

Present: Decker, Heldt, Lurie, McLain - Birmingham
Heyman, McFadden, Verdi-Hus, Woodard – Beverly Hills
Ettenson – Bingham Farms
Eads – Franklin

Absent: Armitage, Thorsby, Urcan – Birmingham

Also Present: Borgon – Executive Director
Currier - Attorney for Cable Board
Rota and Helwig - Bloomfield Community Television representatives
Martinico - Director of Technology, Birmingham Schools
Doughty – AT&T representative
Valentine and Glenn – 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 REGULAR CABLE BOARD MEETING HELD MARCH 17, 2010

The following corrections were made to the minutes. Page 2, last paragraph, change word ‘imposed’ to ‘suggested’. Page 3, second paragraph, correct ‘Public Action Committee’ to read ‘Cable Action Committee’.

Ettenson referred to page 2, first paragraph, third sentence: “McFadden believed that the survey results would fulfill the initial parameters in terms of having a projectable and accurate baseline for providing information to the Board on a going forward basis.” Ettenson asked that this comment be simplified. McFadden restated his remark as follows, “It will give us a picture of what is happening right now”.

Motion by Heldt, second by Woodard, that the minutes of a regular Cable Board meeting held on March 17, 2010 be approved as amended.

Motion passed.

PUBLIC COMMENTS

None

COMMITTEE REPORTS

Cable Action Committee

McFadden updated the Board on an issue dealing with the Federal Communications Commission (FCC) and the status of proposed net neutrality rules. The FCC has said that it will push ahead to implement its recently released National Broadband Plan despite an appeals court decision that struck down some of the agency’s authority over Internet regulation.

PEG Committee

Heldt reviewed that the Board entered into a two-year contract with BCTV with an option to renew for a third year beginning July 1, 2010. Exercising that contract option calls for a 60-day notice. Heldt proposed that the Board take action to extend the contract for another year.

Motion by Heldt, second by Ettenson, that the Birmingham Area Cable Board authorize its chairperson to notify Bloomfield Community Television by mail of its intent to exercise the option to continue its contract for cable access management services for a third year at the stipulated price of \$170,000.

Roll Call Vote:

Motion passed (10 – 0).

Heldt announced that there will be a PEG Committee meeting following today's Board meeting.

SURVEY RESULTS FROM INTELLITRENDS

Marlene Stone and Amy Benner were present from Intellitrends with a final report on the Birmingham Area Cable Board Community Resident Survey. McFadden said that the objective of the survey was to establish where the Board is now with respect to its role as advocate of the communities and its support of PEG initiatives. The challenge will be to use the survey results to develop accurate and sound policy followed by implementation. The complete survey will be available on the BACB web site.

Marlene Stone used a PowerPoint presentation to deliver an executive summary of the survey process and findings. She began by discussing how the survey was collected. There was an above average mail return rate of 11.6%, or 1,153 responses from 8,953 outgoing surveys. The results were broken out by community where possible. Stone assured the Board that care was taken so that the survey was not skewed by any particular community. It was reflective of the representation of each of the four municipalities.

The presentation concluded with a list of the top ten insights from the survey results.

1. Accessing TV is not limited to a television set anymore. In fact, one in three residents say they have watched TV programming via a computer. Viewing TV programming via a computer tends to decrease with age (6 in 10 of those aged 18 to 34 watch via computer as compared to 5 in 10 of those aged 35 to 44 year olds, and just 16% of those age 65+)

2. Broadcast TV access is diminishing. Just 5% of residents receive TV access via antenna, while 1% say they don't have TV access. Cable is most common, with Comcast as the most common provider for both TV (74%) and Internet access (60%) among BACB community residents.

3. On-Demand and HDTV (High Definition TV) are the most popular as additional TV services. Half of residents say they have DVR and 45% are also using the same provided for their residential phone service.

4. ‘Cost’ is a sensitive area. While over half (58%) of residents rate their provider as *Good to Excellent*, a comparable number (52%) rate the pricing structure of their current provider as *Poor to Very poor*. Nearly two in three residents say they are considering or may consider switching providers in the coming year (1 in 3 say ‘Yes’ with an additional 30% who are “undecided”).

5. Residents that have either switched providers in the past year or are considering switching cite *a lower price* as a primary motivation to switch. Over one third (36%) say they would considering switching for *better customer service*.

6. Addressing complaints is an area for improvement. One in three residents say their household has registered a complaint regarding their TV provider or access issues in the past year (with majority complaining to their TV provider customer service). While approximately one in four say ‘yes’ their complaint was resolved to their satisfaction; 39% say their issue was resolved *partially*, 19% say ‘no’ and 15% say ‘no, it’s still ongoing’.

7. BACB community residents feel that the local governing level should be most involved in how they access TV programming, continuance of community programming and complaint resolution.

8. Awareness for the three BACB channels is high among the four communities (approximately eight in ten are aware). Similar to 2006, awareness for the programming on Channels 15, 17 and 18 happens by channel surfing! Additionally, over half of the respondents (55%) consider it very to extremely important to have local community channels, while four in ten (42%) consider it very to extremely important to be able to view replays of municipal or community programming via the Internet.

