

MINUTES OF THE CABLE COMMUNICATIONS COMMISSION
Monday - June 10, 1996 - 7:00 p.m.
PROVIDENCE NEWBERG HOSPITAL
501 Villa Road
Newberg, Oregon 97132

MEMBERS PRESENT:

Jim Morrison, Chairman
Mona Harper, Member

Jack Eichhorn, Member
Scott Headley, Member

ABSENT: Juan Palacios
Bryan Lynch

Peggy Hall
MaryAnn Mitchell

STAFF: Terrence D. Mahr, City Attorney

OTHERS

PRESENT: Katherine McEneaney, TCI
Thomas Coulter, TCI
Warren Koch, George Fox University

Reuben Contreras, TCI

I. Approval of May 13, 1996 Minutes

Chairman Morrison asked for any corrections to the minutes of the May 13, 1996 meeting. There were no corrections. Chairman Morrison declared that the minutes passed.

II. Budget Update

1. Purchase of Studio Tape Stock - Availability for programming use

The budget was reviewed by the Commission. At last month's meeting, there was a discussion on the amount of video tapes being purchased. An update was provided on purchases and stock.

Mr. Thomas Coulter discussed that he would like to have tapes available in order to give them to citizens when they were taping programs such as sports or other programs. The policy of the Commission had been to have tapes available for community programming at the studio. This policy could be changed if the funds could be made available out of the budget. Purchase of video tape stock was approved.

III. Networking with Other Cities/Cable Commissions/Public

1. Attendance at May 30, 1996 McMinnville Cable Commission meeting

Chairman Morrison and Terry Mahr reported that they had appeared at the May 30th McMinnville Cable Commission meeting to report on networking with McMinnville for renewal of our franchise. TCI had indicated that they would be willing to give Newberg a one year extension

on the franchise so that the Newberg franchise and the McMinnville franchise could be renewed at the same time. There was a discussion with the McMinnville Cable Commission concerning having a joint effort. An outline of the May 30th presentation is attached to the minutes. Both McMinnville and Newberg City Councils have tentatively indicated that they would be willing for the cities to work together. There will be planned in the near future a meeting of a committee composed of McMinnville Cable Commission and the Newberg Cable Commission to interview consultants concerning renewal of the franchise.

2. Oregon Telecommunications Forum Council (May 30th Conference - video tape)

The forum would be shown on the cable access channel. An agenda of the Telecommunications Task Force is attached. The public was welcome to attend.

IV. Continued Business:

1. Channel 9 - Local Access - Update - Studio Use

Mr. Coulter reported that programming has increased on the local access channel (Channel 9). He also presented the TCI programming schedule which is attached. The Commission reviewed the programming. The recent presentations concerning the initiative measures was thought to be interesting.

A candidate's forum for the election in November was discussed. A format could be used similar to the discussions and town hall type meetings used in the initiative measures. Terry Mahr indicated that he thought the staff could help in organizing the forms, as long as it was open to all candidates. He would work with Chairman Morrison or whoever wanted to help out, to try and get this forum organized. The main concern was getting enough volunteers to work the cameras.

Mr. Coulter said that he would be glad to work with the Commission. He needed as much advance notice as possible. Volunteers would be needed to work the cameras and a training session could be scheduled. Scott Headley had helped on other programs and his son had helped on other programming. He might be available depending upon the meeting schedule.

2. Updates with TCI

Ms. McEneaney reported that things seemed to be running smoothly. She would have in the near future some announcements concerning programs.

3. Sponsorship/Commercials

There was a discussion concerning whether the use of commercial or sponsorship spots on Channel 9 was appropriate. Some of the George Fox University videos did have "plugs" for businesses that had donated money to help their video. It was done similar to public television announcements. There was some concern that there needed to be a policy or other procedure on what the limits would be on this type of programming.

Mr. Warren Koch, Assistant Professor of Video Productions, George Fox University, indicated that they needed some guidelines. He thought that it was appropriate when people

were donating money to help with the videos to say something about the donation. They could live with whatever they decided. They weren't looking for profit commercials. The Commission said that they would work on it and formulate a policy. Chairman Morrison indicated that the members should consider the sponsorship vs. commercial avenue and the way public television handles commercial messages.

4. Survey

There was a discussion of the community survey to find community need and interest. Chairman Morrison said that ought to be done so they could find out what the public wants in their new cable system.

Ms. McEneaney indicated that they did a quarterly survey with gallop polls. However, upon her checking with them, they would not be able to add some individual questions specifically for Yamhill County. She had checked with the Gallop Poll representatives and this could not be done since the questions and surveys were made up nationally.

5. Telecommunications Act Conference (July 15-16, 1996).

Terry Mahr indicated that he would be attending the Telecommunications Act Conference in Portland, Oregon. He would welcome any Commissioners to go along with him and if so interested, they should contact him so he could register them. Just call his office and he would be glad to go over this with them.

6. Governmental Activity (Program v. Meetings)

It was discussed that now that the Commission was approaching the end of the 1995-96 fiscal year, the Commission reviewed the budget balance. The Commission spent almost all of the \$5,000 per year filming City Council, Planning Commission, School District and Chehalem Park & Recreation (CPRD) meetings held in the City of Newberg. There was discussion at other meetings concerning high school video "newscasts", providing grants for interested persons to do video taping and other activities.

Questions arose where the franchise fee was spent. Terry Mahr related that the franchise fee went directly into the City's General Fund and was not "ear marked" for any certain purpose. The \$5,000 received from TCI for the Cable Communications Commission is over and above the franchise fee.

It was suggested that the entities (City, School and CPRD) could provide some funding for the video taping of their meetings. Chairman Morrison suggested contacting them to see if they wished to split it, or pay for it. Terry Mahr indicated that he would contact the entities to see if they were interested in participating in the cost. He thought that it was best to ask them to help share the cost and put the burden upon them to come back with some amount they wished to contribute. He did not feel that the entities would just take over the taping costs. If the Commission wished to continue with the program, they could then share the cost.

Scott Headley mentioned that perhaps that they ought to consider whether they wish to spend all of their money on government access for the community access program. At present, all monies are spent on filming government activities and no other funds are spent on other

activities such as sports, arts and other events. Mr. Koch indicated that money could be given out in the form of a grant where students could use some resources to make films of wide interest.

Chairman Morrison asked that the matter be further investigated. Terry Mahr said that he would check with the various entities and see what alternatives would be available. There was some concern expressed that a new budget year would be entered into beginning July 1st and the funds would continue to be spent. This would be placed on the next Commission agenda.

V. New Business

None.

VI. Adjourn

Chairman Morrison adjourned the meeting.

ADOPTED by the Commission on January 13, 1997.


Jim Morrison, Chairman

SCHEDULE OF UPCOMING MEETINGS:

July 8, 1996 - Providence Newberg Hospital
August 12, 1996 - Providence Newberg Hospital
September 9, 1996 - Providence Newberg Hospital
October 14, 1996 - Providence Newberg Hospital
November 11, 1996 - Providence Newberg Hospital
December 9, 1996 - Providence Newberg Hospital