

Present: Heldt, Lurie, McLain, Thorsby - Birmingham  
Heyman, Pfeifer, Verdi-Hus – Beverly Hills  
Ettenson – Bingham Farms  
Eads – Franklin

Absent: Armitage– Birmingham  
McFadden– Beverly Hills

Also Present: Borgon – Executive Director  
Currier - Attorney for Cable Board  
Rota and Helwig - Bloomfield Community Television representatives  
Dr. Hoffman - Birmingham Schools representative  
Brogan – Comcast representative  
Armstead – Wide Open West representative  
Valentine - Birmingham staff 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 FEBRUARY 16, 2011**

Motion by Eads, second by Pfeifer, that the minutes of a regular Cable Board meeting held on March 16, 2011 be approved as submitted.

Motion passed unanimously.

**PUBLIC COMMENTS**

None

**PROPOSED 2011-12 CABLE BOARD BUDGET**

The draft Cable Board Budget for 2011/12 prepared by Borgon and Treasurer McFadden has been distributed and reviewed by the Board. The budget reflects the following assumptions: 1) Revenues will be flat; 2) Increased levels of community outreach; 3) Attendance at NATOA conference and participation in e-conferences; 4) Anticipated additional equipment supporting digitization initiative.

Borgon explained an additional accounting expense that would compensate the Village of Beverly Hills for services rendered to the Board. Since its inception, the Cable Board has used Beverly Hills as the agent to collect franchise and PEG fees and to pay the Board's monthly bills. Village staff performed the service and retained the interest from the BACB account. The Cable Board paid for the Village's Internet connection. Borgon has asked Beverly Hills to provide him with the estimated administrative cost of providing this service to the Cable Board.

Borgon reviewed variances between this year's budget and the proposed 2011/12 budget numbers. Total expenses are down by \$66,000 in the proposed budget mainly due to major equipment purchases in 2010/11.

Heldt observed that the proposed budget reflects no change in the PEG broadcast contract with Bloomfield Community Television. He mentioned that this contract is up for renewal and negotiations are ongoing.

McLain referred to budget deliberations taking place in the member communities. Eads from Franklin, Ettenson from Bingham Farms, and Valentine from Birmingham commented on similar budgetary issues and funding constraints in their communities.

Motion by Heldt, second by Eads, that the Birmingham Area Cable Board approve the draft Cable Board Budget for fiscal year 2011/2012 and forward copies of the document to the member municipalities for their review and comment.

Roll Call Vote:

Motion passed unanimously.

### **GRANT REQUEST – CITY OF BIRMINGHAM**

Assistant City Manager Joe Valentine was present on behalf of the City of Birmingham requesting a grant of \$19,000 for operating the city's website, including web streaming, mapping and related features to in order to continue to provide the best possible service to the public. In his memo to the Board dated April 5, 2011, Valentine stated that the City of Birmingham has successfully incorporated web based interfaces into its website serving the public. One key feature is the broadcasting of municipal meetings via their website as well as interactive mapping technology and electronic notification systems. The request for grant funds include these elements as core components to the website.

McLain reviewed that, at last month's meeting, the Board discussed and approved a grant request from Franklin Village to redesign their website.

Pfeifer commented on changes that have occurred with respect to technology and the scope of the Cable Board over the years. She expressed reservations about issuing Cable Board grant money to communities for items that may not be a direct benefit to the consumer. She noted that Beverly Hills received a grant to initiate its web streaming function, but the Village pays the monthly fee for this service.

Currier stated that the issue has come up about expenditure of PEG fees for a number of Internet services that the communities are providing, including web streaming of municipal meetings. Communities have asked for support in funding primarily cable and Internet services. There is a direct benefit to the consumer to have a website serving their community. The Board has provided that support for the reason that there has been an intermingling of services involving cable, internet and telephone. The requests have been reasonable. The Board has provided Internet connection for the police, fire, and public safety departments in the four communities; it has approved funding for wiring council and commission chambers; Internet support has been provided to the communities.

