

**Cable Communications Advisory Committee (CCAC)
Meeting Notes for May 20, 2020**

Members and county staff in attendance: Muriel Hairston-Cooper, Dorshae Demby, Vince Doring, Lonta Townsend, Christine Junior and Bernadette Garrett

Meeting started at 7:03 pm via Zoom

Agenda items discussed:

I. March 18, 2020 meeting minutes approved

II. Discussed Cable Advocacy Items: Committee discussed advocacy action items and reviewed current Montgomery County Cable Communications outreach endeavors.

- A. Continued to discuss develop a method to engage residents (e.g. send inquiry or message to county residents to identify county cable, multimedia, communications concerns)
- B. Identify and inquire about ways to assess cable usage throughout the county; currently the county does not have the ability to develop metrics to measure cable usage that would help in assessing potential costs and needs
- C. Discussed MC Cable Staff efforts to support county. Committee is encouraged by the Cable Teams:
 - 1. Looking for opportunities to help facilitate reduction of cable fees/payments for services during the pandemic for those economically challenged
 - 2. Consider partnering with communication organizations to potentially extend service for county residents that currently does not access

III. Cable Budget Discussion:

Cable Contract(s) – Committee is currently reviewing cable and Internet contract responses to identify any potential items that require advocacy for county residents (e.g. service, cable budget/cost allocation)

IV. Advocacy Strategies

Community Engagement:

A. Committee members shared advocacy techniques (e.g. listservs, local chamber of commerce) they are using in their perspective communities. Committee members reside in Poolesville, Wheaton/Glenmont, Clarksburg, Silver Spring and Seneca Valley regions.

B. We will continue to identify methods in addition to our current strategies to engage with county residents by:

1. Notifying communities that we're here to advocate
2. Attend local organization meetings (e.g. HOAs, Chambers, etc.) to identify potential cable/internet/communication issues

V. Future Focus Items:

A. Informational Sessions and County Cable Data Retrieval (continued from 2019)

1. Schedule information sessions with Montgomery County College Cable TV and County Government cable to identify potential dates to sit down and get insight to their cable program
2. **(In-Progress)** Attend (in person or via CCM) to public hearings or sessions pertaining to the county's budget (to include cable and communication budget items and/or programming)

VI. Committee Action Items

A. Advocacy Letter (In-progress): Draft Letter Outline is located on the committee's Gmail share drive for content contributions and editing

B. Attend County Budget Public Hearings (In-Progress)

1. CCAC is keeping an eye out for public budget hearings to attend
2. If we decide to present on behalf of CCAC, we will follow the drafted procedures identified in the last two meeting minutes

VII. Questions and Closing Remarks: No additional remarks

VIII. Upcoming meeting dates: CCAC next scheduled meetings are:

September 16, 2020

November 18, 2020

Meeting Adjourned at 8:01 pm