

MT. HOOD CABLE REGULATORY COMMISSION Remote Meeting via phone or computer – Portland OR June 27, 2022 Meeting Minutes – APPROVED

SUMMARY MINUTES

Call to Order 6:32 PM

Roll Call

Present: Commissioner Dennerline, Commissioner Goodlow, Commissioner Thomas, Commissioner Wagner, Vice Chair Harden, Chair Studenmund

Absent: Commissioner DeGraw, Commissioner Roche

Chair Studenmund welcomed new Commissioners Leslie Goodlow (Portland) and Cherri Wagner (Gresham). Commission members and staff provided short introductions of themselves and their roles. Additionally, Tim Goodman, Senior Director of Government Regulatory Affairs for Comcast provided an introduction.

Chair Studenmund recognized Vice Chair Harden for his service. He was virtually presented with a certificate of appreciation and plaque acknowledging his dedication and service to the MHCRC. Commissioners and staff shared sentiments of thankfulness and appreciation for his ongoing dedication, work, and service to the communities served by the MHCRC.

Agenda Review

- Disclosures: None reported.
- Public Comment (non-agenda items): No public comment.
- Community Media Center Updates:
 - MetroEast was represented by Seth Ring, Director of Education and Volunteers. Ring shared a PowerPoint presentation and went through education projects and production efforts. MetroEast completed a digital inclusion class, "Welcome to Computers" with Wood Village. They are currently working with a new cohort with Digital Art Night—also known as Digital Media Navigators—teaching Rohingya and Latin American community groups introductory media abilities that also help them learn integrated skills in digital skills. Jessica Wu, MetroEast Director of Digital Equity and Conclusion is running this project and they will be doing a food-based DIY video program for this project. In Youth Media Education, MetroEast loaned out iPads to Gresham-Barlow School District after doing several classes with them and Family and Friends Mentoring to have an iPad "Film with Your Phone" workshop, with a goal to help youth create films about their





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experience with family and friends. MetroEast just finished a project with De La Salle High School students doing a digital portfolio class where they created their own webpage that had a personal statement film that talked about what they want to do with their life and what kind of person they are. The idea being that this is something they can put on their resume for college or employment. They did a project with Global Works Community Fund, where they take disadvantaged youth to Costa Rica to do community service tours. MetroEast trained youth with iPads to document their experience with Global Works and eventually help them get more funding. They wrapped up a YouTube/Tik Tok video camp with the library. They will be partnering with the City of Gresham to offer media pops during Gresham's "Summer Kids in the Park" series, in several East County parks. They are working with POW Girls again—Portland Oregon Women's Film Festival—their workshop introduces young women and gender nonbinary individuals to filmmaking changing a trend in Hollywood that is currently only comprised of 5% women filmmakers. They will be doing a studio update, upgrading all of their cameras to 4K Black Magic Cameras, which will create much higher quality video. They've hosted their first Producers Corner event since the COVID-19 pandemic started, an opportunity to network and learn and conducted a software and equipment refresher course. With the Mobile Media Lab, they did an extensive photo shoot with volunteers and class participants. They are working with WIC Oregon to produce videos in Spanish and Russian on iron and why it's important, and in eight other languages as well. They will be assisting Oregon Department of Justice Washington County Courts on updating and revising their past videos. They completed a pesticide project lawn care video for greener environmentally friendly lawn care. They were approached by Gresham-Barlow School District to film the results from a comprehensive student survey about their classroom experience with actors in the place of students so that the larger community could hear about student responses to the survey. They will be working with Reynolds School District to provide youth enrichment programs during the summer.

