

**City of Ann Arbor
CABLE COMMUNICATIONS COMMISSION**

**April 28, 2009
Regular Session**

MINUTES

Call To Order and Roll Call: Chair B. Clarke called the Cable Commission Regular Session to order at 7:05 p.m. Upon roll call, the following were present:

CCC: B. Clarke, R. Sutton, J. Meyers, B. Fritz.

CC: S. Smith

CTN Staff: L. Wondrash, R. Salmeron

Approval of Agenda: Chair B. Clarke asked for approval of the agenda with an update to move the old business Chair election item after Public Comment. Motion to was made by J. Meyers and seconded by R. Sutton.

Approval of Minutes: B. Clarke made a motion to approve the January 27, 2009 Regular Session minutes as presented. The motion was made by R. Sutton and seconded by J. Meyers.

Public Comment: None provided.

Old Business:

- a) Election of 2009 Chair and Vice Chair: B. Clarke nominated R. Sutton as Chair and J. Meyers nominated B. Clarke as Vice Chair. The motion was unanimously passed.

Communications Report: L. Wondrash reported that CTN received two Comcast complaints during the month of March directly related to the increase in rates and channel lineup changes. She reported that citizen sentiment has been that rates are increasing but service and cable features are decreasing. J. Meyers added that he has heard the same opinion from his neighbors. B. Clarke added that customers should contact the MPSC to file an informal complaint.

L. Wondrash stated that on Feb. 25 herself, Ralph Salmeron, Barb Clarke and Abby Elias attended an AT&T U-Verse demonstration at the local AT&T office and also discussed AT&T technical and equipment requirements for AT&T connection.

L. Wondrash said other highlights of her Communication Report included:

- The MPSC Dispute Resolution process was approved by the state legislature and should be approved by the Senate and go into affect in March.
- The digital transition that was expected in February was postponed until June.
- The Alliance for Community Media is promoting a new website for PEG advocates to join to keep abreast of cable/video legislation and FCC issues. The website is www.makecablebetter.org.
- CTN is now on Facebook and has 50 friends and also is promoting CTN workshops and events via Twitter and has 110 followers.

CTN Report: R. Salmeron stated that in the CTN Monthly Report staff outreach opportunities were outlined. He also added that Public Access channel premiers increased by 80 hits during the month of March and CTN's "Video on Demand" government meeting online web streaming coverage had 150 hits in one week alone in December when the feature premiered. J. Meyers asked what was an average month for hits. R. Salmeron said 300 hits a month is average. CTN also is currently in production with several new promotions to publicize the Video on Demand feature on CTN's website and will promote these promotions via CTN's website, CTN channel replays and You Tube.

J. Meyers asked if CTN markets the Video on Demand during election season. R. Salmeron said CTN utilizes Gov Delivery notifications and news releases to promote. J. Meyers asked if CTN would consider catering election coverage for the upcoming election and build individual micro-sites that point to all the candidates running for office and linking them to available CTN videos in a user-friendly way. R. Salmeron said that CTN is very aware of the end of the Ann Arbor News era and that CTN has the opportunity to fill a local news void and expand local coverage. He continued that the Leightronix 3.0 release would allow for CTN to pursue some of J. Meyers election suggestions. The developer currently is working on this release. R. Salmeron said that an election forum has been covered before even for unopposed candidates and that CTN would pursue a forum for the next local election and also publicize these forums via Facebook and Twitter.

New Business:

- a) L. Wondrash said that staff met with AT&T regarding PEG technical connection requirements and to see a demonstration of U-Verse. She went on to say that while there are many innovative features of the U-Verse product, there also are many major issues related to AT&T's PEG solution, such as load times, video/sound synchronization, inability to monitor PEG channels from CTN's studios, channel 99 menu drill-down requirement [viewers cannot surf back to a previous channel within this menu], and inability to broadcast emergency alerts. B. Clarke said that this system lacks the quality that CTN viewers are used to and that PEG programs broadcast on Channel 99 are in disparity to other commercial broadcast channels on

their system. L. Wondrash said that AT&T would like CTN to broadcast some or all of its channels on U-Verse, but there are also significant one-time and ongoing costs associated with connecting our signal to AT&T. J. Meyers asked if Comcast was going to move us to a similar system? R. Salmeron stated not that he knows of at this time. J. Meyers added that CTN and Ann Arbor residents have a preference for how CTN channels should appear and he doesn't see it as a problem if we choose not to be displayed on U-Verse if we believe its broadcast platform is inferior. B. Fritz added that she finds the inability to provide emergency notifications as the problematic issue. J. Meyers added that the product itself is not suitable and not worth CTN connecting to at this time. R. Sutton said that CTN should not connect at this time. J. Meyers seconded. R. Salmeron said that AT&T representatives did say they were working to resolve some of the identified PEG issues. J. Meyers said CTN should not connect to AT&T until some of the identified issues have been resolved and re-evaluate costs at that time.

Commission/Staff Comments: R. Sutton said that one of the impacts of the state franchise agreement was that local entities are cut out of being a local resource for cable customers. One of the things we can do however is to enhance resources that are available to the public, such as making dispute resolution process documents available on CTN's website.

Adjournment: B. Clarke made a motion to adjourn the meeting. The motion was seconded by B. Fritz. With no further discussion Chair B. Clarke closed the meeting at 7:45 p.m.

Submitted by: Lisa Wondrash, Communications Unit Manager
Date Approved: June 23, 2009