

Present: Armitage, Heldt, Lurie, McLain - Birmingham  
Heyman, McFadden, Pfeifer – Beverly Hills

Absent: Thorsby – Birmingham  
Verdi-Hus – Beverly Hills  
Ettenson – Bingham Farms  
Eads – Franklin

Also Present: Borgon – Executive Director  
Currier - Attorney for Cable Board  
Sommerfeld - Bloomfield Community Television representative  
Dr. Hoffman - Birmingham Schools representative  
Jones – AT&T representative  
Armstead – Wide Open West representative  
Glenn and Valentine - Birmingham staff representatives

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 16, 2011**

Motion by Heldt, second by McFadden, that the minutes of a regular Cable Board meeting held on February 16, 2011 be approved as submitted.

Motion passed unanimously.

**PUBLIC COMMENTS**

Steve Marszalek from Beverly Hills referred to a recent letter he received from WOW explaining changes to their service. He was glad to have competition in the area and switched to WOW because of lower prices. The salesperson from WOW assured him that his service would not change. Marszalek expressed concern with the upcoming digital conversion and the need for digital adapters on all of his family’s televisions. Two digital adapters are provided at no charge until 2013; additional adapters will cost \$1.99/month per unit. All televisions will be assessed the \$1.99/month charge after 2013. This represents a rate increase that does not seem reasonable.

Marszalek asked questions regarding the digital conversion, limited licenses for the antivirus system, addition of HD channels, and the possibility of purchasing digital adapters. WOW representative Kathy Armstead addressed some of his questions and offered to check into the items she was not sure about.

**AMEND AGENDA**

Motion by Heldt, second by McFadden, to switch Agenda items #5 and #6.

Motion passed (7 – 0).

**AMENDED 2010-11 BUDGET**

Borgon prepared an amended 2010/11 budget to add \$112,000 to the PEG Operations Equipment Purchase line item to accommodate a list of equipment in need of replacing or upgrading. Borgon will present a draft budget for 2011/12 at next month's meeting.

Motion by McFadden, second by Armitage, to amend the 2010/11 budget to show PEG Equipment expenditures in the amount of \$112,000.

Motion passed (7 – 0).

**GRANT REQUEST FROM FRANKLIN-BINGHAM FIRE DEPT**

The Franklin-Bingham Fire Department currently obtains Internet access through contractual agreements with Comcast for fire station Internet access and Verizon Wireless for scene based EMS incident reporting access. These services were selected based upon coverage, speed, cost and the ability to receive a static IP address so that staff can host its public website as well as communicate with personnel via secure web connection. The Franklin-Bingham Fire Department is requesting grant assistance to cover its Internet connectivity cost of \$79.90 per month for Comcast service and \$59.99 per month for Verizon Wireless service.

In response to an inquiry from the Board, Attorney Currier stated that the Board has approved these requests from its member public safety departments; it is a matter of sharing resources as well as a health and safety issue.

Motion by Heldt, second by Pfeifer, to approve the grant request from the Franklin-Bingham Fire Department to cover the monthly cost of \$79.90 per month for Internet connectivity from Comcast and the cost of \$59.99 per month for Verizon Wireless service at a total of \$1,678.68 for fiscal year 2011/12.

Roll Call Vote:

Motion passed (7 – 0).

**GRANT REQUEST – VILLAGE OF FRANKLIN**

Franklin Administrator Amy Sullivan stated that the Village of Franklin has a need to rebuild and update its website to better communicate with citizens, deliver vital information to constituents, and to improve connections with other public and private agencies. The current website is not user friendly and is difficult to navigate. The goal is to make it easier for users to find and access video of Council meetings, BAPA and BAMA channels, and other content of interest to residents.

Franklin has solicited a proposal from Municipal Web Services. The Village is asking for a grant from the Cable Board in the amount of \$7,000 to cover the one-time cost of redesigning and enhancing its website to update its communication to residents.

In answer to an inquiry, Franklin website committee member Jim Kochensparger commented on the search for a company that specialized in designing professional municipal websites. He talked about how an improved website would provide vital information to the community.

Kochensparger added that Franklin has discontinued the use of a paper newsletter called the Forum for budgetary reasons.

Board members had questions and comments on how the expenditure to improve the Franklin website could be justified. Consideration was given to the current usage of the website and the benefit to the public. It was suggested that this type of improvement is collateral to the mission of the Cable Board. The question of partial funding was raised and whether the funds were available in the budget.

Currier provided a historical perspective going back a couple of years when there was discussion regarding live streaming of municipal meetings and posting links to those meetings on websites. Questions arose about stepping over the line between cable television and the Internet. It was decided that there were overriding benefits and that expanding communication to residents was part of the core mission of the Cable Board. This Board has decided to make specific grants to allow Internet adaptability with cable communication.

Motion by Heldt, second by Lurie, that the Birmingham Area Cable Board approve the Franklin Village grant request in the amount of \$7,000 to redesign their website.

Roll Call Vote:  
Motion passed (7 – 0).

