



MT. HOOD CABLE REGULATORY COMMISSION
MetroEast Community Media, Studio A
September 12, 2016 Meeting Minutes -- [APPROVED](#)

SUMMARY MINUTES

MINUTES AS APPROVED AT THE OCTOBER 17, 2016 MHCRC MEETING.

Call to Order: 6:35 pm

- Roll Call

Commissioners present: Carol Studenmund (Chair); Rich Goheen; Leif Hansen (arrived 6:38pm); Sue Dicile; Scott Harden; Mike Bennett; John Branam

Commissioners absent: Norm Thomas

Staff: Ann Goldenberg, Director; Julie Omelchuck, Program Manager; Ben Walters, Legal Counsel; Rebecca Gibbons, Program Coordinator

- Welcome Ann Goldenberg, MHCRC Staff Director
Studenmund welcomed Ann Goldenberg, new MHCRC Director. Studenmund thanks Dicile, Omelchuck and Walters for participating in the hiring process. Goldenberg introduced herself and said she appreciates the vote of confidence that brought her from Florida to Portland for this position. Goldenberg said she has a history working with community access in Florida. Goldenberg said she is inspired and excited by the work of the MHCRC and is looking forward to the future.
- Agenda Review: none.
- Disclosures: Harden disclosed communicating with Marc Farrar regarding a job posting at Comcast.
- Public Comment: John Watson, Gresham resident and community media supporter, said he is extremely thankful for Mary Beth Henry's leadership. Watson also expressed gratitude to Rob Brading, former CEO of MetroEast. Watson said he is excited to work with Marty Jones, new CEO of MetroEast.
- Chair Appointments: Committees and Access Board Positions
Studenmund made Committee and Access Board position appointments in accordance with the chart included in the meeting the packet.
- CONSENT AGENDA

- C1. June 20, 2016 Meeting Minutes
- C2. Community Technology Grant Termination: Holla Foundation
- C3. Community Technology Grant Agreement: Wisdom of the Elders
- C4. Community Technology Grant Cycle Funding Allocation & Pre-Application Deadline

MOTION: Goheen moved to approve the Consent Agenda as presented. Harden seconded.

VOTE: 7-0 passed.

- REGULAR AGENDA

- *R1. MHCRC Evaluation of Staff Services

Studenmund presented the compiled MHCRC FY15-16 evaluation of staff services and recommended the Commission accept the report.

In response to a question from Bennett about opportunities for the Commission to discuss the review with staff, Dicile said the retreat is a good place and time to dig in on issues that need further clarification.

MOTION: Bennett moved to accept the MHCRC Evaluation of Staff Services. Harden seconded.

DISCUSSION: none.

VOTE: 7-0 passed.

- R2. Media Centers Annual Activity Reports - Information Only

- MetroEast Community Media

Marty Jones shared a video featuring 2016 programming highlights. Jones said a MetroEast student film won an award in the White House Student Film Festival. Jones said the prompt for the film was “the world I want to live in”. Jones said the film will be shown at the White House on October 2. Jones reported that the solar panel capital project is complete. Jones said MetroEast should be completely off the grid within a few years. Jones said the long standing MetroEast program *Community Hotline* is nearing its 1000th episode. Jones said he just passed 100 days as MetroEast’s new CEO and said he is pleased and excited to be a community partner on the Digital Equity Plan implementation. Jones said MetroEast is an active partner in the Gresham area Rockwood Rising project, a mixed use public-private development in the Rockwood neighborhood. Jones said MetroEast will take over some space in an empty building at the site and use it to take a more organic approach to meeting the needs of the community. Jones described this as a ‘sandbox approach’ to assessing community needs and testing program/project ideas. Jones said the project is currently called “MetroEast DIY”, a spinoff of “do-it-yourself”, but really referring to *Digital Inclusion and Youth* at Rockwood. Jones said the space will offer a digital lounge for folks who don’t have broadband access at home. Jones said some initial core offerings will include teaming up with the Google fellows at FreeGeek and Multnomah Library to offer mobile labs and adult literacy trainings, citizens in journalism cases, which is a backpack with an iPad and other digital tools that allow the user to capture, edit and tell a story, coding and gaming, etc. Jones listed some potential community organization partnerships in the works.

In response to a comment from Goheen about security at the new site, Jones said staff received advice from the Gresham police about security efforts as the development moves forward.

