

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

Absent: Kelly, Lurie - Birmingham
Ettenson – Bingham Farms

Also Present: Executive Director - Cathy White
Currier - Attorney for Cable Board
Dr. Hoffman - Birmingham Schools representative
Valentine - Birmingham staff representative
Rota - Bloomfield Community Television representative
Burry – Beverly Hills Council liaison

Chairperson McLain called the meeting to order at 7:45 a.m. in the Birmingham City Commission Room at 151 Martin Street in Birmingham.

APPROVE MINUTES OF CABLE BOARD MEETING HELD JANUARY 16, 2013

A correction was made to add Verdi-Hus to the list of those absent at the January 16 meeting. The time of adjournment should be changed to 9:15 a.m.

Motion by Heldt, second by Heyman, that the minutes of a regular Cable Board meeting held on January 16, 2013 be approved as amended.

Motion passed.

PUBLIC COMMENTS

None

CERTIFICATES OF APPRECIATION

Chairperson McLain read a Certificate of Appreciation from the Birmingham Area Cable Board to Mark Armitage in recognition of his years of dedication and extraordinary accomplishment while serving as City of Birmingham representative on the Cable Board from December 2007 through January 2013.

A Certificate of Appreciation will be awarded to Robert Borgon with honor and gratitude for his years of dedication and distinguished service while serving as Village of Beverly Hills Representative and as Executive Director of the Birmingham Area Cable Board from February of 1998 through December of 2012.

Board member Thorsby proposed a motion to add a Treasurer's Report to the agenda prior to reviewing grant requests from Beverly Hills and Birmingham. The motion failed for lack of support. Treasurer McFadden said that he will provide a brief report on the current status of the budget prior to voting on the first grant request.

GRANT REQUESTS – VILLAGE OF BEVERLY HILLS

Website Update

Ellen Marshall, Assistant Manager/Clerk of Beverly Hills, was present to request a grant from the Cable Board in the amount of \$2,000 to update the Village website in order to make it easier to navigate and access important community information. The last update to the website was about nine years ago, and it is in need of improvement.

Beverly Hills has used the services of Enterprise Computer for the past 17 years to create and maintain the current website and the Public Safety Department website as well as to maintain desktops computers and their server. Enterprise has submitted a proposal of \$2,000 to assist Village staff in creating an updated look for the website. The office staff will do a significant amount of migrating old website information into the new website format to save money.

Motion by Pfeifer, second by Thorsby, that the Birmingham Area Cable Board approve the request of the Village of Beverly Hills for a grant in the amount of \$2,000 to cover the costs associated with updating their Village website.

Treasurer McFadden presented an overview of the Cable Board budget in light of the fact that there are three grant requests on today's agenda. He commented on upcoming budget amendments to recognize administrative grants and to address the change in compensation for the Executive Director. McFadden reported that the Cable Board Fund Balance is approximately \$1 million. The Board budgeted \$200,000 for grants in the 2012-2013 fiscal year. Committed expenditures plus grant requests before the Board for consideration may exceed the budgeted amount for grants. McFadden remarked that the Cable Board has a substantial balance in PEG Operating Funds that can be used to cover overages with respect to grants with a minimal effect.

Thorsby referred to the Grant Policy adopted by the Cable Board, which addresses the percentage breakout of budgeted grant funds. He was advised that the policy established three categories, but does not break down the municipal grant allocation by specific communities. Pfeifer stated 40% of the grant allocation was to go to Birmingham Schools; 50% allocated to the member municipalities; 10% was for institutions such as the Baldwin Library and BASCC.

Roll Call Vote:

Motion passed (8 - 0).

Interactive Display System

Council liaison Greg Burry and Clerk Ellen Marshall requested Cable Board consideration of a grant in the amount of \$10,685.00 to cover the costs associated with purchasing an Interactive display System for the Beverly Hills Council Chamber. An Interactive Display System will update the method of communication in the Council Chamber whereby the current white board and pull down screen will be replaced with an electronic display device.