## **COMMITTEE REPORTS**

### **Cable Action Committee**

McFadden reported that the Cable Action Committee is moving forward on several initiatives. One of the key issues is the outreach program. Discussion has focused on how to better project the mission and actions of the Cable Board within the community and with the Michigan Public Service Commission (MPSC). The CAC is developing a plan to increase its awareness and interaction not only with the MPSC but also with various other Legislators in the community. This is an essential part of moving forward with respect to the convergence of television, Internet, and digital services.

McLain had a few suggestions for outreach including contact with the Senior Men's Club, Senior Women's Club, Baldwin house, Farmers' Market, and the Birmingham Area Seniors Coordinating Council. McLain and Borgon will contact the Gas Station Network headquarters in Birmingham in an attempt to negotiate airing a short Cable Board promo on their network.

### **PEG Committee**

Heldt stated he received tentative dates from Dr. Hoffman for public school athletic event broadcasts this spring. It was determined through contact with Birmingham Community Television that there are broadcast conflicts with those dates. This will be a topic for discussion at the PEG Committee meeting following today's Board meeting.

Dr. Hoffman stated that, at its meeting of March 15, the Birmingham School Board recognized the swim teams from Seaholm and Groves High Schools for achieving the position of number one and two in the State. He added that the School Board meetings are web streamed live and archived under the Board of Education link.

McLain reported that the Baldwin Library is presenting an excellent mental health series, which will be replayed on the public access channel.

### **EXECUTIVE DIRECTOR'S REPORT**

Borgon stated that six new complaints have been received this month. Three have been resolved and the other three are in the hands of the cable providers for determination.

Borgon received a letter from Comcast informing the Board of rate increases effective April 1, 2011. The correspondence lists information regarding scheduled video price adjustments and increases in installation/service charges. Borgon expects phone calls from subscribers with complaints upon receipt of this communication.

WOW has announced its digital migration process that will occur in three phases over a three month period beginning May 17, 2011. WOW is increasing the number of HD channels available.

Borgon reported that purchase orders have been issued to four vendors for equipment in need of replacement or upgrading. Some of the equipment has been coming in at a cost less than quoted. He thanked Zack Florance and Steve Rota for their research related to this equipment purchase.

Borgon stated that he wrote three checks this month: the quarterly payment to BCTV for \$42,500; the monthly AT&T bill for \$1,072.69; and repairs to the truck for \$133.58. Copies of the Interlocal Agreement between the four consortium communities were provided to Board members. Borgon stated that the Board's NATOA membership renewal is due for 2011 in the amount of \$585.00.

Motion by Heldt, second by Armitage, to approve the expenditure of \$585.00 to renew the Birmingham Area Cable Board's 2011 membership in NATOA (National Association of Telecommunication Officers and Advisors).

Board members commented on the benefit of being involved with NATOA. It was noted that this is not the time to disengage from organizations that promote the interests of the Cable Board. McLain indicated that she hopes to have Board representatives attend the NATOA Annual meeting this year.

Roll Call Vote:  
Motion passed (7 – 0).

### **COMCAST RELATED TOPICS**

McLain addressed customer complaints regarding the inability to receive PEG channels, equipment problems, moving programs to a different tier, problems with the final bill, rates and promotions.

### **AT&T RELATED TOPICS**

Robert Jones from AT&T and had no announcements. McLain outlined two ongoing complaints from AT&T subscribers.

### **WOW RELATED TOPICS**

Kathy Armstead announced that construction in the City of Birmingham has been completed. She provided details on the digital transition process that will begin on May 17. Any customer that has a television set without any equipment on it will have to pick up a Digital Terminal Adapter (DTA) to continue to receive current programming.

Armstead encouraged WOW customers to go onto the easy customized website and order their digital adapters ([www.WOWdigitaladapter.com](http://www.WOWdigitaladapter.com)). They are easy to install. Customers can contact the call center with any questions at 866-496-9669. Armstead stated that additional High Definition channels will be added during this digital transition. Analog converters will be permanently disabled as of April 13. Questions from Board members were addressed by Armstead.

McLain commented that a subscriber who filed a complaint to WOW within the last month received a response and a commitment to do better. An ongoing complaint involving an easement issue has been resolved.

### **BAMA/BAPA REPORT**

David Sommerfeld presented the Bloomfield Community Television report 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 17, 2011 – March 16, 2011).

The next volunteer camera workshops are scheduled for Tuesday, April 12 with one in the morning and one in the evening. Sommerfeld reported on repairs made to the truck and problems with the generator. BCTV has received a new encoder from IDSolutions and BAPA is back up on U-Verse.

### **OLD BUSINESS**

None

### **NEW BUSINESS**

McFadden noted that the Treasurer is required to create a quarterly investment report in accordance with the adopted BACB Investment Policy. He presented a brief overview of the report and distributed the initial quarterly investment report to Board members.

### **PUBLIC COMMENTS**

None

### **BOARD COMMENTS**

Joe Valentine announced that there are two vacancies for Birmingham representatives on the Cable Board. If anyone from Birmingham is interested in serving, they could contact the City Clerk's office for an application.

The meeting was adjourned at 9:08 a.m.