiring, construction of the control booth, and furnishings.

Hoffman talked about the infrastructure and other expenses that will be covered by Birmingham Public Schools. He affirmed that the phase one grant is strictly for cablecasting expenses; there are no components of the grant that do not relate to broadcasting and the cable board. Hoffman stated that BPS is providing substantial cost for renovating that board room space and other areas of the building.

Attorney Tim Currier outlined how the various communities have benefited differently from grant requests. The Cable Board has historically required that grants be spent in the four consortium communities. The school district boundaries are larger than the BACB boundaries. For this project, the Board will be broadcasting in all of the district areas. Hoffman concurred that the broadcast area will serve the entire district and all cable providers.

Ettenson questioned why the School District could not use the proceeds from the sale of the Administrative Center to fund part or all of the new facility renovation. Hoffman responded that part of those dollars will be used to make the move to the new center including driveway and interior work. The balance of the money will go into a capital equipment fund that is used to

fund equipment, technology and space for students in school buildings. Birmingham Schools sees this as a good match with their ongoing partnership with the Cable Board.

Armitage asked whether improvements to the Board room will benefit Board meetings only or have multi-purpose uses. Hoffman stated that the space was designed to be flexible and interactive. It could be used for professional development exercises, workshops, and meetings.

In response to inquiry, Hoffman talked about the second phase of the grant request which will cover video displays built into the board table, a large projection screen, and additional monitors. Additional details have to do with cabling and other pieces that bring the room together. The estimate for the next grant is \$88,000.

Heldt commented that the \$99,287 is a compilation of the competitive bidding process that the School Board conducted. The School District is prepared to proceed with this purchase. Heldt expressed the view that this grant request is what PEG funding is all about.

Motion by Heldt, second by McFadden, that the Birmingham Area Cable Board approve the grant request from Birmingham Public Schools in the amount of \$99,287.00 as set forth in Dr. Hoffman's letter and accompanying material dated December 18, 2012.

Ettenson asked whether any part of the grant will be used for instructional purposes for students. Hoffman responded that this room will primarily be used for the Board of Education and other staff workshops but it has the opportunity to partner with Groves High School students. Space would be made available to groups that interface with BPS.

Heldt commented on the Government component to PEG programming, which would include the broadcast of school board meetings. McFadden referenced the different options in terms of how this Board can fulfill its PEG mission. Our overall philosophy has been to distribute production areas in a manner that goes to the community instead of the community coming to our production facilities. This is just another example of that view.

Armitage suggested that the Board should have more time to discuss and consider this grant request. He expressed concern with approving \$188,000 towards a core infrastructure expenditure that Birmingham Public Schools should be funding. There may be more creative ways to spend PEG funds in terms of enhancing our partnership with BCTV and assisting people to produce programs. Armitage expressed the view that school board meetings do not have to be broadcast with the highest production level as outlined in this proposal. He remarked that the future of PEG funding is in doubt. Armitage questioned the Board's process and how this expenditure fits into an overall plan.

McLain commented that this grant proposal was discussed at the last two PEG committee meetings. The Board has a grant policy and has attempted to balance grant money given to schools, communities, and other partners and stakeholders.

Ettenson expressed concern with approving a grant for \$99,000 and then receiving another grant request for \$88,000 from Birmingham Public Schools. He questioned whether the School District

would consider not asking for the second grant if the Cable Board approved one of the grants as an investment.

Pfeifer commented that the Cable Board budgeted \$200,000 for grants this fiscal year. According to the Grant Policy, 50% of that money would go to the communities; 40% would go to education; and 10% to libraries and other qualifying entities. The two grants requested by BPS exceed the 40% portion. McFadden mentioned that the Grant Policy indicated that these percentages are goals and not a hard and fast rule. He maintained that there was room in the budget for this grant.

Roll Call Vote:

Armitage	- no
Heldt	- yes
Kelly	- yes
McLain	- yes
Heyman	- no
McFadden	- yes
Pfeifer	- no
Ettenson	- no
Burry	- yes

Motion passed (5 – 4).

Pfeifer left the meeting at 8:45 a.m.

## **COMMITTEE REPORTS**

### **Cable Action Committee**

McFadden reported that the Committee initiated a move to digital packets at its last meeting. Digital packets will be available on the Cable Board website through user access on the Friday or Saturday prior to an upcoming Board meeting. Any items that come to the Board after the packet has been posted will be distributed to members at the meeting.

McFadden mentioned that a subcommittee is exploring an updated logo for the Birmingham Area Cable Board. Another initiative will be to draft a consumer survey.

The last consumer survey was conducted almost three years ago. There have been a significant amount of change with respect to technology since that time as well as an additional cable provider in the communities. The Committee proposed taking another look at the viewing habits of subscribers. The survey will address issues with respect to PEG programming: who watches, what they watch, and the perceived value. McFadden will provide an update at the February meeting.

The next Cable Action Committee meeting will take place on Wednesday, February 13 at 5:30 at Baldwin Public Library.

### **PEG Committee**

Birmingham Public Schools has requested that the Cable Board authorize funds to broadcast a high school hockey game on January 19, 2013.

Motion by Heldt, second by McFadden, that the Birmingham Area Cable Board authorize the expenditure of \$2,500 to Bloomfield Community Television for the broadcast of a high school hockey game on January 19, 2013.

Roll Call Vote:

Motion passed (8 – 0).

