



MT. HOOD CABLE REGULATORY COMMISSION
Remotely Meeting via phone or computer – Portland OR
January 25, 2021 Meeting Minutes -- APPROVED

SUMMARY MINUTES

Call to Order: 6:31 pm

- Roll Call

Commissioners present: Commissioner Roche, Commissioner Dennerline, Commissioner McIntire, Vice Chair Harden, and Chair Studenmund.

Commissioners absent: Commissioner Murphy, Commissioner Thomas.

Staff: Elisabeth Perez, Interim Director; Rana DeBey, Community Grants Manager; Michael Wong, Finance Manager; Cinthia Diaz Calvo, Admin Specialist.

- Agenda Review
- Disclosures: none.
- Public Comment: none.
- CONSENT AGENDA

*C1. December 21, 2020 Meeting Minutes

MOTION: Roche moved to approve the Consent Agenda as presented. Dennerline seconded.

VOTE: 5-0

REGULAR AGENDA

R1. Media Centers Annual Activity Reports

Rebecca Burrell, Director of Strategy with Open Signal shared the highlights of 2020 which include the following:

- In January, Open Signal had their planning event in which they focused on working with the community to determine how to meet the organization's equity needs through their 5-year strategic planning.
- In February, Open Signal resumed their standard public hours, as well as classes and they hosted a public event as part of the Portland Metro Live Festival. Open Signal also onboarded six new fellows.

- In March, Open Signal closed indefinitely due to COVID-19. During the closure, Open Signal began to deliver remote production online, managing city council meeting online. Open Signal also shipped production equipment to Producer's homes and later on in the year they opened for producers to use the studio by appointment only.
- Open Signal launched an application that support long-term equipment check out.
- In April, Open Signal began to offer free online classes in collaboration with MetroEast.
- In June, Open Signal completed the program remotely at the correctional facility located in Woodburn OR. They held a really successful online screening and Q&A session, which was featured on the OPB Radio and the Willamette week.
- In August, Open Signal unveiled their online network which now streams their cable channels for the very first time. They also collaborated with PNCA in the making of the bumper stickers.
- In September, Open Signal had their Art Exhibition featuring the work of Laura Medina, one of their fellows. She created an interactive downloadable game.
- In November, Open Signal opened an application for a new project-based media which includes training and production support as a way to provide limited in-person education. This support is meant to be for media makers that identify as BIPOC, disabled, low-income, or English language learners as well as non-profit organizations.
- They created a series of YouTube videos, outlining ways in which they have handled COVID-19.

Successes include:

- Supported Portland Mayoral candidate forums for the Urban League and the Portland African American Leadership forum as well as production for the Albina Vision Trust and the Juneteenth live stream event. Open Signal also worked with the MHCRC to create the film about digital inclusion.
- Open Signal created Our Stories Our Lives, which is a crowd supported emergency fund for black media makers.
- Served as an assistance center for the 2020 Census.
- In June, staff member, KatMeow Garcia received the Jewel Ryan White award for cultural diversity from the Alliance for Community Media.

Challenges include:

- Open Signal's production revenue decreased significantly.
- Open Signal had to cancel their line events due to the pandemic.
- One of their clients filed for bankruptcy.
- They lost major business sponsorships and membership revenue decreased.
- Open Signal received two PPP loans.
- Received emergency fund from the Oregon Cultural Trust, Oregon Cares Fund and Oregon Community Foundation as well as new project-based grants from Metro, Memorial Trust and the Academy of Motion Pictures of Arts and Sciences.
- Open Signal faced 6 layoffs, of which they were able to hire one back.
- Content submission to their cable channel also decreased.

Lastly, Open Signal lost their Executive Director, but are happy with their shared leadership, which feels like a positive change. Open Signal continues to work on strengthening their leadership structure.

Burrell shared one of those YouTube videos. This video features Rebecca Alamo Gonzalez. Link: <https://www.youtube.com/watch?v=U39M6EzsCS4>

Tomi Douglas, Executive Director with MetroEast began by sharing their organization's mission statement – MetroEast uses media to invigorate civic engagement, inspire diverse voices, and strengthen community life. They offer high-quality, low-cost media training to the public, as well as media support to schools, government, and non-profit organizations.

MetroEast kicked off their year with their strategic planning process, to look at what the next 3-5 years would look like. They worked to lessen the digital gap in their community and offer equipment, training, classes, and opportunities to engage with relevant media technology.

MetroEast figured out a way to do remote broadcasting and move all their consumer services online. These services include classes and workshops that had great in-person turn out and proved to be even more successful after moving them online. MetroEast learned that the more they can provide online, the more inclusive they will be. In regard to education, MetroEast was looking forward to their summer program and their partnership with Portland Parks and Recreations but those were cancelled due to COVID-19.

MetroEast was not able to receive a second PPP loan because their losses didn't exceed 25%, however they were able to do raise \$280,000 from various nonprofits in the community during their online telethon fundraiser productions.