 Open Signal was represented by Jim Bruce, Director of Information Systems and Production Services. Bruce shared a PowerPoint presentation. Production Services has been expanding and continuing to provide services to the City of Portland City Council, numerous City Departments, and Community Groups. They have been working with the City Bureau of Technology Services closely to modify the City Council Chambers to support a hybrid in-person and online meeting format. These services have never been done before and add immense value to the civic functions they support. They also continue to support the community through fee-for-service video productions, ranging from live-streaming to full-service productions for local non-profits and community organizations. They have expanded to support local conferences with online streaming of events. The Open Signal production crew has been helping to place staff for larger events such as concerts and sporting events. Two recent events include an OMSI screening on June 2, 2022, and Juneteenth make-a-thon. The OMSI Screening was in celebration of their partnership with Outside the Frame, teaching 360-degree media to





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youth during the pandemic. About 200 people attended the two screenings, including Multnomah County Commissioner Sharon Meieran, Tim Williams of Oregon Film, and a whole lot of youth from Outside the Frame. Bruce described it as a very fun event that brought together their respective communities that provided crossover as well. The Juneteenth make-a-thon on June 18, 2022, brought together two teams to create music videos from start to finish in just one day. Bruce described the results as extremely impressive and very creative. They held a screening at the end of the night to show the completed works and celebrate everyone's efforts with food and drinks. They have held this event once before the COVID-19 pandemic and are planning on making it an annual event as part of their membership program. This past weekend, Open Signal held a screening for their most recent production cohorts, sharing the work they created with personalized training and production support from their staff over the course of six months; their staff really loves community events, and Bruce states it felt good to convene people in person again. Next up in July, they will have a community swap of media equipment, clothing, and household items. In August they'll host a barbeque in honor of Open Signal's 40th anniversary as an organization—leaning into their role as not only a media center, but also a community hub. A couple of Open Signal staff members are out this week at the Alliance for Community Media conference in Chicago, convening with and learning from other community media centers across the country. They are presenting in three separate conference sessions about our shared leadership model, values-based fundraising, and about new educational models. Open Signal staff continue to work their board pretty heavily on some strategic planning and anticipate that results will be tied closely to the grant agreement revision with the City of Portland that will be conducted over the next year. Bruce anticipates having concrete updates for the MHCRC in the Autumn of 2022.

- Franchisee Activity Reports
 - Ziply: No Report Provided.
 - Comcast: Tim Goodman represented Comcast and provided no updates.

*CONSENT AGENDA – NO DISCUSSION

All items listed below may be enacted by one motion and approved as consent agenda items. Any item may be removed from the consent agenda and considered separately if a member of the Commission so requests.

C1. May 23, 2022 Meeting Minutes

MOTION: Commissioner Dennerline moved to approve the May 23, 2022 Meeting Minutes. Commissioner Goodlow seconded.

VOTE: Motion passed with 6 votes in favor and 0 against.





REGULAR AGENDA

*R1. Community Technology Grant Agreements: 2022 Cycle

Rana DeBey said staff recommends that the Commission approve the following four Community Technology grant agreements: Portland State University for \$85,675.00, Somali American Council of Oregon for \$43,835.00, Black Community of Portland (fiscal sponsor of Day One Tech) for \$34,790.00, and NW Alliance for Alternative Media and Education (NAAME) for \$95,627.00. DeBey gave an overview of the Commission's decision-making process:

- At its January meeting, the Commission selected 13 Pre-Applications to invite to apply for funding.
- Following the Commission's decision, MHCRC staff began to engage all 13 applicants in a
 process to complete full grant applications and contracts. In follow-up to specific
 Commissioner comments at the January meeting, staff collaborated with applicants to
 develop final project plans that clearly define measurable outcomes and evaluation
 measures, expand on programmatic details surrounding beneficiaries, and the
 development of a detailed project budget that identify the matching resources
 necessary to successfully implement the project.
- Three organizations (Open Signal, Mapping Action Collective, Resolutions Northwest) have since withdrawn their applications from consideration in the 2022 Community Technology Grants Cycle.
- At the May meeting, the MHCRC approved six grants totaling \$532,416.
- MHCRC staff has reached agreement with the four remaining applicants on final grant agreements recommended for approval for a total amount of \$259,927.00 in grant funds. If the MHCRC choses to award grants to the four applicants today, the MHCRC will have invested a total of \$792,343.87 into the community during the Community Technology FY21-22 cycle.

