

## **MINUTES FOR THE ad hoc AFN GOVERNANCE STRUCTURE COMMITTEE**

**Monday, July 27, 2015  
Siskiyou Room, 51 Winburn Way**

### **Call to Order**

Chairperson Marsh called the meeting to order at 3:00pm.

#### Attendees:

Susan Alderson, Bryan Almquist, Matthew Beers, Vicki Griesinger, Dave Kanner, Pam Marsh, Dennis Slattery and Jim Teece.

#### Not present:

Rich Rosenthal

#### Staff present:

Mary McClary, Administrative Assistant

Chairperson Marsh welcomed the committee, presented a basic outline for the meeting, and asked each person present to re-introduce themselves to the group.

### **Public Input**

**David Hand**, 739 Welch Drive, was present and had no comment at that time. Chairperson March explained David was not a member of the Committee, and he could have input as long as no other public members were in attendance.

### **Approval of Minutes**

*Bryan Almquist moved to approve the minutes of June 18, 2015 and the motion was seconded by Dennis Slattery..*

**Voice Vote: All Ayes. The motion passed with a unanimous vote.**

### **Review of Revised AFN Mission Statement**

#### ***Rich Rosenthal***

Rich Rosenthal submitted to the Committee AFN mission states from the 2010 Strategic Plan; the 2014 Strategic Plan and the proposed 2014 ad hoc Committee.

- 2010 Strategic Plan:  
Provide Ashland with a public telecommunications facility that creates opportunities and enables our citizens, businesses, and municipal government to thrive as a connected community.
- 2014 Strategic Plan:  
Ashland Fiber Network (AFN) is a Municipal Telecommunications Utility providing community based solutions and services to enhance the quality of life and economic growth of the community by eliminating the constraints of location, distance and time.
- ***Proposed 2014 ad hoc Committee AFN mission statement:***  
*Ashland Fiber Network (AFN) enhances quality of life, economic opportunity and community vitality by enabling citizens and businesses to receive affordable, reliable telecommunications services.*

Chairperson Marsh set it aside for now, stating she was sure they would implement it into their materials. Each member received a copy of the revised Mission statement and the revised copy of the draft evaluation criteria.

**Review of Initial Round of Organizational Analysis**

Chairperson March introduced and passed out *a new draft Evaluation Criteria* for the Committee:  
 Any option considered must:

- 1) Provide high-quality, reliable and customer-focused services.
- 2) Enable AFN to make timely adjustments in a competitive marketplace.
- 3) Be governed by stable, focused and knowledgeable leadership.
- 4) Be financially viable, with ability to pay off debts, and to justify new investment.
- 5) Provide competitive products committed to community connectivity, digital technology, education and economic development.
- 6) Be resistant to political change.

The Committee reviewed the models with the new criteria. (1-5, 1=low 5=high)

***Status quo Model***

Criteria No	Ranking	Comments
1	2-4	Issues: procurement; rate setting; contractual relationships ;product development and actual performance may be different than perception of performance.
2	1	Confidentiality, expansion, budget process, rules, lack of flexibility
3	1-2	city council elected body in charge; not able to provide daily leadership or hands on guidance, there is an intent to be good
4	3	debt payment for next two years: \$409,000
5	1-2	creates competitive environment, cutting edge
6	1	no comments

The Committee reviewed the other models and then went on to analyze other models.

**Analysis of Additional Organizational Models:**

***Franchise***— Looked at as a model that could be leased, not sold. Contractor model without commission.  
 Council directly contracts with provider; city retains ownership of facility.

Criteria No	Ranking	Comments
1	?	striving for a 5, High quality contractor, financially stable
2	4-5	Depends on the contract. Owned by the city and expecting lessee to make improvements, city retaining ownership of all improvements.
3	3+	the governance minimal, because contract based. Daily knowledge potentially pretty strong
4	3+	no comments
5	3+	take the local voice out, write in community involvement
6	4	depends on the length of the contract, if longer than terms of city council.