Douglas shared MetroEast's strategic framework for the future. Strategic framework for 2021-2025 include the following:

1. Serve the Community
 - a. Listening sessions and feedback loops which will include casual and signature events that create new points of entry.
 - b. Develop a strategic approach to pro bono support of community projects.
 - c. Curate a diverse group of deep and authentic partnership with community organizations, government, and education.
2. Balance the Budget
 - a. Increase contributed income.
 - b. Keep overhead and budget growth in check.
 - c. Consider automation, partnerships, and contractors before adding FTE.
 - d. Prioritize facility and program capital expenses and projects.
3. Enrich East County
 - a. Elevate voices of east county media makers and producers.
 - b. Support local small business internally and in our content.
 - c. Support social justice and antiracism efforts in our community.
 - d. Be a place of gather and community building, a "third place" for community to connect.
4. 2021 Goals
 - a. COVID recovery and full PPP refund.
 - b. Payroll tax credit.
 - c. Complete Scheduling project

- d. Complete Millie – Mobile Unit
- e. Refinance the building and start a studio kitchen project.
- f. Rebuild board and committee with more diversity.
- g. Grow education classes and programs.
- h. Develop an annual repeating signature event for MetroEast
- i. Develop and effective marketing campaign for production department.

MetroEast staff hopes to be the ones to create the Marion Memorial Foundation’s annual year-end video for 2021.

Chair Studenmund appreciated Douglas and Burrell for their presentations and applauded the work of both organizations. Vice Chair Harden appreciated that Douglas is already laying out the groundwork for the East County Foodies.

***R2. Community Technology Grant Cycle - Preliminary Funding Decisions**

Prior to moving forward with reviewing the applications, DeBey reviewed the grants application process. DeBey said that the MHCRC will determine which applications will move forward to complete a full application. Applicants will be notified of their status by February 1st. If applicants are invited to submit a full application, staff will work with applicants to address remaining questions or points of clarification. Completed applications will then be brought back to the Commission for consideration and approval. Staff will continue to work with applicants to ensure that the project narrative is clear and concise and that the budget includes eligible capital costs, which support project goals and outcomes – this means technology related to the production of video content for our Community Media Center partners. Commissioners decide which pre-applications will move forward in the process based on our published eligibility criteria which include our published equity indicators. All eligibility criteria are found in the MHCRC website. Any conflicts of interests should be disclosed during this meeting. There is \$900,000 in the fiscal year budget allocated for the Community Technology Grants program. An additional amount of dollars (\$800,000) was included in our Community Grants contingency line item. Members of the Equity Committee have voiced their support for funding projects in addition to the \$900,000 allocated, assuming the projects meet the published eligibility criteria. If tonight the MHCRC decides to fund projects in addition to the \$900,000, then the commission will need to approve using the funds from the Community Grants contingency at the time of contract approval. Contract approvals will take place at the Spring MHCRC meetings.

Chair Studenmund reported that several applications received 6 votes to move forward.

MOTION: Harden moved to approve moving forward with the applicants that received six votes. These applicants are 1 World Chorus, CETI, David Douglas School District, Growing Gardens, National Alliance for Filipino Concerns, Flying Focus Video Collective, OMSI, Portland State University - College of the Arts, Self Enhancement, Inc., and The Old Church. McIntire seconded.

VOTE: 5-0

Chair Studenmund suggested moving forward the other applications that were scored 5 points. Commissioner McIntire asking if there will be a chance for reconsidering the

selections in the future. Chair Studenmund confirmed and explained that there may be applications that withdraw their application.

For the NW Documentary application, the commission agreed that they would like to see a more detail about section on reducing disparities. Commissioners would also like to see more clarity on how they will include the community.

MOTION: Harden moved to approve moving forward with the applicants that received five votes. These applicants are Easterseals Oregon, NE STEAM Coalition, Northwest Alliance for Alternative Media and Education (NAAME), and NW Documentary. Dennerline seconded.

VOTE: 5-0

Easterseals applied, and the commission asked for clarity on the type of technology they were applying for, which may or may not qualify for the funding. Easter Seals confirmed that the grant ask was largely for individual computer devices for their participants in the program and the contractual line item was for a videographer who would come with their own equipment to film some of the instructional videos. DeBey said those expenses are not eligible for grant funding. Staff recommends that application does not move forward at this time, but staff would still reach out to Easter Seals to discuss their strengths of their project and how they might apply for funding in the future. It's possible that the organization could move forward in the grant process with a much reduced ask and revised project budget.

Rockwood Playhouse, which is East Metro Arts, Community and Culture

Vice Chair Harden and Commissioner Roche scored this application, similarly, noting that their message and target beneficiaries were vague. Studenmund suggested moving it forward and work with staff. Commissioner McIntire supported moving this application forward and she would like to see more specifics on their target beneficiaries and performance indicators.

MOTION: Dennerline moved to approve moving East Metro Arts, Community & Culture (EMACC) forward to the next round of potential funding. Roche seconded.