Thorsby shared a concern about the particular benefit and use of this grant request. He thought that the Board had an obligation to require more specificity as to the use of the money. He commented that this is likely to be an ongoing request.

Valentine provided a breakdown of costs associated with the website services: Internet provider hosting, \$5,000; web hosting, \$5,000; web streaming of commission meetings, \$3,000 and: Internet mapping component, \$6,000.

Motion by Heldt, second by Eads, to approve the grant request from the City of Birmingham in an amount not to exceed \$19,000 for operating the City's website, including web streaming, mapping, and related features.

Valentine responded to questions from Board members. He provided a comprehensive explanation of the Internet mapping technology provided on the Birmingham City website. There followed discussion on the benefit of this service to the citizens. Valentine affirmed that the funding would be an annual request if the Board is willing to consider it. Board members indicated that they did not want to establish this grant expense as a recurring obligation.

Roll Call Vote:

Heldt	- yes
Lurie	- yes
McLain	- yes
Thorsby	- no
Heyman	- no
Pfeifer	- no
Verdi-Hus	- no
Eads	- yes
Ettenson	- yes

Motion passed (5 – 4).

**GRANT REQUEST – FRANKLIN-BINGHAM POLICE DEPARTMENT**

The Cable Board is in receipt of a grant request from Franklin Police Chief Patrick Browne for Internet access for the Franklin-Bingham Farms Police Department for the 2011/12 fiscal year.

Motion by Eads, second by Heldt, to approve a grant request from the Franklin-Bingham Police Department not to exceed \$840.00 to cover the cost of monthly Internet connectivity for the 2011/2012 fiscal year.

Roll Call Vote:

Motion passed (9 – 0).

**COMMITTEE REPORTS**

**Cable Action Committee**

Eads highlighted items discussed at the last Cable Action Committee meeting including the Board's participation in Farmers Markets in Franklin and Birmingham. Updated truck signage was discussed; the Committee will obtain cost estimates and report to the Board.

Heyman commented on an opportunity to promote the mission of the Cable Board by having a presence at the Birmingham Farmers Market this year in exchange for a \$600 sponsor lease fee. This fee would provide the Board with a tent at the Farmers Market six times (once a month) from May 1 through the end of October. The stall would have access to electricity. The idea will

be to set up a Cable Board informational booth to show video, distribute information, discuss competing providers, and assist people with understanding the complaint process.

Motion by Heyman, second by Pfeifer, that the Cable Board authorize the expenditure of \$600 for a six-month sponsor lease agreement with the Birmingham Farmers Market.

Roll Call Vote:  
Motion passed (9 – 0).

### **PEG Committee**

Heldt stated that the PEG Committee received an updated proposal from Bloomfield Community Television to broadcast and cablecast three sporting events between Seaholm High School and Groves High School including a Lacrosse game on May 3, a baseball game on May 12, and a softball double header on May 20 at a cost of \$10,000 for the three events.

Motion by Heldt, second by Eads, that the Birmingham Area Cable Board accept the proposal of Bloomfield Community Television for the production and broadcast of three athletic events between Seaholm and Groves High Schools at a cost of \$10,000. Money is available for this expense in the programming budget.

Dr. Hoffman from Birmingham Schools stated that there has been discussion about having students take a larger role in producing the sporting event in the next school year.

Thorsby suggested that Board consideration and approval of funds should appear on the posted agenda for public review. It was understood that the items under consideration for funding at today's meeting were discussed at Cable Action Committee and PEG Committee meetings.

Currier stated that there is no requirement in the Open Meetings Act that all expenditures must be pre-posted. As a matter of policy, communities try to give public notice of expenditure items that will appear on an agenda. The Board was in agreement that a memorandum summarizing a proposed expenditure should be prepared and distributed in the meeting packet.

Roll Call Vote:  
Motion passed (9 – 0).

