

FARMINGTON CITY COUNCIL
SPECIAL MEETING

A special meeting of the Farmington City Council was held on Monday, October 15, 2007, in Council Chambers, 23600 Liberty Street, Farmington, Michigan. Notice of the meeting was posted in compliance with Public Act 267-1976.

The meeting was called to order at 7:05 p.m. by Mayor McShane.

COUNCIL MEMBERS PRESENT: Buck, Knol, McShane, Wiggins, Wright.

COUNCIL MEMBERS ABSENT: None.

CITY ADMINISTRATION: City Clerk Halberstadt, City Manager Pastue (arrived 7:35 p.m.).

APPROVAL OF AGENDA

10-07-171 MOTION by Knol, seconded by Wiggins, to approve the agenda as presented. MOTION CARRIED UNANIMOUSLY.

SWOCC ANNUAL REPORT

Present: Caren Collins, Director, Southwestern Oakland Cable Commission (SWOCC)

Caren Collins announced SWOCC received a clean 2006 audit report that reflected a strong fund balance. She reviewed a number of awards recently received by SWOCC.

Collins advised a new state cable law was effective as of January 1, 2007 and noted AT&T's new cable service to residents that began May 21, 2007. She indicated AT&T does not yet offer Public Education and Government channels (PEG). She stated public programs including Channel 15 are unavailable to residents choosing AT&T.

Collins stated AT&T formatting is different than what is offered by Brighthouse and requests have been made for a test of the T1 line encoder transmission in the City of Farmington. As the President of the Michigan Chapter, she represents the National Association of Telecommunication Officers and Advisors' interest in continuing to press for a test in the City of Farmington. She noted Clinton Township will be conducting a similar test soon.

Mayor McShane asked if AT&T will inform the residents that PEG is not included in the cable package they offer. Collins responded SWOCC has a public service announcement informing residents of PEG programming and it's importance. She then stated Brighthouse has not been heavily impacted other than some loss of subscribers that make it difficult to track franchise fees.

Councilmember Knol asked about allocation of costs between Farmington and Farmington Hills.

SPECIAL MEETING -2-
October 15, 2007

Collins responded joint program costs are divided evenly, however, not all programming costs are shared. She stated historically Farmington Hills has paid for the Multicultural Multiracial programs due to their larger production budget. She then pointed out an increase in community programming designed specifically to fit all three government channels.

Collins discussed Community Access TV and highlighted how community programming continues to meet high standards even with decreased funding thanks to community partnerships & volunteers such as Brian Golden.

Mayor McShane asked if shows such as Commissioners Corner, Lansing Connection, Community Connection and the Candidate Forums are charged back to the City. Collins answered no. She stated SWOCC remains open to cost saving ideas and suggestions.

Responding to a question from Councilmember Wiggins, Collins stated a survey might help determine the ratings. She noted a past survey taken in 1995 through Wayne State University showed two key findings, one (1) a large number of viewers came from channel surfing and two (2) viewers were mainly interested in Council Meetings.

Collins commented on the parking lot renovation and thanked City Manager Pastue and Director Gushman for their assistance. She shared how the SWOCC van is being refitted and is due back on the road shortly.

Mayor McShane asked how the City and its staff can assist in making improvements to programming. Collins complimented the City on its cost effective programming.

Mayor McShane commented that the City had used its financial allotment for program costs in May and would need to pay for additional programming. Collins advised of cost saving measures for future programming.

Councilmember Knol asked about shows that are not charged back to the City. She questioned who was responsible for requesting coverage of an event and what the approval process is.

Collins answered that the City contacts SWOCC to request coverage of an event or SWOCC checks with the City to confirm the need for program coverage. She added when the City of Farmington Hills requests coverage for the same event the cost is split between both cities.

Council agreed additional programming on Channel 15 would be welcomed.

Collins, citing the success of other cities, recommended sharing resources with neighboring cities in order to cut costs.

In response to a question from Councilmember Wiggins, Collins stated the cost to record City meetings depends on a number of factors. She stated the City would need to decide whether to operate one camera or multiple cameras, and whether to use

SPECIAL MEETING -3-
October 15, 2007

volunteers or remote cameras. She noted how the Cities of Novi & Farmington Hills use mounted remote cameras that are expensive. She advised Farmington may only need one person to broadcast the meetings. She then noted how Livonia chose to use volunteers, but noted there are pros and cons to that choice. She also explained there are other options to take into consideration, such as locking cameras down & editing afterwards, although she doesn't recommend this option.

Council agreed to make the plan to televise City Council meetings a priority.

Collins stated there are a number of ways to cut programming costs. She shared the priorities of neighboring communities, how they schedule programming and related costs. She stated costs are determined based on the City's goals and what level of communication they want with residents.

Council discussed earlier cost estimates of \$90,000-\$100,000 to prepare the Council Chambers for video recording which included use of three cameras. Mayor McShane noted there would be an additional cost for a staff person.

Collins offered to research the costs to videotape the meetings.

Mayor McShane stated that support is needed from SWOCC in regards to this issue.

Councilmember Wright found the estimated cost to prepare the Council Chambers to be high and suggested the City consider audio recording only.

Councilmember Knol suggested using fewer cameras or less expensive ones.

Collins noted that when using three cameras a controller is needed in order to have three lines in sink, however, a controller for one camera is not necessary.

Council thanked Director Collins for her update and requested further information on video taping meetings.

REDEVELOPMENT READY COMMUNITIES/MICHIGAN SUBURBS ALLIANCE

Present: Melanie Piana, Associate Director of the Michigan Suburbs Alliance and Redevelopment Ready Community (RRC) signature program coordinator.

Ms. Piana stated she was here to kick off the Redevelopment Ready Community (RRC) program with the City of Farmington. She provided a brief history, requirements for certification and discussed the standards on which the evaluation process is based.

PUBLIC COMMENT

None.

COUNCIL COMMENT

None.

ADJOURNMENT

SPECIAL MEETING -4-
October 15, 2007

10-07-172 MOTION by Buck, seconded by Wiggins, to adjourn the meeting. MOTION CARRIED UNANIMOUSLY.

The meeting adjourned at 8:05 p.m.

JoAnne M. McShane, Mayor

Susan K. Halberstadt, City Clerk

Susan Pohto, Recording Secretary

APPROVED: November 19, 2007