



# ACTION

## MT. HOOD COMMUNITY COLLEGE DISTRICT BOARD OF EDUCATION

DATE: *October 17, 2018*

ITEM TITLE: **5.1.b**

CONTACT PERSON: *Vickie Stom, Interim Confidential Executive Assistant to the Board of Education Relations*

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SUBJECT: **APPROVAL OF MINUTES - October 3<sup>rd</sup>, 2018**

Session #967

A Regular Session of the Mt. Hood Community College District Board was called to order at 6:31 p.m. on October 3<sup>rd</sup>, 2018, in the Board Room at Mt. Hood Community College, 26000 S.E. Stark St., Gresham, OR, 97030.

Board members present: Diane McKeel (Chair), James Zordich (Vice Chair), Tamie Arnold, Teena Ainslie (Phone), and Kenney Polson, Craig Kolins for Lisa Skari

Present: Marilyn Pitts, Cheryl Johnson

ASG Student(s) Present: Bob Hansen

- 1. CALL TO ORDER/DECLARATION OF A QUORUM**
- 2. KMHD - Continued**

Pre meeting email sent to Board members from Jennifer DeMent re: *KMHD-FM Situation Assessment and Recommendation* dated October 3, 2018. Three options were outlined showing financial impact, benefit to students, external and internal relations and perceptions, preservation of current programming (jazz), preservation of an asset for each of the three options. First option is to renew agreement with OPB; Second option is to terminate agreement with OPB and establish an affiliated non-profit to manage KMHD and the third Option is to terminate agreement with OPB and align with KMHD with current Integrated Media and KMHD-2 Co-curricular programs. Zordich emailed a fourth option, to sell the

license as discussed in the June Board meeting. DeMent stated the sale of licenses have continued to decline. DeMent walked through each of the option. Several questions followed:

- McKeel: Do we have input on advertising? Yes, we also have a new marketing director. We also need to place the MHCC logo on all KMHD ads.
- Zordich: What is our budget commitment? DeMent: Depends on options 1, 2, or 3.
- Mattson: What are the demographics of KMHD audience? Demo from Portland to Cascade Locks.
- How Many listening and who are they? Ages 25-54 male/female.
- Does OPB maintain the costs report? Yes
- KMHD membership surpassed five thousand. Can we confirm if we buy back, that membership will come with the agreement? DeMent can ask.
- If we make a comeback, where does the money come from? DeMent will flip the switch.
- Mattson would like more financial numbers. Do the underwritings transfer with us?  
No
- Could we get a written commitment from the artists? Communication could be a nightmare.

Unanimously stated, additional information is needed. DeMent will meet with OPB on Friday, October 5. Send additional needs of information to Jennifer prior Friday. that will help make a decision on one of the proposed options.

Polson: What is the OPB membership and will they share that with us?

### **3. LETTER WRITING CAMPAIGN**

Personal letters and personal emails have the most impact on reaching the reader.

Suggested talking points: State who you are, what is your position and address our student needs, food, housing, medical, and dental. Address the struggles for our MHCC students, community/district struggles and students across the country.

McKeel asked when Legislative Bills are submitted. Mattson stated Bills were submitted last Friday, September 28<sup>th</sup>.

Sigala will send to the Board, the legislative timeline of submitting individual letters, in addition to sending an RFP for survey work and message development.

**MISC:**

Board self-evaluation and the president evaluation stance: Skari to collect additional information from other organizations and bring back for discussion.

The November 7<sup>th</sup> Board Workshop will be rescheduled to November 14<sup>th</sup> due to a conflict with OCCA.

**4. ADJOURNMENT**

Adjourned 8:27 p.m.

**ADJOURNMENT**

Arnold moved to adjourn. The motion was seconded and carried unanimously.

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Clerk

Board Chair

*Minutes recorded by Vickie Stom, Interim Confidential Executive Assistant to the Board of Education.*