**Utility-** Fee assessed to all electric accounts for basic service, if desire more, pay more. City runs AFN. 2006 Council thought this model to be high risk; requires legal analysis; doesn't depend on sales.

Criteria No	Ranking	Comments
1	?	Strive for a 5
2	1	Public utility is public record; competition impossible; political issues; everyone paying for AFN already
3	4	Already successfully running by stable, dedicated and knowledgeable leadership
4	4-5	Doesn't depend on sales
5	1	Hit in short term, advantage in long term
6	1	no comment

**Spin-Off**—City own infrastructure and lease out

Criteria No	Ranking	Comments
1	?	Strive for a 5, create Board; self sustaining; independent entity; city sole member of corporation; same rights of any member of corporation
2	4-5	Board is not subject to public exposure, or law
3	4-5	Strong and qualified leadership
4	3+	Financially viable benefits
5	3++	positive competition
6	4-5	not much impact

**Hybrid (AFN Wholesaler)** Multiple ISP, not direct AFN, ISP carry all customer contact, responsible for marketing, and add commission

The Committee talked about this model similar to status quo with light changes. AFN would be wholesaler only, allowing ISPs control. Dave Kanner reminded the Committee AFN is doing this model now and it is not working. They would sell to ISP's for less than what AFN retails. The only portion of AFN that is effectively growing are the "direct connect" sales, without any sort of marketing, or advertisement.

Criteria No	Ranking	Comments
1	?	Strive for a 5
2	3	ISP responsible for business, AFN sets wholesale price
3	1	no comments
4	3+	There was a suggestion of having fewer ISPs
5	4	competitive environment
6	1-2	no comments

**City Owned Only-** No ISPs

Criteria No	Ranking	Comments
1	?	Strive for a 5
2	3	not transparent
3	1-2	need to depend on job, not employee filling job
4	3	initial investment, long term potential
5	3+	maintain infrastructure for long term viability
6	1	City Council, public information

The Committee discussed the pros and cons of some of the different models. One contractor: implications in the city, impact on staff, and shared resources. Utility: could be set up like the Water Commission, separate from the city. Susan Alderson would research independent contractors and how they are structured and operated. The Committee wanted to see actual cost of operating AFN, because the budget was too general. Contract model: implications of pulling city services out, who decides about investment.

Dennis Slattery asked about what the reasonable market potential of Ashland, how many people would subscribe under the different ideas.

The Committee would like to see where AFN is serviceable and Dave Kanner remarked it would be easier to report where they were not serviceable. The city does not have a map outlining services. David Hand would like to know where the fiber is located. Vickie suggested a survey to see what the customer's really want, residential and commercial.

Jim Tease asked for a small summary below each model to distinguish between them all.

***Summary of Models***

Criteria	Status Quo	Sold Entirely	Public w/advisory comm. and independent contractor	Public w/advisory comm. no contractor	Franchise	Utility	Hybrid	City Owned Only
1	2-4	?	?	2-4	?	?	?	?
2	1	?	3	2-3	4-5	1	3	3
3	1-2	5	4-5	3-5	3+	4	1	1-2
4	3	?	3+	3+	3+	4-5	3+	3
5	1-2	?	3	3+	3+	1	4	3+
6	1	5	3	3	4	1	1-2	1
Total								
(average)	<b>11</b>	<b>10</b>	<b>17</b>	<b>18.5</b>	<b>19</b>	<b>8.5</b>	<b>13</b>	<b>12</b>

The highest rankings were:

**Public Model-Status Quo with Advisory Commission** (no independent contractor)

*“The advantage to this model rather than just status quo is the ability to appoint people who are more knowledgeable than Council may be. This model may be more nimble than status quo but not more agile.”* (from prior minutes)

**Franchise**-- A model that could be leased, not sold; contractor model without commission; Council directly contracts with provider; city retains ownership of facility.

**Next Steps/Meeting Schedule**

- Susan Alderson research independent contractors
- Actual cost of operating AFN

The next meeting would be held on August 24, from 3:00 – 5:00 p.m. in the Siskiyou Room.

**Adjournment**

Meeting adjourned at 5:08 p.m.

