



Mt. Hood Cable Regulatory Commission

Serving Multnomah County and the Cities of Fairview, Gresham, Portland, Troutdale & Wood Village

MT. HOOD CABLE REGULATORY COMMISSION
Hybrid – The Portland Building – Portland, OR
April 23, 2024 Retreat Minutes -- **Approved**

SUMMARY MINUTES

Call to Order: 4:30 PM

Commissioners Present: Julia DeGraw, Scott Harden, Leslie Goodlow, Norm Thomas, Richard Roche, Cherri Wagner, and Jeff Dennerline

Absent: Carol Studenmund (excused)

Staff Present: Seema Kumar, Rebecca Gibbons, Andrew Speer, Laura Dyer, Douglas Imaralu, Rana DeBey, Kevin Block, Eric Engstrom, and Kathleen Lefebvre

Retreat Goals

1. a shared understanding of the responsibilities, challenges, opportunities, and internal and external dynamics impacting the MHCRC,
2. an agreed-upon approach for working with jurisdictions to make decisions related to the future of the MHCRC, and
3. clear direction for commissioners, staff, and consultants to facilitate and undertake an effective strategic planning process.

FY24-25 Goals & Objectives

Rebecca Gibbons led the Commission through a review of the proposed FY 24-25 Commission's Goals and Objectives. The following are proposed changes from the prior year Commission's Goals and Objectives:

- Goal I: Advocate for continued local authority regarding cable franchises and use of the public rights of way by communication providers.
 - Present recommendations to the Jurisdictions on updates to the current IGA.
 - Present recommendations to the Jurisdictions about the future role, authority, and structure of an IGA among the jurisdictions responsive to the changing policy and technology landscape, cable franchising regulatory and funding issues and what's at stake for our communities.
- Goal II: Effectively negotiate and administer cable services franchise agreements to serve member jurisdictions and their residents.
 - Conduct an audit of franchise and PEG fees payments for the past three years.





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- Goal III: Focus the community grants program on key impacts for addressing needs and equity issues identified by the community/stakeholders to guide the financial investment of capital funds in the community.
 - Convene grantees in a shared learning event that builds awareness of the ecosystem of organizations working with video technology and to solicit feedback on the grantmaking process.
- Goal IV: no changes
- Goal V: Lead Commission operations efficiently and effectively
 - Engage in the City of Portland's Charter Reform decision-making process on the placement and structure of the MHCRC staff services within the City of Portland to ensure transparency and continued provision of a high level of service to MHCRC's stakeholders and communities.

Gibbons shares a draft MHCRC 24-25 Goals and Objectives and encourages Commissioners to offer input on Staff's focus for the coming year particularly around Strategic Planning and public policy. The final draft of the 24-25 Goals and Objectives will be presented for approval at the May Regular meeting as part of the budgeting process.

Discussion

Commissioners appreciate the additional language and clarity of all proposed 24-25 MHCRC Goals and Objectives. It was also noted that the discussion during tonight's Executive Session will further inform the MHCRC 24-25 Goals and Objectives. Commissioners highlight the Minnesota bill and if it passes then Goal II has the possibility to be impacted. There was also a reminder that each MHCRC city does have a separate franchise agreement with the cable companies. Chair DeGraw seeks input from the Community Media Centers. Courtney Rae from Open Signal seeks clarification on how the Commission is strategizing around accessing the internet streaming fee. Gibbons noting this can be captured in Goal I with public right of way advocacy around the shift in technology, the regulatory landscape and potential revenue streams. The Commission discusses right of way fees for various providers and the FCC rules and the interplay between jurisdictions and state oversight.

Context Setting – Operating and Fund Budget Forecast, Rebecca Gibbons, Strategic Planning Manager

Following the review and discussion of the MHCRC 24-25 Goals and Objectives, Gibbons shares a PowerPoint to present the Operating and Fund Budget Forecast. It was noted that it is difficult to predict the PEG fee revenue decline. The Commissioners agree that keeping the Community Media Centers fiscally supported is an MHCRC priority.

Context Setting - the IGA & Legal/Policy Framework, Reed Wagner, Managing Partner at NEX Strategies shares a PowerPoint and gives an overview of the Strategic Planning Process Goals, which includes the following: educate the MHCRC jurisdictions about the work of MHCRC; determine the future cable and telecommunication system needs of MHCRC; develop a long-





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term strategy to meet the cable, telecommunications system, and community media needs of the jurisdictions; and create recommendations for a new IGA to govern aforementioned priorities.

Reed shares the current IGA with the group, gives an overview, and guides Commissioners through IGA education and forecasting the possible updates to the current IGA. Commissioners seek clarification if the IGA notes oversight of broadband, and future adjustments. The discussion noted that historically the work of Commission has shifted over the last 20 years.

Context Setting - Commissioner Interview Themes, Reed Wagner, Managing Partner at NEX Strategies shares a PowerPoint to review and highlight the 6 Commissioner interview themes: Theme #1 Strategic Alignment and Clarity; Theme #2: Revenue Streams and Financial Stability; Theme #3 Jurisdiction Engagement and Outreach; Theme #4 External Influences and Opportunities; Theme #5 Advocating for the Public Interest; Theme #6 The Future of Community Media. The Commission discusses and dives deeper into each theme.

Jurisdiction Engagement Strategy – Reed Wagner leads the discussion on how each Commissioner and jurisdiction would like to be engaged during the Strategic Planning efforts and seeks guidance on level of support each Commissioner needs. There was consensus that each Commissioner would like to be involved when discussions are taking place at each their respective jurisdiction.

Adjourn to enter into Executive Session: 7:35 pm-8:20 pm

The MHCRC entered into executive session to consult with the Commission's legal counsel regarding the MHCRC's legal rights and duties regarding franchise renewal, as provided under ORS 192.660(2)(f).

Reconvene: 8:20 pm

Adjourn: 8:21 pm

Respectfully submitted,
Kathleen Lefebvre