The Cable Board has had a long standing relationship with AVI Systems and their representative, Bob Zeichner, who completed a site survey and needs analysis of the Beverly Hills Council Chamber regarding the installation of a wireless projector to improve the ability to communicate electronically. After completing his survey, Mr. Zeichner recommends the 70 inch Sharp Aquos

Board Interactive Display System. This state-of-the-art system will provide the Village with the functionality required to utilize wireless systems while offering interactivity and high image quality. Data on a PC screen can easily be sent to the interactive display. The interactive display also offers the ability to write directly on the screen with your finger or an electronic pen and it also offers a keyboard on-screen if typing is preferred. This device also offers the opportunity to create documents that can be saved and printed immediately. Several Cable Board members and Village staff had the opportunity to view a demonstration of the 70 inch Sharp Aquos Interactive Display at AVI Systems facility in Farmington Hills.

Board members are in receipt of a detailed explanation of the components and their cost. Beverly Hills is recommending that the interactive display panel be installed on a rolling cart making it mobile within the village office instead of permanently attached to the wall in the Council Chamber. As outlined in the Birmingham Area Cable Board Grant Policy, cable customers would benefit from this device in that it will enhance the Village's current method of communications during public meetings. Various Beverly Hills boards and committees, as well as the Cable Board, will utilize this system to display meeting agendas and/or other presentations that are necessary for communication purposes.

Motion by McFadden, second by Pfeifer, that the Birmingham Area Cable Board approve the grant request from the Village of Beverly Hills in the amount of \$10,685.00 to purchase a 70" Sharp Aquos Board Interactive Display System from AVI Systems, Inc. in Farmington Hills to be installed in the Beverly Hills Council Chamber.

Bob Zeichner from AVI systems and Ellen Marshall answered questions from Board members on the care and maintenance of the unit, training, portability, function of the current system, operation and interactive use of the equipment, warranty for the product, and reliability of the system.

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

GRANT REQUEST – BIRMINGHAM PUBLIC SCHOOLS

Dr. Joe Hoffman representing Birmingham Schools introduced Board of Education President Michael Fenberg, new Executive Director of Technology for Birmingham Schools, Kevin Galbraith, and Dan Harris, consultant from Integrated Design Solutions.

Hoffman provided background on the Birmingham Public Schools Board of Education and administrative offices move from the current Administrative Center at 550 West Merrill Street in downtown Birmingham to the former Birmingham Conference Center at Groves High School. All Board of Education meetings will now be held and broadcast from this facility in Beverly Hills. The move has necessitated major renovations of the Conference Center, which are scheduled to be completed by the end of June.

At its January meeting, the Cable Board approved Phase 1 of the grant request in the amount of \$99,287.00 to provide the necessary video and audio equipment to properly outfit the new Board Room for cablecasting. Hoffman used a slide show to present Phase 2 of a grant request having

to do with new Board of Education room. The second phase includes other components that will ready this room for operation. Hoffman provided details on the following items: audio/video controls; monitors/speakers; projection screen; room monitors; other equipment; system programming; system installation; system training.

Hoffman talked about how this grant request aligns with the PEG mission (public, educational, and government). He addressed District Cablecasting that would include Board of Education meetings and study sessions, community speakers, strategic planning, BPS learning conferences, and District Outreach. The room will have instructional uses in terms of Groves/Seaholm broadcasting class projects and student panels and presentations. There will be possible opportunities for the community to use the broadcast room including the Birmingham Bloomfield Chamber of Commerce, PTSA guest speakers, BASCC community outreach, and FODL guest speakers.

Hoffman referred to an inquiry from the January Cable Board meeting regarding cost sharing on this project between Birmingham Public Schools and the BACB. The BPS share of the overall project cost will be \$784,051; the amount being requested of the Board is \$182,665. Hoffman recognized that the grant request is not perfectly in line with grant policy guidelines. However, he feels that this is a unique opportunity for BPS and the Cable Board to work together on this project.

District funding challenges due to shrinking contributions from the State to Birmingham Schools were addressed by Hoffman. He commented that the cost of doing business has increased; there are budget shortfalls and future technology needs with no identified funding source. Hoffman stated that BPS continues to reduce operating costs and actively search out new funding sources/partners.

Motion by Heldt, second by Heyman, that the Birmingham Area Cable Board approve the grant request from Birmingham Public Schools in the amount of \$83,337.50 as detailed in Dr. Hoffman's letter dated January 21, 2013 addressed to the PEG Committee of the BACB and as outlined in accompanying material dated February 13, 2013.