A. Grant Agreement: Portland State University

DeBey said staff recommends approving the Community Technology Grant Agreement with Portland State University for a total of \$85,675. The "Fifty Years after Title IX: Portland Women in Sports" project seeks to tell a multi-tiered story about women in sports as experienced by Portland-area female and non-binary athletes. Approximately 96 undergraduate students in the School of Film will work with production professors across six courses to produce three 60-minute programs for broadcast on both MetroEast Community Media and Open Signal. The produced programs will include game play, studio segments, short documentaries, and athlete profiles from the Oregon Ravens football team, associated with a small independent women's football league. Students will gain valuable training in a variety of professional technology and production processes including both studio webcasting and multi-camera field production. Ultimately, the project seeks to amplify the stories of groups often underrepresented in the media industry – both by telling the stories of seeking the benefits of athletic competition in a culture that often fails to





support women's endeavors and by offering workforce technical training and creative storytelling skills in medic production to a diverse group of PSU students. Portland State University is a current MHCRC grantee in support of the Center for Documentary Filmmaking and Production project, awarded in 2021. In response to Commissioner comment at the January meeting, the applicant further clarified why they do not have the ability to share equipment with other PSU departments.

In response to Commissioner Wagner's question about their use of funding for equipment, DeBey confirmed they will buy equipment to create these documentaries. Commissioner Goodlow posited it sounds like a great project and a good use of the money.

MOTION: Commissioner Harden moved to approve the Community Technology Grant Agreement with Portland State University for a total of \$85,675. Commissioner Dennerline seconded.

VOTE: Motion passed with 6 votes in favor and 0 against.

B. Grant Agreement: Somali American Council of Oregon

DeBey said staff recommends approving the Community Technology Grant Agreement with the Somali American Council of Oregon for a total of \$43,835. The "Transforming Community Through Technology During a Digital Age" project aims to (a) provide local Somali youth opportunities to develop knowledge and skills to thrive, and (b) to ensure that Somali youth have accurate information about tobacco's impacts on health. National research suggests that Somali immigrants and refugees use significantly more tobacco than the overall population; SACOO staff have observed this unsettling trend in the Portland area. SACOO staff plans to engage five cohorts of youth (a total of 65 youth) in three-month sessions where they will learn technical skills in video production as well as the health risks of tobacco use. Youth will be recruited from Somali communities at mosques and local area high schools and will receive a stipend to participate in the training program. Alongside engaging in a social-emotional skills curriculum, they will generate a minimum of six videos designed to help young people understand the risks of tobacco use and tips on how to avoid and/or reduce their current usage. The video content will be broadcast through both Open Signal and MetroEast Community Media and incorporated into a new SACOO program based at David Douglas High School which also seeks to prevent and reduce tobacco usage among Somali teens in that community. In response to Commissioner comment at the January meeting, staff worked with the applicant through the creation of a variety show to clarify and review the submitted project budget. The initial grant request was reduced to only include eligible capital costs. The original grant request included equipment line-items that were not eligible for grant funding.





Commissioner Thomas said the videos produced will have influence way beyond the youth, who will take this back and share the videos and their experiences in the larger community and posited that smoking in the underage demographic is way too high.

MOTION: Commissioner Wagner moved to approve the Community Technology Grant Agreement with the Somali American Council of Oregon for a total of \$43,835. Commissioner Harden seconded.

VOTE: Motion passed with 6 votes in favor and 0 against.