*Respectfully submitted,  
Mary McClary  
Administrative Assistant  
Electric, AFN, and IT Departments*

# ASHLAND CONSERVATION COMMISSION

## Meeting Minutes

June 24, 2015

Community Development Building, Siskiyou Room  
51 Winburn Way

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### Call to Order

The meeting was called to order by Chair Beigel-Coryell. Commissioners Buck, Hartman, Silverberg, McGinnis and Cruickshank were present. Commissioners Koopman and Weir arrived at 6:10. Commissioner Sohl was absent, as was Council Liaison Rosenthal. Councilor Marsh arrived at 6:30. Staff liaison Hanks was also present.

### Consent Agenda / Reports

The meeting minutes of the May 27, 2015 Commission meeting were approved unanimously after motion/second of Buck/Hartman. Announcements began with an introduction of new Commissioner Cara Cruickshank, who provided some personal and professional background for the group. After individual introductions around the room, the Commission welcomed Commissioner Cruickshank to the Commission.

Beigel-Coryell announced the August regular meeting for the Commission is July 22 and the Climate and Energy sub-committee is planning to meet at their regularly scheduled first and third Wednesday (July 1<sup>st</sup> and 15<sup>th</sup>). Weir acknowledged the Mayor and Council for having the Earth Bowl winners recognized at a recent Council meeting. Koopman mentioned that the upcoming Climate Action kick off event is still being finalized but is likely either November 1<sup>st</sup> or 11<sup>th</sup> at the Old Armory.

### Public Forum

Huelz Guetchen announced an educational class that he is working on creating on energy for July 6<sup>th</sup> at Pioneer Hall and provided the Commissioners with a handout.

### Reports / Presentations/Updates

City Conservation & Operations – Hanks mentioned that the Energy Conservation Division is currently working with SOU staff on additional energy efficiency projects for the Rogue River Room and finalizing the documentation and measurement calculations for the SOU Dorms project to qualify the project for BPA incentive funds.

Council Update – Councilor Marsh, filling in for Councilor Rosenthal, updated the Commission on the status of the letter from the Mayor to the State legislature regarding House Bill 3470 and recognized the Commission's effort and involvement in making that happen. Marsh also noted that the Climate Action and Energy plan project funding was approved in the recently adopted biennial budget for BN2015-17.

Marsh provided a brief summary of the discussion and status regarding the solar farm proposal, stating that the Council decided to continue to reserve the property for its original purchased intent, which is for issues relating to the wastewater treatment plant, but that the proposal did

lead to a desire for further conversations regarding the role of a large scale solar generation facility within the City's electric utility. Marsh announced that the Council intends to have a study session in late summer or fall regarding the current operations and future operations and strategy for the Electric Utility. Hanks noted that the date has not yet been identified for that study session, but that he would inform the Commission when it is set.

Marsh also updated the Commission on the recent presentation requesting the City Council's support for the expansion of the Cascade Monument. The Commission was appreciative of the Council for supporting the expansion and asked about a timeline for ultimate approval. Marsh stated that it was likely still several years out to get through the various steps in the federal process.

SOU – Quarterly Update - Beigel-Coryell gave an update on the recent activities at SOU including several energy efficiency projects mentioned by Hanks earlier. An annual significant event is student move out week at the end of the school year. Efforts are made each year to divert miscellaneous non-standard trash items from the landfill trash stream (furniture, storage bins, mattresses, etc) noting that over 8,900 pounds of material was able to be diverted this year.

Beigel-Coryell noted that the campus farm on Walker Av was continuing to expand and volunteer opportunities were available. Also noted was the food grown at the farm are available to students on campus each Thursday at a stand at the SU.

## **Old Business**

### Commission Monthly Column in Sneak Preview

#### 1) **July** – SOU Sustainability/Conservation on campus

Beigel-Coryell handed out a draft letter from the Facilities Department regarding water conservation. She stated that it wasn't the type of article she originally intended and wanted the Commission's feedback on how best to proceed.