Thorsby pointed out that the proposed grant would not be in line with the grant policy of 40% of annual budgeted grant funds going to Birmingham Public Schools.

Heldt remarked that the grant policy does not specify a period of time for reaching the goal of distributing PEG money using the stated percentages. This grant involves a major project that can be considered at least a 10-year investment.

McFadden commented that there is no mechanism for approving grants on an accrual basis. The Board could approve this grant and take future grants under consideration based on this year's grant request. That leaves the expenditure of money and budgeting process at the discretion of the Board. The future of PEG funds is also a consideration.

Pfeifer commented that she could not support the grant request because it does not comply with the Grant Policy and because the funds will be used for a capital improvement as opposed to a grant that is used in the classroom.

Attorney Tim Currier clarified that PEG funds under federal law are restricted to capital acquisitions and capital purchases and equipment. Under state law they can be used for services, including salaries, operation and maintenance.

Board of Education President Michael Fenberg talked about increasing costs and decreasing revenue in the Birmingham School district. He explained that the District is trying to do the best it can to justify its funding to keep money in the classroom and preserve funding for students.

Hoffman addressed questions from the Board. A portion of the proceeds from the sale of the admin building will be used for work on the new building; the other portion will go into the capital equipment fund to provide projects directly for classrooms. Training is needed for specialty programming used in this meeting room. The facility will be rented out to school groups; payment will go to bolster the district's community education program including pre-school.

Currier responded to a concern about collecting revenue from the public and renting it back to certain individuals. He commented that PEG fees and franchise fees are a rent for the rights-of-way that the cable industries use. Fees are charged to use certain government facilities so that taxpayer dollars are not used for private purposes. For example, users pay to offset costs involved in renting a park pavilion. The City of Birmingham rents facilities such as parking lots to private business at fair market rental.

Heldt commented on the amount of PEG funds available in the Cable Board fund balance. There is nothing in the grant policy that addresses whether the Board should have a PEG fund reserve or how large it should be. The Cable Board is faced with a unique opportunity to spend some of its reserve on a worthwhile project for the public good.

Hoffman said that, in respect to the grant policy, the School District may not be back for a grant next year, or that it would be minimal.

Roll Call Vote:

McFadden	- yes
Pfeifer	- no
Verdi-Hus	- yes
Stakhiv	- yes
Heldt	- yes
McLain	- yes
Thorsby	- no
Heyman	- yes

Motion passed (6 – 2).

COMMITTEE REPORTS

Cable Action Committee

McFadden stated that the next Cable Action Committee meeting will be on March 7 at 5:30 p.m. at the Baldwin Library. He reported that the Committee has been working on arriving at a logo for the Cable Board.

Motion by McFadden, second by Heyman, that the Cable Board authorize the Cable Action Committee to do preliminary work to develop a logo for the Birmingham Area Cable Board.

Motion passed.

McFadden stated that three bids were received for work on creating a logo for the BACB. He recommended acceptance of the low bid from 10 Nine Design to work with the Cable Action Committee to create a logo for the Board for use on its website.

Motion by Pfeifer, second by Thorsby, that the Birmingham Area Cable Board accept the bid from 10 Nine Design in the amount of \$450 to create a logo for the BACB.

Roll Call Vote:

Motion passed (8 - 0).

McFadden distributed renderings and preliminary work done by this company and asked for input from Board members.

McFadden stated that the Cable Board conducted a subscriber survey twice before, in 2006 and in 2010. He discussed reasons for conducting another subscriber survey. The new provider WOW has been added since 2010; there was not a high penetration of Internet Protocol television (IPTV); Netflix did not exist in 2010. The Board wants to understand how subscribers and residents use and watch TV, specifically with respect to cable television. We want to know how well high speed Internet is being accepted. There is interest in the subscribers' perception of Comcast, AT&T and WOW service. Another important issue is PEG (public, educational, and government) programming and how people rate those channels.

Motion by Stakhiv, second by Thorsby, that the Cable Board authorize the preparation of a Request for Proposal (RFP) for selection of a vendor to conduct a subscriber survey to follow up on the 2010 survey and address new challenges.

Motion passed.

