

MT. HOOD CABLE REGULATORY COMMISSION  
MetroEast Community Media  
January 22, 2018 Meeting Minutes - Draft

### Summary Minutes

THESE MINUTES ARE UNOFFICIAL UNTIL APPROVED BY THE COMMISSION AT A SUBSEQUENT MEETING. PLEASE REFER TO SUBSEQUENT MINUTES FOR APPROVAL OR CHANGES

Call to order: 6:31pm

- Roll Call  
Commissioners present: Leif Hansen (Chair), Carol Studenmund, Scott Harden, Rich Goheen

Commissioners Absent: Mike Bennett, Norm Thomas, Sue Dicile

Staff in Attendance: Ann Goldenberg, Staff Director; Julie Omelchuck, Program Manager; Rebecca Gibbons, Program Coordinator; Scott Ellertson, Program Coordinator; Lexi Meek, Management Assistant; Tyler Dice, Assistant Program Specialist; Ben Walters, Legal Counsel; Maja Haium, Legal Counsel

- Agenda Review: Hansen stated this was Walters' last meeting as the MHCRC's legal counsel as he was retiring from the City of Portland after over 30 years. Commissioners thanked Walters for his years of committed service and sound legal advice to the MHCRC and welcomed Maja Haium as the Commission's new legal counsel.
- Disclosures: None
- Public Comment (non- agenda items): None
- **\*CONSENT AGENDA – NO DISCUSSION**

C1. December 18, 2017 Meeting Minutes

**Motion:** Harden moved to approve the consent agenda, Studenmund seconded.

**Vote:** 4-0 passed

- **REGULAR AGENDA**

\*R1. Preliminary Funding Decisions on the 2018 Community Technology Grant Pre-Applications.

Gibbons reviewed the pre-application process. She explained Commissioners would be deciding tonight which applicants would move to the next phase of the grant application process. She encouraged Commissioners to raise questions and issues. Gibbons said the Commission has approximately \$1 million to grant this fiscal year. Hansen stated that staff will review and clarify any comments or questions with the applicants who move to the next phase. He also asked that the Commission not engage with the audience, since a few of the applicants were in attendance. Hansen suggested moving forward the pre-

applications for which a majority of Commissioners indicated support, referring to a compilation summary of suites that was handed out.

**Motion:** Goheen moved to advance the Community Technology Grant pre-applications for: Portland Community College in the amount of \$33,740; Open Signal in the amount of \$126,840; NW Music in the amount of \$15,000; APANO in the amount of \$42,250; and IFARA in the amount of \$167,831 – for a total of \$385,661; Studenmund seconded.

Studenmund noted how impressed she was with this group of applicants for their ability to work with schools. Hansen added that he was impressed by IFARA and its health focused proposal.

**Vote:** 4-0 passed

Hansen opened discussion on NW Documentary grant pre-application. Commissioners agreed that the pre-application lacked clarity, pertaining to the grant project community benefit and numbers of students for camps. Hansen questioned NW Documentary's need for Virtual Reality (VR) equipment, its staying power, and the added value. In response to Hansen's comment, Studenmund said that even if the equipment has a three-year shelf life, people are using it now and the grant program needs to adapt. Hansen's hesitation is that he hasn't seen many media players using VR equipment, which leads him to believe this type of equipment isn't well adopted or received now.

**Motion:** Studenmund moved to advance the Community Technology Grant pre-application for NW Documentary in the amount of \$46,200. Hansen seconded.

**Vote:** 4-0 passed

**Motion:** Studenmund moved to advance the Community Technology Grant pre-application for Pacific Northwest College of Art in the amount of \$125,000. Harden seconded.

**Vote:** 3-1. Goheen voted nay. Motion passed

Hansen opened comments for the 1 World Chorus pre-application and stated he did not support this project because it did not effectively communicate a measure of success. He also wondered about not leveraging Open Signal, given the dollar amount of the grant. Studenmund mentioned that it could be a sign of Open Signal's success, resulting in limited open studio time. Commissioners agreed that the pre-application needed clarity for the equipment, the budget, and the evaluation criteria. Commissioners also expressed concerns about the short timeline for project completion.