9. However, there is a gap between awareness and use. While awareness for the BACB channels is up slightly from 2006, viewership is down slightly. Although four in five are aware of the channels, approximately one half to one third watch. Municipal Channel 15 is watched more than the other two channels (one in two have watched programming on Ch. 15, two in five have watched Ch. 18 while one in three have watched Ch. 17). The perceived “value” of Ch. 15 is rated higher than channels 17 or 18.

10. Use of the BACB website, access of the electronic bulletin board and watching replays of BACB programming online is limited.

Questions from Board members were addressed by Ms. Stone. McLain provided some background on cable television opportunities available in the consortium and changes in legislation that have occurred over the years. She highlighted the Board’s efforts to invite more competition into the market in an attempt to obtain additional options for providing television service.

Eads commented that the Board needs to define its next steps as to how it uses and applies the survey information. There has been preliminary discussion on establishing goals and specific tasks. The aim of the Board will be to review the five strategies it drafted and apply the survey

information to determine how to achieve its goals. He commented on the good survey response and statistically reliable data. Eads encouraged television providers in this area to work with the Board and use this information in an attempt to increase customer satisfaction.

EXECUTIVE DIRECTOR'S REPORT

Borgon announced that Olivia Visperas, representative to the Cable Board, is no longer with Comcast. Leslie Brogan will be the Board's contact person during the transition.

Borgon reported that there were three new complaints from Comcast customers this month. There were service issues with HLN cutting off the last five minutes of the national news each night to air the Comcast talk show. Other complaints dealt with cost increases and special offers. Complaint resolutions were received from Comcast staff. With regard to AT&T, Borgon received a comment from a resident thanking the Board for making AT&T U-verse service available to her home.

Board members have received a copy of the 2010/2011 Cable Board Budget for their review. This will be an agenda item for the May meeting.

The Board's legal counsel has advised the television providers that the Birmingham Area Cable Board has undertaken a review of the franchise and PEG fees paid by AT&T and Comcast to its member communities since January 1, 2008 to date. Tim Currier will keep the Board informed on the status of this review.

Borgon received three Freedom of Information Act (FOIA) requests from Mr. W.A. Zimmerman of Beverly Hills and will comply with the requests.

Borgon reported that the Michigan Municipal Risk Management Authority (MMRMA) Board of Directors declared at its March meeting that it will distribute to its members their share of \$10,206,745.00 declared as excess net assets.

The NATOA Annual Conference will be held in Washington D.C. on September 29-October 1, 2010.

Borgon related that Elaine McLain, Ken McFadden and he attended a tour of the Comcast phone center on March 24 with Olivia Visperas. They met the escalation team and had an opportunity to discuss continued improvements to the Comcast system.

McFadden added his comments on the tour noting that he was impressed with the scope of the service and the enthusiasm and helpfulness of the people that they met. It appears that Comcast has invested a significant amount of capital, training and time to deal with customer issues.

COMCAST RELATED TOPICS

McLain commented that Senior Director of Government Affairs, Leslie Brogan, will be the transitional contact while Comcast is identifying a new representative to the Cable Board. McLain provided detail on two complaints received in the last month; both have been resolved.

AT&T RELATED TOPICS

Lori Doughty asked when the customer survey report would be available on the BACB website, and was informed it would be posted in the next 48 hours.

Doughty announced that AT&T will be conducting a National Network Disaster Recovery Exercise in Michigan on May 11, 2010. Local elected officials, IT personnel, and first responders have been invited. There will be tours featuring AT&T's capabilities to respond to a network disaster. McLain was invited; other Board members interested in attending should contact Doughty.

McLain reported that the Management Information System credit due to the Board in the amount of \$7,790.00 to offset the cost of the AT&T encoders is expected to be issued tomorrow. The Executive Director should receive a check shortly.

MLTV15/ PA18 REPORT

Steve Rota 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 March 18, 2010 – April 21, 2010).

BCTV is in the process of taping the Birmingham 2010/2011 recommended budget program using a different format than in past years. Richard Green is working with The Community House to produce a program about the Children's Charities. Rota and Zack Florance are continuing to work with Roscor to get the production truck in 100% working order.

The Baldwin Public Library would like to wire its meeting room so as to air live Library Board meetings. Rota has been in contact with Comcast to determine the feasibility and cost of this plan. Borgon added that a representative from Baldwin Library will be present at the next Cable Board meeting to request a grant for this project.

In the next few months the triax and conjunction boxes should be installed at Shain Park. Rota reported that he spent a fair amount of time getting e-verified with Oakland County. This will allow BCTV staff to shoot the Oakland County Board of Commissioners meeting on Thursday, May 22.

Rota related that 10 residents attended the April 13 volunteer workshop at BCTV. Half of the attendees had an interest in producing and the other half were interested in running a camera. The next scheduled camera workshop is on Thursday, July 15. The Program Development Committee has set a tentative meeting date of Tuesday, April 27. The committee will be reviewing proposals for three new shows.

OLD BUSINESS

Woodard asked whether the Board should take action to approve the cost of attending the NATOA conference to take advantage of early bird registration rates. McLain responded that there is still time for early registration. She asked that members who are interested in attending contact her in the next month.

NEW BUSINESS

Mel Ettenson was welcomed back to the Board.

PUBLIC COMMENTS

None

BOARD COMMENTS

McFadden reminded Board members to pick up a copy of the Resident Survey after the meeting.

The meeting was adjourned at 9:05 a.m.