Branam listed community organizations partnership opportunities: Boys and Girls Club, I Have a Dream, Open School, Friends of the Children, Rosewood Initiative, and Children's Institute demonstration site. Omelchuck noted that a few of these organizations are MHCRC Community Grant recipients.

- **Portland Community Media**

Justen Harn took time to acknowledge Paula Manley, interim CEO, and Bea Coulter, director of operations, at PCM and MHCRC staff. Harn said the team is exceptional and instrumental to PCM's success. Harn reported on high level accomplishments:

- **Budget:** ended the year with a positive balance of a quarter million
- **Services:** expanded services on all levels. In particular, realized an increase in youth served by over 250%. Increased multimedia services and overall production resulting in 391 hours of new programming.
- **Merger:** PCM merged with the Hollywood Theater, which brought with it new staff, new services and additional funding.
- **Facility improvements:** invested in new filmmaker technology and documentary technology, etc.
- **Staffing:** new staff hired include education director, director of programs, director of equity and digital inclusion, and director of strategy development.
- **Annex space:** finalized the design for more efficient use of the space.
- **Equipment:** an expanded equipment library includes more laptops and iPads.
- **Partnerships:** New Spaces Photogray, All Jane Comedy festival, Women in Film, Oregon Media Production Association, Governor's Office of Film and Video, X-Ray TV, Wage Working Collective, Portland Development Commission, etc.
- **Launched a new media arts fellowship.**
- **Embarking on a re-branding for PCM and launching a new website.**
- **Governance:** new mission, new values, position descriptions for all staff, refined the capital planning process and adopted adaptive leadership and adaptive evaluation decision-making.

Harn said PCM is looking to the future and working with the community through extensive community engagement efforts to determine future needs.

Harn shared a music video made in partnership with Open School. Harn said the video was in collaboration with programs offered in partnership with the Hollywood Theater at Open School and Beyoncé's musical director and lead guitarist, Bibi McGill.

- **Staff Activity Reports and Updates**

- CenturyLink noncompliance – Formal Hearing on remedies: Gibbons said staff issued a noncompliance notice to CenturyLink last December for failure to meet the Customer Service Standards for telephone answering time, installation times and appointments met. Gibbons said CenturyLink responded with a draft curative plan. Gibbons said staff and CenturyLink clarified and finalized the curative plan in March of this year. Gibbons said the curative plan afforded CenturyLink, a new entrant in the Portland market, some additional time to get its systems, processes and staffing up to speed. Gibbons said that under the curative plan, CenturyLink was to have cured the violations by the end of 2nd Quarter (June 30). Gibbons said staff received CenturyLink’s 2nd Quarter metrics report in late July. Gibbons said staff was able to confirm that CenturyLink cured the telephone answering metric, but did not meet the standard for installation times or appointments met. Gibbons said the metric was missed by a very small percentage. As a result, and in lieu of proceeding with a formal hearing, Gibbons said staff and CenturyLink have been working on a curative plan agreement to ensure these metrics will meet or exceed the standard going forward. Gibbons said staff is hopeful that the curative plan agreement, which includes incentives as provided under the franchise, will move forward in the form of an Order at the MHCRC’s October meeting. Gibbons said that if staff and CenturyLink are not able to reach agreement this week on a couple remaining details, then a formal hearing will commence at the October meeting to determine appropriate remedies. Staff will remain in close communication with Chair Studenmund on this process.
- Comcast rate increase: Gibbons said formal notice of Comcast’s rate increase is included in the meeting packet along with an Oregonian article. Gibbons drew Commissioner attention to the Broadcast TV and Sports Fee increases in addition to significant to Installation Fees in the Portland and Multnomah County market.
- Access channels HD activation: Gibbons said that when Comcast transitioned its system to an all-digital format it triggered the requirement to carry the access channels in HD. Gibbons said the franchise has a staged approach for activating all eight channels. Gibbons said the first 3 channels were activated soon after the transition a few years ago. Gibbons said enough time has since passed that the remaining 5 channels can be activated all at once. Gibbons said formal notice was sent to Comcast in accordance with the franchise and Comcast has until the end of November to carry and deliver the channels to subscribers in HD.
- FCC proceedings: none
- 2016 Oregon legislative session: none
- Digital Equity Action Plan (DEAP): Omelchuck said monthly Digital Inclusion Network meetings are continuing. Omelchuck said participants used the time to review the plan, share implementation efforts underway and identified gaps in leadership. Omelchuck reminded the Commission of its role in leading several of the action plan efforts.
- TechSmart Initiative: Omelchuck said staff is working with Centennial School District on a project plan. Omelchuck said David Douglas and Parkrose are wrapping up their first project under the initiative. Omelchuck said staff will begin discussion with these districts to develop new project plans. Omelchuck said staff is working with PRE on the first evaluation report.