**Motion:** Harden moved to advance the Community Technology Grant pre-application for 1 World Chorus in the amount of \$89,012. Studenmund seconded.

**Vote:** 3-1. Goheen voted nay. Motion passed

Hansen opened comments for MetroEast Community Media grant pre-application. Hansen believed the tech component was like NW Documentary, however, the amount being requested is significantly more and raises concerns. The pre-application wasn't structured around the objective and didn't specifically discuss leveraging the technology around skill-building. Harden noted it was a large amount of money to request, for an initial pilot of 45 students, with not enough detail to understand the cost. Studenmund stated she was unclear how the final evaluation would be completed. She was interested in the plan to develop a school-to-career STEM pipeline. Goheen stated that he would like MetroEast to use the grant money in a broader way. Studenmund suggested moving it forward and requesting staff gather additional information. Harden asked if the pre-application is advanced, when would the Commission weigh in again. Gibbons stated that staff works with the applicant, and if MetroEast and MHCRC staff aren't able to agree on the level of detail needed, staff will not bring a grant contract to the Commission for consideration. Hansen suggested not moving it forward and encouraging the applicant to reapply next

year. Omelchuck stated the grantmaking is a two-step process. This phase is a “do you like the project”; if so, it’s moved forward, and staff will work with the applicant to gather more details for full application.

Hansen called for a motion; hearing none, he opened discussion on The Circus Project grant pre-application. No Commissioners expressed support for the project.

**\*R2. Annual Commission Retreat Goals**

Hansen recapped the process for developing the retreat goals.

**Motion:** Studenmund moved to adopt the goals for the upcoming Commission retreat. Harden Seconded.

**Vote:** 4-0 passed

**\*R3. Frontier Franchise Fee Review – Portland Revenue Division Service Agreement**

Goldenberg stated staff wants to initiate a five-year audit of Frontier’s Franchise Fee and PEG/I-Net Fees. The last time the MHCRC conducted an audit was in 2012. The Portland Revenue Division conducted the 2012 audit, and that three-year audit cost \$5,000. This would be a five-year audit for \$7,500.

**Motion:** Studenmund moved to authorize the MHCRC Staff Director to enter into a service agreement with the City of Portland Revenue Division in the amount of \$7,500 to perform a review of Frontier’s Franchise Fee and PEG/I-Net Fee payments for the period of January 1, 2013, to December 31, 2017. Goheen seconded.

**Vote:** 4-0 passed

**\*R4. Open Signal FY18-19 Potential Operations Funding Reduction**

Omelchuck stated that, as a result of the City of Portland’s budget process, Open Signal has been directed to provide a reduction request for FY18-19 in the amount of \$288,018 - a 31% reduction in operations funding from the City. Open Signal is actively discussing the issue with the Portland Mayor’s and Council member offices. Staff asked the Commission to consider a letter of support for Open Signal from the Commission, stating our objection to this amount of a reduction. Commissioners discussed additional courses of action. Hansen said he will keep Commissioners informed and take opportunities as they arise.

**Motion:** Harden moved to authorize the Chair to sign a letter of support for Open Signal to Portland’s Mayor and Council members objecting to a potential \$288,018 reduction to Open Signal’s FY18-19 operations funding from the City of Portland. Studenmund seconded.

**Vote:** 4-0 passed

• **Staff Activity Reports and Updates**

• **FCC/Federal/State public policy updates**

Goldenberg stated that the Oregon Attorney General has joined 20 other Attorneys General nationwide to sue the FCC regarding its repeal of Net Neutrality rules.

• **Digital Inclusion Week and Summit**

Gibbons stated that Digital Inclusion Week, May 7-11, is led by the National Digital Inclusion Alliance. Throughout the week, organizations showcase their work and design activities geared towards digital inclusion. Gibbons stated she is working with MetroEast and Open Signal to coordinate events during this week. She is also coordinating with the Mayor’s office to have the Mayor read a proclamation. Gibbons stated that one of the Digital Equity Action Plan activities is to host a summit. She is working with Multnomah County to host the Digital Inclusion Summit on May 10. The theme is Economic Opportunity, and it will be a time to share opportunities, network, and identity barriers to digital equity.