It was clarified that Tim Currier and Joe Valentine will be developing the RFP for a company to conduct this survey.

McFadden stated that one of the functions of the Cable Board is to perform outreach. The Birmingham-Bloomfield Chamber of Commerce is an organization that is supported by community leaders and has participation from the television service providers. The Birmingham

Bloomfield Chamber serves six communities: Birmingham, Bloomfield Hills, Bloomfield Township, Franklin, Bingham Farms and Beverly Hills.

McLain related that she attended the Birmingham Bloomfield Chamber Government Forecast event on February 11 where Senator Debbie Stabenow delivered the keynote address. She views the Board's membership and participation with the Birmingham-Bloomfield Chamber as valuable outreach.

Motion by Thorsby, second by Heldt, to authorize the expenditure of \$175 for the BACB to joint the Birmingham Bloomfield Chamber of Commerce for one year.

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

McLain asked to be reimbursed for the cost of attending the Birmingham Bloomfield Chamber event on Monday, February 11, 2013 as chairman of the BACB.

Motion by Heldt, second by McFadden, to reimburse Chairperson McLain in the amount of \$40 to cover the fee for attending the Birmingham Bloomfield Chamber's Government Forecast Breakfast on Monday, February 11, 2013.

Roll Call Vote:
Stakhiv - yes
Heldt - no
McLain - abstain
Thorsby - yes
Heyman - yes
McFadden - yes
Pfeifer - yes
Verdi-Hus - yes

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

Personnel Committee

Mira Stakhiv expressed interest in assuming the position of Personnel Committee chairperson in the place of Mark Armitage.

McLain recognized and acknowledged the Board's new Executive Director Cathryn White. Ms. White was welcomed by the Board.

Grant Policy Committee

Pfeifer reported that she received verification from the Village of Bingham Farms relative to the accounting of their recent grant for website expenses.

PEG Committee

Heldt announced that there will be a PEG meeting immediately following this meeting.

EXECUTIVE DIRECTORS REPORT

No report.

PROVIDER RELATED TOPICS

There were no representatives present from any of the providers.

Comcast

McLain stated that it is an ongoing concern that phone calls to the Comcast customer service number are being transferred overseas and not being answered by the Michigan call center. She will request that Comcast respond to this matter in writing.

AT&T

No report.

WOW

A letter was received from the new Board representative Robert DiNardo, VP of the Michigan region. WOW mailed out price changes to subscribers. The company recommends that consumers go to a website www.americantelevisionalliance.org to express any concerns to local congressional representatives.

Stakhiv affirmed that, despite receiving flyers to the contrary, WOW service is not available in Franklin.

BAPA/BAMA REPORT

Steve Rota 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 January 17, 2013 – February 13, 2013).

The next camera workshop is scheduled for Monday, April 1 from 10:00 am until noon and 6:30 to 8:30 pm. Staff gave Tiger Cub Pack 1014 a tour of the studio last week.

There will be a Program Development Committee meeting tomorrow at BCTV studios at 1 pm. Verdi-Hus volunteered to serve on this committee.

OLD BUSINESS

None

NEW BUSINESS

McFadden asked for mileage reimbursement in the amount of \$24.86 for a trip to Livonia to meet Cathryn White in her office on January 31, 2013.

Motion by McLain, second by Stakhiv, to reimburse Ken McFadden for mileage in the amount of \$24.86 for a meeting in Livonia.

Roll Call Vote:

Motion passed (7 yes – 1 abstention).

Motion by McFadden, second by Heldt, to reimburse Elaine McLain for mileage in the amount of \$90.60 to attend the AT&T State of the State reception in Lansing on January 16, 2013.

In response to an inquiry, Currier stated that the Board does not have a policy in place for mileage reimbursement. The only precedent is the reimbursement of the Executive Director mileage expense.

Pfeifer suggested that mileages expenses be submitted to the Treasurer for a report and motion. Thorsby proposed establishing a policy that results in administrative approval of these expenses. Currier commented that many communities set a dollar amount up to a certain figure that can be approved administratively.

Roll Call Vote:

Motion passed (7 yes – 1 abstention).

PUBLIC COMMENTS

None

BOARD COMMENTS

None

The meeting was adjourned at 9:43 a.m.