### **Personnel Committee**

A Personnel Committee meeting will be scheduled in May for the purpose of human resources discussion. Mel Ettenson is chairperson of the Personnel Committee with members including Dorothy Pfeifer, Jeffery Heldt and Elaine McLain. Other interested members are invited to attend. Currier stated that Cable Board subcommittee meetings should be posted under the Open Meetings Act.

### **EXECUTIVE DIRECTOR REPORT**

Borgon reported that there were five new complaints received this month, two from Comcast, two from WOW, and one from AT&T. Board members are in receipt of the Cable Board financial reports. Borgon reported on checks written this month. The Board has entered into a three-year deal with Hewlett-Packard for backing up data on the Cable Board computer on a daily basis.

Borgon reported on his meeting with Gas Station TV management on the cost of running an ad on the televisions at the Speedway location on Woodard. McLain commented that she would not support spending public money to air a community information spot on Gas Station TV. GSTV does business in these communities and would benefit from sharing community information. She questioned whether there was a way to make this work as a community service.

#### **COMCAST RELATED TOPICS**

Leslie Brogan, Comcast representative, announced that Comcast launched a new technical report service called Xfinity Signature Support. It has two components – an equipment protection plan or 24/7 tech support.

McLain followed up on a complaint and advised anyone who has an unburied cable line on their property to call Comcast and arrange for the line to be buried. Another Comcast complaint involving a billing matter has been resolved.

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

McLain related that BCTV is having audio problems with the encoder on loan from AT&T.

#### **WOW RELATED TOPICS**

Kathy Armstead representing WOW stated that the company's digital transition will begin on May 17. WOW will be participating in the Beverly Hills Memorial Day Parade. WOW will participate in the Birmingham Village Fair, the Halloween Parade, and the Farmers Market.

The Sundance channel will no longer be carried on WOW as of April 28, 2011.

McLain commented on complaint #4-24 regarding damage of a fence in the easement during the cable construction process and the resolution offered by WOW.

Armstead answered a question from a Board member on the number of digital terminal adapters that are provided by WOW without charge as part of the digital transition process.

#### **BAMA/BAPA 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 17, 2011 – April 20, 2011). Rota listed several upcoming shows.

The next volunteer camera workshops are scheduled for Thursday, July 21 with one in the morning and one in the evening.

Rota reported on problems BCTV has experienced with the BAPA channel on the AT&T Uverse product. The BAMA and School channels are in operation.

#### **OLD BUSINESS**

McLain reported that the Cable Action Committee discussed the Cable Board website at its last meeting. The web developers will be adding a feature that will allow people to print out a copy of the complaint they registered on the site.

**NEW BUSINESS**

McLain will be attending a free conference on April 27 sponsored by WJR on the topic of Social Media. This is a subject that the Board has decided to explore as a long-term planning goal.

McLain was interested in attending a symposium hosted by the Michigan Public Service Commission called “Transforming to a Smart and Secure Electric Power Grid”. The intent would be to gain valuable information that she would share with the Board and member communities. This national symposium will feature presentations on the changing landscape of the electric power grid and its ability to adapt to emerging technologies such as smart meters, distribution automation, renewable energy systems, plug-in vehicles and cyber security. The workshop will explore a vast array of topics to help state regulators, policymakers, consumer and environmental advocates, energy companies and suppliers, and other smart grid stakeholders gain a better perspective on the potential impacts and barriers to deployment of smart grid technologies.

The conference will be held on May 18-20, 2011 at the Dearborn Inn. The cost to the public sector to attend this conference is \$325 per person. Questions and comments on how the symposium would impact the Cable Board were addressed by McLain. At Eads inquiry, McLain will determine whether the fee could cover the attendance of more than one person.

Motion by Heldt, second by Heyman, to approve an expenditure of \$325 to cover the fee for Chairperson Elaine McLain to attend a conference at the Dearborn Inn from May 18-20 entitled “Transforming to a Smart and Secure Electric Power Grid”.

Roll Call Vote:  
Motion passed (9 – 0).

**PUBLIC COMMENTS**

None

**BOARD COMMENTS**

None

The meeting was adjourned at 9:22 a.m.