After discussion on the tone, the intended audience and its connection to the Commission, McGinnis motioned that the Conservation Corner space be provided in July to SOU for this letter, but it not be connected with the Commission. The motion passed unanimously.

It was then noted by several Commissioners that the goal is to be one to two months ahead of the submittal deadline for articles.

#### 2) **August** – School District Conservation

Hartman noted that he is working on it and will have a draft to email to the Commission well prior to the next Commission meeting.

#### 3) **September** – Leaf Removal/Storm drains – Buck/Hanks – Noted as on track for next meeting

#### 4) **October** – Climate/Energy Plan – Koopman – Noted as on track for July or August meeting

#### 5) **November** – Energy Efficiency/Weatherization – Hanks – Noted as on track for August or September meeting

### Climate/Energy Presentation/Council – Re-cap & Next Steps

Koopman summarized the recent presentation to Council regarding the Climate Action and Energy plan and noted that she felt there was a breakdown of communication between the Commission and the Council regarding the intended content of the presentation which caused some confusion with all involved. Koopman suggested the Commission schedule individual Councilor meetings to convey the messages on the Commission's plans for the project.

McGinnis gave a quick summary of the sub-committee work noting that in the recent past the committee worked on research and development for the STAR framework for sustainability but that didn't carry forward and wants to know what the Commission can do to be effective on this topic.

Councilor Marsh responded that it may be useful for a pre-meeting with the Mayor and a few key Councilors so everyone is on the same page. Marsh suggested that the Commission ensure that the August deadline for the appointment of the ad-hoc committee members happens so the project can formally get going. As to funding, Marsh noted that the allocation of the \$120,000 has yet to occur and that will come as the project unfolds.

Weir noted that he felt the ad-hoc committee shouldn't be too all inclusive and mentioned the recent water master plan as an example that he felt didn't work as well as it could have and prefers the committee to be primarily technical experts in the fields being addressed.

Silverberg noted a desire for business leaders who may be impacted by the result and implementation of the plan as well as to address potential job impacts.

The Commission noted their appreciation for Councilor Marsh's push on the topic and relayed their desire to assist in pushing the project forward.

### Carbon Pricing – Council Request Recap

The Commission again noted appreciation to Marsh for the Mayor and Council's action on this topic.

### **New Business**

#### Leaf Blowers /Air Quality

Hanks noted that this item is from a citizen request from a recent conversation and provided the citizen email in the meeting packet.

Weir noted that he felt this would be a good topic for the Commission and would be willing to lead some sort of discussion for research and recommendations on how to address the issue. Buck noted that best practices need to somehow be included in whatever comes out of the discussion. The Commission asked Marsh's opinion and she reminded them to pick their battles. Buck again noted the potential for education vs a regulatory ordinance approach.

Weir made a motion to form a sub-committee, Silverberg second passed unanimously with Commissioners Weir, Buck and Silverberg being members of the sub-committee.



## **8. Wrap Up**

### Calendar/Budget Review

Following up on discussions from last month's meeting, Weir made a motion for the Commission to recommend allocation of \$1,000 toward the 2016 Earth Bowl event. McGinnis noted that there are several similar events that may require Commission recommendations on funding and was hesitant to lock in one without talking about all of them.

The Commission agreed to discuss the budget, the Bear Creek Salmon Festival and the concept of a water sub-committee at the next meeting.

Beigel-Coryell adjourned the meeting at 8:05.

**MINUTES FOR THE ASHLAND CONSERVATION COMMISSION**  
**Wednesday, July 22, 2015**  
**Siskiyou Room, 51 Winburn Way**

**1. Call to Order**

Roxane Beigel-Coryell called the meeting to order at 6:01 p.m. in the Siskiyou Room.

Commissioners Risa Buck, Jim Hartman, Shel Silverberg, Mark Weir, Bryan Sohl, James McGinnis, and Councilor Rich Rosenthal were present. Commissioner Koopman arrived late. Staff member Adam Hanks and Commissioner Cara Cruickshank were absent.

**2. Consent Agenda**

None.