C. Grant Agreement: Black Community of Portland (DOT)

DeBey said staff recommends approving the Community Technology Grant Agreement with the Black Community of Portland for a total of \$34,790. Day One Tech (DOT) operates under fiscal sponsorship of the Black Community of Portland (BCP). The contract will be with BCP in support of Day One Tech's project. Day One Tech staff will be implementing the project and submitting the reporting. The Day One Tech "Variety Show for Culturally Responsive Education and Entertainment" project aims to purchase audio and video recording equipment to implement entry-level video production skills training opportunities for youth and their families in East County. DOT seeks to incorporate video production into their weekly program offerings at the DOT Media Center and in conjunction with a large variety of established community partners including the Portland Boys and Girls Club, REAP, Reynolds School District, Parkrose School District and more. Youth will participate in culturally relevant STEAM-based programs while receiving training on how to create STEAM instructional videos that highlight Black, Brown, and Indigenous talent and creators. Media content will be designed by youth and mentors and include mini documentaries of DOT programs and footage of community in action both in and outside the program. The clips and instructional videos will be edited into a "variety show" format, shared out on social media and broadcast on MetroEast Community Media. DOT anticipates training a minimum of 60 youth and 20 adults to use the video equipment and production and hopes to use this project as a launching pad to establish a regular "kids news network" that will live on indefinitely. Overall, DOT seeks to increase cultural representation on television and provide equitable access to media education (both TV and video production) pathways to communities of color in East County. In response to Commissioner comment at the January meeting, staff worked with the applicant to clarify the types of training and educational content provided as well as which community media center DOT would use to share out content.

MOTION: Commissioner Dennerline moved to approve the Community Technology Grant Agreement with the Black Community of Portland for a total of \$34,790. Commissioner Harden seconded.

VOTE: Motion passed with 6 votes in favor and 0 against.





D. Grant Agreement: NW Alliance for Alternative Media and Education DeBey said staff recommends approving the Community Technology Grant Agreement with the NW Alliance for Alternative Media (NAAME) for a total of \$95,627. The "Keys, Beats, Bars: From Pier to Peers Music Video" Project will provide opportunities for 50 justiceinvolved, at-risk minority youth (ages 14 to 25) who have suffered from several layers of trauma such as displaced family backgrounds, abuse/neglect, drug/alcohol abuse, detention, and incarceration. Youth will have the opportunity to bolster social/emotional skills while learning the technical skills necessary to produce high quality and professional audio and video projects to be shared out online and broadcast on Open Signal. A minimum of 10 produced music videos will feature youth talent and cover diverse musical topics. Keys, Beats, Bars (KBB) plans to recruit youth participants through established community partners such as the Social Justice Action Center, Right 2 Survive, Ascending Flow Youth Organization, and 1 World Chorus. Youth will have the option of participating in field trips to local media maker studios in addition to programming offered onsite at various partner sites. Programming at Ascending Flow will take place onsite as the youth are in foster/DHS custody, for 2 to 4 hours every other week for five weeks. Ultimately, KBB's primary goal is to reduce delinguency and recidivism by building up the strengths of the youth participants through positive social context, self-reflection, and skills-building. The grant request increased by \$18,127 from the initial pre-application due to a more detailed and rigorous research process on the equipment needed to complete the project successfully as well as increased equipment costs due to inflation. NAAME's Keys, Beats, Bars program was a previous MHCRC grant recipient (2019; award amount \$33,874) and met all outcomes of the grant program satisfactorily.

In response to a question from Commissioner Dennerline about the history of their grant awards from MHCRC, DeBey shared that 2019 was the first year for this project, but that NAAME did received an MHCRC grant award for a different project called "Voices of Wisdom: Modern Mythology".

In response to a question from Commissioner Wagner about kinds of success programs like this have, DeBey shared that this program has been operating for at least 4 years and they have many established community partners that have a strong track record of working with formerly incarcerated youth. They set measurable project outcomes in their project application that are included in the full contract, and they did that for their previous grant as well and met those outcomes satisfactorily.

MOTION: Commissioner Goodlow moved to approve the Community Technology Grant Agreement with the NW Alliance for Alternative Media (NAAME) for a total of \$95,627. Commissioner Wagner seconded.

VOTE: Motion passed with 6 votes in favor and 0 against.





DeBey described the community grant process through the rest of the summer and going into autumn and encouraged Commissioners to share the names of any potential grantees who may be eligible to apply in the upcoming grant cycle.

