

FARMINGTON CITY COUNCIL
SPECIAL MEETING
November 17, 2008

A special meeting of the Farmington City Council was held on Monday, November 17, 2008, 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 7:00 p.m. by Mayor Knol.

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

COUNCIL MEMBERS ABSENT: None.

CITY ADMINISTRATION: Director Gushman (arrived at 7:50 p.m.), City Clerk Halberstadt, City Manager Pastue, Treasurer Weber.

APPROVAL OF AGENDA

11-08-217 MOTION by McShane, seconded by Wright, to approve the agenda as submitted. MOTION CARRIED UNANIMOUSLY.

CLOSED SESSION – COLLECTIVE BARGAINING PROPOSAL

11-08-218 MOTION by Wright, seconded by Buck, to enter into closed session to discuss collective bargaining proposal.

ROLL CALL

Ayes: Knol, McShane, Wiggins, Wright, Buck.

Nays: None.

Absent: None.

MOTION CARRIED UNANIMOUSLY.

11-08-219 MOTION by McShane, seconded by Wright, to recuse Councilmember Wiggins from closed session discussion. MOTION CARRIED UNANIMOUSLY.

Council entered into closed session at 7:05 p.m.

11-08-220 MOTION by Buck, seconded by McShane, to return to open session. MOTION CARRIED UNANIMOUSLY.

Council re-entered open session at 7:19 p.m.

SWOCC ANNUAL REPORT

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

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SWOCC Director Caren Collins provided an update on SWOCC activities including a number of production awards received over the past year. In regard to the FY 2007-08 Financial Report, Collins stated SWOCC received an unqualified opinion from Plante Moran. She noted their budget has a \$517,000 fund balance.

Collins discussed the impact of PA 480, Statewide Universal Franchise Agreement, on communities. She stated as a result of this Act there is a significant loss of information provided to Franchise Authorities, such as number of subscribers and source of franchise fees. She stated they are not informed of where AT&T provides service or their number of subscribers. She noted franchise fees are down from Brighthouse. She advised local PEG channels are not available on AT&T. She stated some cities are currently providing their own programming through AT&T.

Collins discussed the allocation of government productions. She noted overall government production increased 11.5%. She discussed the production highlights on Channel 15. In regards to budget changes, she noted only staff time and not equipment usage is charged back to the communities. She stated this enables volunteers to use equipment at no cost.

Looking ahead, Collins noted the SWOCC Board approved a server upgrade which will provide video on demand on the SWOCC website and will be linked to the City website. She reviewed the annual project plan for 2008-09 that is based on a point system.

Responding to a question from Councilmember Buck, Collins confirmed split programming is 50/50 except for MCMR which is 60/40. Pastue noted Farmington is no longer participating in the Santa Call-In show.

Responding to a question from Councilmember McShane, Collins stated they have no way of knowing how many residents are watching Channel 15. She noted in 1995 a survey was done that showed significant interest in government programming.

McShane stated she would like to see more "high interest" programs produced such as "SWOCC Around the Block" or human interest items.

Wright stated it is not the hours that are delivered, but the quality of those hours. He noted it is a question of quality that requires a professional to assist in programming.

Buck acknowledged "ribbon cutting" at a business may not be of high interest, but he asked how businesses could be promoted more effectively.

Pastue stated the DDA is looking at other programming options for promoting businesses.

Discussion followed regarding the point system for programming and how those points are allocated. Collins stated she is open to suggestions to improve or add to programming.

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Knol suggested conducting an on-line survey of viewers asking them to rate Channel 15 programs.

Collins noted the IT Department for SWOCC is through Farmington Hills and they have recently purchased "Survey Monkey" which could be used to survey for Farmington programming. She requested direction from Council on the survey format and content.

Collins noted all three cities served by SWOCC have distinct philosophies regarding the look of their channels. She noted some cities want 24-hour meeting coverage, some want more programs that results in lower production value and some seek fewer programs that allows for higher production value.

Wright asked what programming advantages the other cities with fulltime personnel have over Farmington who relies solely on SWOCC staff for productions. Collins replied they have more productions.

Discussion followed regarding the difference in production values between the communities.

Knol asked Director Collins to coordinate with City Administration regarding the on-line survey.

OTHER BUSINESS

Director Gushman provided an update on the leaf pick-up program.

PUBLIC COMMENT

None.

COUNCIL COMMENT

None.

ADJOURNMENT

11-08-221 MOTION by McShane, seconded by Wright, to adjourn the meeting. MOTION CARRIED UNANIMOUSLY.

The meeting adjourned at 7:59 p.m.

Valerie S. Knol, Mayor

Susan K. Halberstadt, City Clerk

APPROVED: December 15, 2008