### **Personnel Committee – Consider Approval of Contract for Executive Director**

At its December meeting, the Cable Board took action to offer an employment agreement to Cathy White to serve as a part-time Executive Director of the Cable Board. Armitage highlighted a draft employment agreement prepared by the Board’s legal counsel. The contract will be effective February 1, 2013; the salary is \$35,000; there will be a salary and performance review period at the 90 day and one year marks. This is a part-time position not to exceed 28 hours per week; there are no benefits involved in this Agreement. The employee will receive reimbursement for personal use of her vehicle at the IRS rate, and Ms. White will be reimbursed for any expenses pre-approved by the Cable Board.

Motion by Armitage, second by Heldt, that the Birmingham Area Cable Board authorize the chairperson to sign the Executive Director Employment Contract with Cathy White.

Roll Call Vote:

Motion passed (8 - 0).

### **Grant Policy Committee**

No report.

### **TREASURER’S REPORT**

Members have received a copy of the current Birmingham Area Cable Board balance sheet from the Cable Board Treasurer. McFadden commented on the Cable Board’s Quarterly Investment Report, which was included in the material distributed to Board members this month.

McFadden offered the following rationale for the BACB Administrative Grant:

- Funds are allocated back to member communities based on the percentage of contribution from Franchise Fees in each of the designated years per paragraph 5 of the Interlocal Agreement (1982).
- Funds are available as a result of diligent board oversight the past fiscal year. There is no guarantee such funds will accumulate in the current, or near-future years.
- The approved FY 2013 budget does not forecast fund balance increases sufficient to fund a similar grant next year.
- Funding for the grant is based on two principal sources: higher than forecast Franchise Fees from service providers and strong Board fiscal discipline and management.

- Funds for the grant are solely from Franchise Fees and do not impact current PEG funds, budgets, or reserves.
- The Board has approved similar grants in the recent past: once for Fiscal Years 2002 through 2008, and last year for Fiscal Years 2009 through 2011
- Funding the grant does not liquidate a reserve fund for Board operating expenses. The board maintains a responsible reserve for operational contingencies.

Motion by McFadden, second by Heyman, that the Birmingham Area Cable Board approve a one-time Administrative Grant of \$232,356 to be distributed to each of the four participating communities in the following amounts:

City of Birmingham	\$144,941.00
Village of Beverly Hills	\$57,594.00
Village of Franklin	\$20,328.00
Village of Bingham Farms	\$9,493.00

The grant is based on Fiscal Year 2012 franchise fee funds available after reconciliation of all operating expenses and verified after completion of the annual audit.

Roll Call Vote:  
Motion passed (8 – 0).

#### **EXECUTIVE DIRECTOR’S REPORT**

During the interim period between executive directors, McLain is handling Cable Board phone calls and Ken McFadden is doing background work and meeting preparation. McLain reported on outreach she had done in the last month. She spoke about the Cable Board and what it does at a Rotary Club meeting last week; she will be speaking to the Optimist Club in February; McLain attended a budget preparation planning meeting with Treasurer McFadden. McLain reported on a PROTEC meeting she attended in Livonia last week. She visited AVI Systems to view a demo of the new 70” plasma display screen proposed for the Beverly Hills Council chamber.

McLain asked the Board to consider mileage reimbursement for the personal use of her vehicle at the IRS rate (\$0.565 per mile). Currier suggested that McLain submit a monthly log recording the date, purpose of the trip, and mileage for the Board’s consideration. McLain related her mileage information for the last month, noting that she will provide written documentation for the record.

Motion by Armitage, second by McFadden, that the Cable Board reimburse Chairman McLain for mileage related to Cable Board business in the last month.

Roll Call Vote:  
McLain - abstain  
Heyman - yes  
McFadden - yes  
Burry - yes  
Ettenson - yes

Armitage - yes  
Heldt - no  
Kelly - yes

Motion passed (6 yes – 1 no – 1 abstention).

## **PROVIDER RELATED TOPICS**

### **Comcast**

There was no representative present from Comcast. McLain noted that there has been discussion in the surrounding communities about the charge for DTA converter boxes. Subscribers should visit the Comcast website for specific information about those charges or call the 1-800-COMCAST number.

McLain summarized the one subscriber complaint received in the last month regarding Comcast service.

### **AT&T**

There was no representative present from AT&T.

### **WOW**

There was no representative present from WOW. McLain mentioned that WOW experienced a serious phone outage in the last month, which was resolved in approximately 23 hours.

## **BAPA/BAMA REPORT**

Leslie Helwig highlighted 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 December 20, 2012 – January 16, 2013).

The camera shell repair has been completed. The next camera workshop is scheduled for Thursday, January 24 from 10:00 am until noon and 6:30 – 8:30 pm.

Helwig extended her best wishes to Bob Borgon upon his departure from the Cable Board. She commented that the Board will enjoy working with Cathy White. Helwig informed the Board that she will be retiring soon from Bloomfield Township. BCTV is looking for a candidate to fill her position. McLain congratulated Helwig and said that it has been a delight working with her.

Heldt related that BCTV uses the Cable Board's mobile broadcast truck on occasion for strictly Bloomfield events as opposed to community events. Embedded in our contract with BCTV is a clause requiring them to pay \$1,000 per usage for the truck on a quarterly basis. BCTV will receive an invoice in the amount of \$3,000 for use of the production truck outside of the consortium communities.

## **OLD BUSINESS**

None

**NEW BUSINESS**

None

**PUBLIC COMMENTS**

None

**BOARD COMMENTS**

Mark Armitage announced that he will be retiring from the Cable Board due to other commitments and that this will be his last meeting. Armitage said that he has enjoyed his time on this Board.

The meeting was adjourned at 8:15 a.m.