**3. Announcements**

The next commission meeting will be held on August 27, 2015. The climate and energy subcommittee are scheduled to meet on August 5 and 19, 2015. Sohl stated that they may need to cancel or reschedule the subcommittee meetings due to busy schedules.

The next compost class will be held on August 15.

*Commissioner Marni Koopman arrived at 6:06 p.m.*

**4. Public Forum**

Louise Shawkat - stated the show, "Future of Energy" can now be streamed on-line. She also has a copy if any commission member would like to borrow it.

Huelz – gave handouts regarding energy use and typical amounts of wasted energy. Stated that the information on the handout is old and that wasted energy is now 60%, not the 53.2% shown. He gave details on how energy is typically used and wasted in households. He stated we frequently don't recognize all energy used because we are not billed for it such as greenhouse gases. Estimated 30,000 lbs per year per household in greenhouse gases is put into the atmosphere. Additionally, we need to add in daily uses for things like production of the food we eat, and the activities we enjoy. Stated that California is working to have all new residential homes built to net zero by 2020. Previously there was a goal to have all cars electric by 2050 but the new estimates he's found believe it will be more like 10 years from now.

**5. Reports/ Presentations/ Updates**

*Downtown Recycling* – Hartman introduced Vanston Shaw. He is a Parks and Recreation Commissioner but is not here in that capacity. He is here as a resident of Ashland. Stated he would like the Commission to encourage the Council to create a recycling program in downtown Ashland. He wondered why no downtown recycling is available on a daily basis even though it is for special events. When he previously approached Council for recycling to be added downtown he was informed that it is too expensive a program to run. He believes there must be a method for doing downtown recycling which won't cost too much. He gave history of how the recycling baskets in Lithia Park were introduced and how they are currently being used and maintained. Mr. Shaw would like to have a program similar to the Lithia Park baskets in downtown and

suggested that the Commission could encourage businesses to take responsibility for the maintenance of baskets outside of their businesses.

Biegel-Coryell recommended that if the Commission is interested in pursuing this a subcommittee be formed to consider options.

Group discussed how many cans were downtown and how much, per can, the Parks Department spends on this program, including the purchasing of the baskets and staff time in maintaining them. Buck stated that she has a long history with recycling programs in the downtown area. She loves how these baskets are being used in the park and would love if they could work in the downtown area. She stated that there are limitations and challenges to recycling programs in Ashland which other communities with similar basket programs don't have to face. The biggest challenge is that we have no sorting facility and so any recycling which is contaminated with garbage can't be recycled. The Clear Stream recycling program previously tried was a massive failure due to this contamination. Additionally, Recology trash drivers can only pick up trash and so this would require a separate pick-up. She feels the concept is good but wants everyone to understand that it is more complicated than it first appears.

Group agreed that recycling in the downtown is important. Hartman, Buck, Weir, and Biegel-Coryell agreed to be a subcommittee and work on possible options. They will bring suggestions back to the group. The group can then determine if forwarding any options to Council is appropriate.

*Council Update* – Councilor Rosenthal gave an update on the proposed use of the Imperatrice Property as a solar farm. Staff and Council determined that Public Works likely has need of the property for cooling effluent and as this was the reason the property was purchased in the first place we can't at this time agree to using the property as a solar farm. The overall idea of a solar farm is not dead but Council will not move forward at that location. He informed the group that the Mayor is just starting on the process for appointing people to the Climate and Energy Action Plan group. He also reminded the group that the commissioner appreciation BBQ will be on August 30. He encouraged the commissioners to attend.

*City Conservation & Operations* – Shiplet handed out the 10-cent Bag Ban cards which will be given to retailers to help inform shoppers of the ban and the 10 cent charge.

*Fourth of July* – Buck stated that Recology added extra trash cans to each city can. This was not a great way to encourage recycling but it did prevent cans from overflowing. Hartman stated he noticed a difference in how clean the streets were after the parade.

*Salmon Festival* – Buck stated that the event organizers are reaching out to the Mount Ashland Association in order to connect the dots between upstream and downstream. This connection might not happen this year but it is a good long-term goal. Organizers are hoping to do a safe carwash demonstration with the Public Works Department kit.

