

CITY OF ALBUQUERQUE
REGULAR MEETING MINUTES
ABQ CABLE INTERNET & PEG ADVISORY BOARD

Date: Tuesday, January 23, 2024

Time: 5:35 p.m.

Location: WebEx Virtual

BOARD MEMBERS PRESENT:

Janie McGuigan

Willard Hunter

Mathias Gibbens

City staff Present:

Diego Lucero, Media Resources Manager, Department of Arts and Culture

Joseph L. Lynch, PEG Access Coordinator, Department of Arts and Culture

Julie Park, Assistant City Attorney, City Legal Department

Comcast Survey Presentation:

Brian Sanderoff, President, Research and Polling

Laura Benck, Research and Polling

John Lehmann, Senior Director, Government and Regulatory Affairs, Comcast

Erin Muffoletto, Manager External Affairs, Comcast

CALL TO ORDER:

The meeting was called to order at approximately 5:35p.m. with 3 board members present.

ITEM 1: Approved September Meeting Minutes.

Members approved the Minutes 3-0.

ITEM 2: UPDATES AND DISCUSSION

- A) Research and Polling, Inc. Provided Results for Comcast Customer Satisfaction Survey
1. Brian Sanderoff and Laura Benck of Research and Polling provided the board with results from a sample of 400 cable customers.
 2. October 30, 2023- November 4, 2023 were the dates of phone surveys.

3. It was to measure among Comcast cable subscribers their overall satisfaction with their cable service and relating attributes.
 4. There was a 4.9 % margin of error.
 5. The overall level of satisfaction with the Quality of Comcast Cable TV Service was: 65% were satisfied, 23% neutral and 11% were dissatisfied.
 6. The complete report will be uploaded to the Albuquerque Cable Internet and PEG Advisory Board webpage on the City of Albuquerque website.
 7. Many of those who were reached were pleased that the City of Albuquerque and Comcast gave them a chance to provide their opinions.
- B) John Lehmann and Erin Muffoletto of Comcast provided their response.
1. Erin Muffoletto said that they saw the results of the survey favorable.
 2. She mentioned that there is definitely room for improvement.
 3. Specifically, Customer Service and they would appreciate continued cooperation and communication with the City of Albuquerque when City staff or the Board receives complaints.
 4. Comcast would like to partner with the City regarding identifying geographic areas or nodes that demonstrate slow speeds.
 5. Customer disconnects and cutting of the cable cord to switch to streaming platforms is definitely something that cable providers are struggling with.
 6. The Board would like to partner with Comcast to help promote the PEG Channels. Some avenues could be via Social Media, Insert on bill or other possibilities.
- C) Board discussion on 2024 goals and plans
1. Willard Hunter wants to choose a new project to challenge them in 2024.
 2. Some discussion on the Board switching to a every other month schedule.
 3. Want to invite Catherine Nicolaou, City Broadband Manager, Department of Innovation and Technology to provide an update on CABQ fibre and cable licensing agreements.
 4. Keith Allen, Sopapilla Productions would like to see the board push getting more promotion or media strategies for PEG Channels.
 5. Mathias Gibbens wants to see PEG promotion as a goal for the 2024 calendar.
 6. Diego Lucero, Media Resources Manager mentioned that last year some money was spent money with a marketing firm for promotion.
 7. Comcast numbers are hard for us to know as far as viewership.
- D) Vendor Reporting and Updates
1. Sopapilla Productions is trying to breathe new life into productions of local filmmakers that have already been produced.
 2. They plan on having a local Public Access film festival.
 3. Poetry, Comedy and Short Films

/S/ _____ Date _____
 Member, Janie McGuigan

/S/ _____ Date _____
 Member, Sebastian Noel

/S/ _____ Date _____

Member, Willard Hunter
/S/ _____
Member, Mathias Gibbens

Date _____
Date _____