

CITY OF NEWBERG
PUBLIC ACCESS CABLE TV SUBCOMMITTEE MINUTES
JULY 10, 2007
3:00 P.M. MEETING
CITY HALL – 2ND FLOOR CONFERNECE ROOM

I. CALL MEETING TO ORDER

Chair Larson called the meeting to order

II. ROLL CALL

Present:

Council:	Staff:	Other:
Bob Larson	Terry Mahr	Jerry Eichten
Bob Andrews	Norma Alley	
Mike Boyes		

III. APPROVE JUNE 20, 2007, MINUTES

Minutes were approved by consensus of the subcommittee.

IV. DISCUSSION ON BUSINESS PLAN AND FUNDING

Chair Larson welcomed Jerry Eichten, director of McMinnville Communication Media (MCM). He asked Jerry to speak in regards to funding and relationship with the City of McMinnville.

Jerry Eichten answered that there is no advertising on the channel per the contract. There are some businesses underwriting MCM, which helps pay for fees, but there is not advertising. He said they are separate from the City of McMinnville except that he gives the Council a yearly financial report, because the City does give the studio 2.25% (two and a quarter percent) of the 5% (five percent) the City receives from the franchise fee.

Chair Larson asked if MCM and the City of Newberg were to contract, would there be a need for a local studio and equipment.

Jerry answered if Newberg can match the franchise fee and Public Education Government (PEG) fee, we would match what is being offered in McMinnville.

Mayor Andrews clarified the revenue for MCM from the City is the PEG fee, franchise fee and an account from settlement funds.

Jerry said that is correct and they do have other fees collected along with the local businesses giving donations.

Terry asked for clarification on what the other fees were.

Jerry the non-profit organizations in McMinnville pay \$100 a year and ten representatives from the organization can bring something in. They do have to sign waivers of appropriateness, but we do not see our role as an approval organization. The waiver is treated as a public forum and if people ask about the program we forward that on to the organization or person that created the program. MCM is not responsible for content.

Mayor Andrews asked what the Board demographics are.

Jerry answered the bylaws state nine members to a maximum of fifteen with each serving a maximum of six years.

Mayor Andrews asked if there was any live broadcasting.

Jerry replied MCM does not have the facilities to do live broadcasting outside of the facility. He suggested for the committee and City of Newberg to look into only doing one or two of the PEG features. This would be better than having a black screen on the channels.

Terry asked for ideas on how that would work.

Jerry said it would not need a studio and a big chunk of his staff's time is for public access, so the government feature would be relatively cheap. Make sure there is someone running it that is familiar with slander issues and then the City could define what a government program is. Unless there are significantly more resources devoted to the program than what is currently there, it just is not going to survive.

Chair Larson asked if the school district in McMinnville has brought in anything to be aired.

Jerry answered that they have not been bringing in anything for the airing, but might be seeing more coming up.

Andrews asked if the City of Newberg would do taping and come to MCM to air it, what the cost would be.

Jerry said the Board has made the decision in the past to not accept productions on a tape by tape basis. They would want to have a contract with each City and all cities' contracts would be equal and the same.

Councilor Boyes asked what the effects have been for MCM on streaming video on the internet.

Jerry said there have not been visible effects. Salem does a great job of integrating the two and sees a benefit of having both for those outside of the cable service area.

Mayor Andrews asked where the funds from our cable franchise go.

Terry replied they go into the general fund.

Mayor Andrews said any monies pulled from the General Fund would have to be replaced some how and he is not ready to give up those funds yet. He suggested to not pursue activating a PEG channel at this time.

Councilor Boyes said he agreed with Mayor Andrews. He suggested we contact Harry Morte to get the City's equipment back.

Chair Larson concluded conversation with directing staff to prepare a letter to Harry Morte stating the City is not going to pursue a public access channel and to return the equipment the City purchased. A report will go before the Council in August.

V. NEXT MEETING

The subcommittee has concluded for the time, therefore, there will not be another meeting scheduled.

VI. ADJOURN

Adjourned at 4:03 p.m.