VOTE: 5-0

Ecology and Classrooms Outdoors

Chair Studenmund said they have a noble concept of food and POC, growing food as a community. Vice Chair Harden noted they left out speaking about climate change. He added that the organization also left out demographics of the children that they will be serving. Vice Chair Harden also noted the number of children of 150,000 they will be serving exceed the number of children in in all the Multnomah County school districts – will this grant funding benefit people outside of our sphere of influence? He wondered if the organization will be building stories that can be broadcasted and shared or is it looking to build a

campus with this grant. Vice Chair Harden also noted the organization had no equity goals. If moved forward the commissioner would ask the organization to narrow down and define their numbers and clarify personnel costs, which seems high at the moment.

There was a lack of motion to approve moving Ecology and Classrooms Outdoors forward.

Friends of the Children

The application presents a heavy component around video editing and involvement of youth, i.e. 140 iPads to the youth in their programs. The commission would like clarification on how the iPads will be used because that will determine if they are eligible for funding. They have matching funds and grant funds. Their budget is large – their mentors are all paid. Commissioner Dennerline got the impression this grant ask was more to replace technology at the end of their life. Commissioner Roche thinks is a great organization that does great work. DeBey suggested the application needs to be more robust with deliverables. She added that what drives their interest is the youth's interest in video editing and production.

MOTION: Harden moved to approve moving No Matter What Digital Inclusion Education Access for all for Friends of the Children forward to the next round. McIntire seconded.

DISCUSSION: Narrow down demographics and elaborate on how the equipment will be used.

VOTE: 5-0

The Circus Project

Commissioner Dennerline appreciates that they finetuned their application, and he noted that it would be difficult for the applicant to utilize existing access centers such as MetroEast and Open Signal. Vice Chair Harden said the applicant now spoke about their mission and that they reached out to 1,800 youth. Commissioner McIntire noted it's not always about making jobs and film, but more about engagement and doing things that will build confidence in youth. She added that the same goes with handing out laptops – if they are learning the technology, its value-added to the future of their lives.

MOTION: Dennerline moved to approve moving forward with The Circus Project to the next round of funding. Harden seconded.

DISCUSSION: Vice Chair Harden mentioned that Commissioner McIntire is right about the confidence. Chair Studenmund asked about the impact evaluation to which DeBey responded that one of the design questions include what change has been generated in the community that can be measured.

VOTE: 5-0

*R3. MHCRC Planning Retreat Goals

Perez said that the annual retreat is coming up and the staff has decided to work with Martha Pellegrino, Brava Point LLC. Pellegrino has reached out to staff and commissioners and from the conversations she has already had, she put together the following proposed goals:

- Deepen relationships on the Commission and with staff
- Set the vision and programmatic direction for the Commission in 2021
- Finalize the budget for 2021-2022
- Deepen the Commission's commitment to equity in operations and programming
- Have fun!

Studenmund asked about the work depth around the budget to which Perez clarified it was high level budget. The commissioner will be looking at priorities for the following year.

Vice Chair Harden said he has a Wood Village session on the February 27th, which will make it challenging for him that day. Perez suggested that the retreat can also take place in one weekend on Saturday and Sunday. There was consensus in the commission to hold the retreat on consecutive dates and Sundays can be included in the options.

Perez and Diaz Calvo will work on a doodle poll.

MOTION: Dennerline moved to approve the proposed goals for the MHCRC Planning Retreat. Roche seconded.

VOTE: 5-0

- Staff Updates: Perez mentioned that the Office for Community Technology got reassigned to Commissioner Rubio, who is a champion for digital equity. Perez noted that Martha Pellegrino, the facilitator for the retreat, is still available for check ins, and she encouraged commissioners to meet and discuss.
- Newsletter Review
- Other
- Committee Reports
 - Open Signal Board Appointee: nothing to report.
 - MetroEast Board Appointee: nothing to report.
- New Business; Commissioner Open Comment: Vice Chair Harden was hopeful about Wood Village joining the school's capstone, but they were declined. Perez shared Julie Omelchuck's suggestion to move the March MHCRC meeting back a week. There was general consensus among the commission to move the meeting to the last week in March.
- Meeting Schedule:
 - February - tentative retreat

March 29 – Remotely
April – Recess
May 17 – Remotely
June 21 – Remotely

- Franchisee Activity Report
 - Zply – not present.
 - Comcast – Tim Goodman, Government Affairs with Comcast. Internet Essentials Program continues to grow and will be upgraded soon. Comcast is investing in the Film Festival. Looking forward to working with OCT staff on the renewal. Regarding Lift Zones installations – Comcast is looking at East County, but Goodman will confirm at the next MHCRC meeting. Commissioner McIntire asked how many people are utilizing the Lift Zones in the community centers. Goodman will have that information at the next MHCRC meeting.
- Public Comment: none.
- Adjourn: 8:18 pm

Respectfully submitted by:
Cinthia Diaz Calvo, Administrative Specialist