• **TechSmart Initiative**

Omelchuck stated that she is working with Centennial School District on its first TechSmart grant project plan. David Douglas School District is eligible for a second round of funding. The PRE evaluation report is almost finalized and, based on the retreat goals, the Commission will have a presentation at the retreat. Next fiscal year, PRE will produce a “making meaning” report, which will weave together student learning data and longer-term data. In addition to PRE’s evaluation report, staff would like to produce a more digestible report for a broader audience. Omelchuck is working to include funding in the FY18-19 budget for a video and other storytelling tools to include in the report.

- FY18-19 Budget Process/Information

Omelchuck stated that the Commission is facing a possible 5% reduction from current service level funding from the City of Portland for FY18-19 budget. She is waiting on amounts from the City for internal services. Based on those, she will be able to determine whether the Finance Committee needs to discuss a reduction for the Commission’s budget. Otherwise, she hopes to have a draft budget to the Finance Committee by the end of March. In response to a question from Harden, Omelchuck stated that operations funding from the City is different for the Commission and Open Signal. Open Signal’s grant agreement is between Open Signal and the City and goes through the Portland Office for Community Technology, whereas the City’s funding for MHCRC is a Special Appropriation under the IGA among the member jurisdictions.

- Community Media Grant Agreement Renewals

Omelchuck stated that staff is in process to renew the Open Signal and MetroEast grant agreements. With regard to Open Signal, staff is working with Open Signal and Portland city staff on renewal terms. The MetroEast grant agreement is made between the Commission and MetroEast. In response to a question from Harden, Omelchuck stated that the Commission will consider a recommendation to Portland City Council for the Open Signal’s operations funding agreement at the May Commission meeting, and will discuss MetroEast terms for agreement approval in June. In response to a question from Hansen, Omelchuck said specific engagement of the MHCRC appointees to the media center Boards will be discussed at the retreat.

- 2017 Year-End Complaint report

Ellertson reviewed the 2017 Year-End Complaint report contained in the meeting packet. He noted the reduction in complaints from 2016, even though the volume was in line with prior years.

- Other

CenturyLink and Comcast provided notice of their increase in cable tv package rates.

- Committee Reports

- Finance Committee-Hansen appointed Goheen as Finance Committee chair until Thomas returns to town.
- Grant Committee-None
- Community Ascertainment Committee-None
- Open Signal Board Appointee-None
- MetroEast Board Appointee-None

- New business: Commissioner Open Comment

Goheen complimented Gibbons for the high-quality work on the Community Technology Grants and is appreciative of the time it takes to work with multiple applicants.

Meeting Schedule:

February 24 – Annual Planning Retreat

March 19 – Open Signal

April – Recess

May 21 – MetroEast

June 18 – Open Signal

July/August – Recess

- Franchisee Activity Report
  - Comcast

Marc Farrar, Comcast, handed out and discussed an economic impact report produced by ECONorthwest. This study highlighted Comcast's 2016 impact in Oregon. Comcast will have 50 Channels of Winter Olympics coverage.
  - CenturyLink: none
  - Frontier

Steven Sandman, Frontier, said Frontier has a new four-year contract with its union and is continuing to increase local staffing. Frontier recently added three FIOS technicians in the Gresham area, and also introduced a FIOS TV app, through which customers can access customer service.

Reliance Connects: None
  
- PEG Provider Activity Report
  - MetroEast Community Media

Marty Jones, MetroEast, said MetroEast is planning to spend its capital funds, carried over from previous fiscal years, on updating 7-10-year-old technology. Marty noted the addition of new staff and the success of MetroEast's work in Rockwood including a one-year anniversary of the program, having served over 400 people. MetroEast has been elected nonprofit of the year by the Gresham Chamber of Commerce. Marty shared a complimentary letter from the Mayor of Gresham.
  
  - Open Signal

Justen Harn, Open Signal, highlighted raising \$5,000 from 100 individual donors. Open Signal is actively involved with the Portland City Council regarding FY18-19 funding. Open Signal is presenting its annual report at Portland Council on February 14. Harn reviewed technology upgrades. Open Signal is hosting the Alliance for Community Media NW conference on April 27 and 28.
  
- Public Comment: none

Adjourn: 8:35