- NATOA conference: Omelchuck said she and Goldenberg are attending the conference next week.
- Compliance Assistant hiring process update: Omelchuck said Josh Eddings was promoted July 1 to another position within OCT. Omelchuck said staff hopes the new compliance assistant will begin October 1.
- Mary Beth Henry retirement celebration – Sept. 15 3:00-5:00pm, Portland City Hall: Omelchuck reminded Commissioners of Mary Beth’s retirement celebration. Omelchuck said David Olson will MC.
- Other
- Committee Reports
 - Finance Committee: none.
 - Grant Committee: Goheen commented that he is seeing the impact of the MHCRC grant investment through the community use of the Rockwood Library Makerspace. Goheen said it is proving grant money well spent.
 - PCM Board Appointee: Dicile said she attended the meeting and noted the enthusiasm of the Board members was exciting.
 - MetroEast Board Appointee: Jones said Thomas attended the Board retreat.
- New Business; Commissioner Open Comment

- MHCRC Planning Retreat Facilitator

Studenmund reminded Commissioners that staff will be soliciting consultant qualifications and cost estimates for a retreat facilitator. Studenmund said staff is researching diverse facilitators in the Portland area and welcomes suggestions from Commissioners. Studenmund said she will consult with staff to review responses and select a facilitator. Studenmund said the facilitator work is at a total dollar amount that does not require a contract under City of Portland purchasing rules, therefore, the Commission will not see a contract for approval.

In response to a comment from Branam, Omelchuck said that staff discussed with Paula Manley her role in past retreats and her current role as the consultant to the MHCRC on the visioning process. Omelchuck said that Manley will likely play a role in the retreat as the lead presenter of the vision process, therefore, would not be a good fit to facilitate the retreat overall.

In response to a question from Bennett about qualifications, Dicile said content knowledge is probably not required.

- Alliance for Community Media Conference

Dicile reported out on her conference takeaways. Dicile said the conference workshop structure allowed for deep, meaningful discussion. Dicile said she attended workshops that focused on digital equity and youth access. Dicile referred to a Pew research study that suggested residential broadband is declining while mobile access is increasing. Dicile said she

came away reminded of the great working being done here locally and noted that Portland and the Jurisdictions, through the leadership of the MHCRC and staff, are ahead of the curve.

In response to Branam expressing interest in attending the conference next year, Jones said the conference will be in Minneapolis.

Branam said he is attending a meeting on October 25 led by Chair Kafoury on the future of our libraries. Branam said there are some working committees that are taking place prior to the meeting on the 25th. Branam suggested this might be a good opportunity to learn and collaborate on future planning.

Dicile recommended that Commissioners listen to the audio recording of the conference keynote speaker, John Nichols. Dicile said she found the presentation informative.

Jones reported that Rob Brading won the 2016 Alliance for Community Media's Buske Award for his service to the field.

Studenmund reviewed the meeting schedule.

- Franchisee Activity Report

Comcast: Marc Farrar said Comcast's Internet Essentials program expanded eligibility to include any family that is a participant in a HUD related housing program. Farrar said Comcast's X1 and home security subscribers can view a live feed on their TVs. Farrar said Comcast partnered with Tools for Schools and packed and distributed 600 backpacks to students at Faubion and Caesar Chavez schools.

In response to a question from Studenmund about promotion of the Internet Essentials expansion, Farrar said Comcast is in close contact with the Housing Authority.

CenturyLink: Karen Stewart said CenturyLink is continuing to support and advertise its retail stores as an effective avenue for working with customers that have concerns and problems. Stewart said CenturyLink continues to promote its Internet Basics program. Stewart said Internet Basics is not available to existing customers, therefore CenturyLink is trying new ways to reach customers before they sign up for more expensive services. Stewart said CenturyLink is successfully working in partnership with City and contractors to keep fiber deployment going through the summer.

- PEG Provider Activity Report

MetroEast: none.

PCM: none.

- Public Comment: none.
- Adjourn: 8:24pm

Respectfully submitted,

Rebecca Gibbons
Program Coordinator