*R2. Election of MHCRC Chair and Vice Chair

Rebecca Gibbons, Strategic Initiatives Program Manager, shared that every year at the June meeting, MHCRC goes through the process to elect the Chair and Vice Chair positions. The process for elections is outlined in Rules of Procedure. Soliciting and collecting nominations prior to the June meeting was a slight shift from previous years. There were two nominations that were received prior to the June meeting: Commissioner Studenmund for the Chair position and Commissioner Dennerline for the Vice Chair position. Both nominees have accepted the nominations. Gibbons opened the floor for oral nominations. Commissioner Thomas stated he forgot to send in his nominations but wholeheartedly agrees with the current slate of nominations. Hearing no oral nominations, nominations were closed. After the close of nominations, the Commission voted by oral motion on the names nominated.

- Chair Studenmund called for a roll call vote for the Chair position.
 - Commissioner Dennerline aye
 - Commissioner Goodlow aye
 - Commissioner Thomas aye
 - Commissioner Wagner aye
 - Commission Harden aye
 - Commissioner Studenmund aye

Commissioner Studenmund was unanimously elected MHCRC Chair for FY2022-2023.

- Chair Studenmund called for a roll call vote for the Vice Chair position.
 - Commissioner Dennerline aye
 - Commissioner Goodlow aye
 - Commissioner Thomas aye
 - Commissioner Wagner aye
 - Commission Harden aye
 - Commissioner Studenmund aye

Commissioner Dennerline was unanimously elected MHCRC Vice Chair for FY2022-2023.

R3. Chair Appointments for Committees & Board Appointments

Chair Studenmund shared that there are three committees and reviewed the Committee objectives before making appointments:





- 1. The MHCRC Finance Committee is assisted by staff Finance Manager Michael Wong. The objectives of the finance committee are to develop the annual commission budget, approve financial statements, the audit, and standard financial tasks.
- 2. The MHCRC Equity and Inclusion Committee works with the community grants, evaluation of current equity practices, propose improvements and equity measures, talk to professional experts, and research best practices.
- 3. The MHCRC Policy and Legislation Committee will keep up with legislation issues, oversee ways to ensure MHCRC protects jurisdictions authorities over rights-of-way, FCC regulations, and annual priorities.

Studenmund appointed Commissioner Thomas as Committee Chair of the Finance Committee and Commissioners Dennerline, Wagner, and the Wood Village representative (vacant) were appointed as committee members.

Studenmund appointed Commissioner Roche as Committee Chair of the Equity and Inclusion Committee and Commissioner Wagner and Commissioner Goodlow were appointed as committee members. Studenmund appointed Commissioner DeGraw as Commission Chair of the Policy and Legislation Committee and herself and the Wood Village representative (vacant) were appointed as committee members.

Studenmund said there are also two board appointees to the community access centers. Studenmund said she is appointing the Portland representatives as the Open Signal Board appointee and asked that they work together to rotate their attendance. Studenmund appointed Commissioner Dennerline as the appointee to the MetroEast Board.

- Staff Updates
 - MHCRC FY2022-23 Budget Approval: Gibbons reported that the FY2022-2023 was approved by all six jurisdictions unanimously either on Consent Agenda or through a presentation. Commissioners and staff received glowing reviews and feedback, along with wholehearted support and strong recognition for the work of the MHCRC on rightof-way way management, cable franchising, and the public benefits that go along with that. Commissioner Dennerline acknowledged and thanked Commissioner Thomas who did a fantastic presentation in Commissioner Dennerline's absence at the City of Fairview City Council.
 - Franchise Renewal: Director Elisabeth Perez reports that progress is being made albeit slowly. They are through many of the major items, the final two bigger issues are the roll off of the I-NET and they are close to finalizing external contracts; the franchise has language that the I-Net must happen, then the City of Portland Bureau of Technology Services (BTS) has a separate side agreement that names the terms of the I-NET. They are close to finalizing the contracts between BTS and Comcast so they can move on to the PEG fee, which is the funding used to make community grants. Currently, the PEG fee is 3% of their gross revenue, and Comcast's initial offer was 1.25%, so they are





looking at ways to compromise. Perez states that they are in a good place in negotiations and hopes to have it resolved in the next couple of months.

- PCC request for channel listings: DeBey shared in Bea Coulter's absence, that PCC is asking to have their access program listing shared on Comcast's channel guide. Staff issued a formal notice to Comcast that it is a requirement under a franchise side letter to provide this service and asked for a timeline be provided to PCC staff as well as MHCRC staff by Friday, June 24, 2022. They received a response from Comcast on June 27th, 2022, that they are working on it and they'll provide an update by June 28, 2022. This is a part of the MHCRC compliance work and staff will continue monitor progress. Perez responded that it should not take this long, and staff will follow up with Comcast. Commissioner Dennerline concurred with Perez. PCC's programs are carried on channel 27. In response to a question from Commissioner Thomas regarding similar requirements under the Ziply franchise, DeBey said she would ask Coulter to review and get back to him.
- 2023 MHCRC Retreat: Gibbons shared that the annual strategic planning retreat is normally held in February. The retreat was unable to occur in 2022, so staff is planning early for February 2023. Gibbons said Commissioners can expect to hear from Ava in regard to locking down a date for the retreat before the September meeting.
- o Subscriber Complaints: MHCRC Executive Assistant, Ava Hansen, shared that since the last update, which was provided at the January 2022 meeting, staff has received 50 calls from subscribers, an average of about 12 calls per month. Hansen notes that April was significantly lower in call volume than February, March, and May. In terms of breakdown of subscriber needs, for the date period of Q3 through nearly the end of Q4, 12% were customer service issue complaints, for instance not being able to reach someone in timely manner or not getting through at all. About 30% are related to billing and service issues. Hansen said there is an uptick in people requesting affordability program access. 20% of calls were related to service quality issues. There were no calls regarding general phone issues. 6% of calls were related to people wanting to find out about cell towers, problems with poles and figuring out how and who to report it to. We have 32% of people just wanting cable/phone customer service, who call the MHCRC phone on their bill, and are confused thinking that that number is Comcast or CenturyLink/Lumen, and not wanting to make a complaint – for instance just making an over-the-phone bill payment or regular account changes. Some of these numbers have gone down since Q1 and Q2, for instance, the first two quarters there were 14% customer services issues and 43% billing and service fee issues. Hansen updated an interim contact, Peter Gose, with CenturyLink/Lumen while they recruit for the position vacated by Samantha Ridderbusch, the contact for escalating subscriber complaints.
- New Business; Commissioner Open Comment
 - Annual Secretary of State Process Update: Plan of Action update provided by Michael Wong, Finance Manager. Wong provided an update that a Plan of Action was provided





to the Secretary of State for the 2021 Audit as required for any deficiencies identified in the audit. Wong said the Plan of Action documents policies and procedures going forward.

- Meeting Schedule: Calendar invites will be sent out after the meeting.
 - July/August: Recess
 - September 19, 2022: Commissioner Goodlow will not be attending this meeting due to planned travel arrangements.
 - o October 17, 2022
 - November: Recess
 - o December 19, 2022
- Committee Reports
 - Finance Committee: No report.
 - Equity Committee: No report.
 - Policy Committee: No report.
 - Open Signal Board Appointee: Rebecca Gibbons states that the board is actively engaged, and they are recruiting for 1 or 2 open board positions. They have started to talk in depth about the requirements under the City of Portland contract with Open Signal and are engaging in conversations about being explicit and intentional in designing services specifically for BIPOC community members.
 - MetroEast Board Appointee: Commissioner Dennerline praised Julie Omelchuck and Rob Brading on leading and educating the new board. Dennerline reported that MetroEast is moving towards a shared leadership model, so they don't have to hire another executive director, similar to Open Signal's leadership model. Dennerline said he supports this model.
- Public Comment: None

MOTION: Commissioner Harden moved to adjourn. Motion seconded by Commissioner Thomas.

VOTE: Motion passed with 6 votes in favor, 0 against.

Adjourned: 8:00 PM by Chair Studenmund.

Respectfully submitted, Ava Hansen, BSW Executive Assistant