*Ashland School District Quarterly Update* – Hartman stated the school garden on Morris Street is going great. He informed the group that after many years of service, August will be his last

meeting. He is looking for a replacement to suggest to the superintendent. The group thanked him for his service and offered a few suggestions for replacements.

## **6. Old Business**

*Sneak Preview Column* – **Buck/Koopman m/s to approve the August column as written.**

**Discussion:** McGinnis wanted to make sure Hartman had received the edits he e-mailed. Hartman confirmed that he had. **Voice Vote: All Ayes. Motion Passes.**

Group discussed the draft of the September article regarding leaf removal and storm drains. They felt it was overall okay but was missing key elements such as dog waste, oil from oil changes, and car wash runoff. Group debated whether or not to include the quiz in the final article, but did not come to a consensus.

**Koopman/Weir m/s to approve the September column, so long as the final draft includes information on proper disposal of dog waste, car wash runoff, and oil change drippings. Voice Vote: All Ayes. Motion Passes.**

Group discussed upcoming topics and would like the following:

October – Climate and Energy Workshops written by Koopman and or McGinnis

November – Energy report written by Hanks

December – Holiday conservation written by Silverberg

They would also like an article regarding the school efficiency report previously given to the commission by Jeff Sharp. Hartman will consider if he can write it. Group did not schedule it for a particular month.

*Climate and Energy Sub-committee* – Koopman informed the group that she and commissioner Sohl have a meeting scheduled with Mayor Stromberg, Councilors Marsh and Rosenthal, and City Administrator Kanner to determine who plays what role in the process. They hope to have lots of commissioners participate in the process. She was informed by City Attorney Lohman that she cannot be on the committee due to her job. She gave an overview of the proposed process that will be discussed at the upcoming meeting. They are still planning to have the Geos Institute lead a kick-off event on November 15<sup>th</sup> and all the information gathered at that event will be given to the Mayor-appointed committee.

McGinnis suggested that the Commission should extend a specific thank you to the Historic Armory for providing their building for free for the kick-off event.

## **7. New Business**

*Leaf Blower/Air Quality Best Practices* – No update about this as there has not been a meeting of the subcommittee.

*Commission Budget Discussion* – Weir would like to set aside \$1,000 for next year's Earth Bowl.

**Weir/Silverberg m/s to earmark \$1,000 of the commission budget for the 2016 Earth Bowl.**

**Discussion:** Weir stated that of all the activities this commission has participated in, this year's Earth Bowl had the most impact. He wants to see it continue and so is requesting that funds be set aside now. Group agreed the event was successful and they would like to see it continued. Rosenthal questioned whether the Commission had pursued sponsorship for the event. They had confusion about what types of sponsorship were allowed for events.

Group asked Weir how he came up with \$1,000 as a request. He stated he had assumed the following:

- Four \$50 gift certificates for winning team = \$200
- Twelve \$25 gift certificates for team coaches = \$300
- engraving of trophy = \$50
- advertising (print work or tee shirts) = \$150
- food & drink at the event = \$300

TOTAL = \$1,000

Group discussed the possibility of asking the Ashland Schools Foundation for sponsorship or financial assistance. They are hesitant to do so until the event is more well-established. Group discussed possibility of altering the motion to agree to support the event but not include specific detail of amount to use. They determined that having set a specific amount aside might be easier when other budget issues arise.

**Roll call vote: Buck, Hartman, Sohl, McGinnis, Weir, Silverberg: YES, Koopman: No.  
Motion Passes.**

Group requested that staff come back with clarification on the requirements and limits of outside sponsorship for events.

### **8. Wrap Up**

Group agreed to move the November and December commission meetings to the third Wednesday of those months to avoid the holidays. Those meeting will now take place on November 18 and December 16.

The 2016 Earth Bowl date will be determined in September in order to better match up with the School District's calendar.

Meeting adjourned at 7:48 p.m.

Respectfully submitted,  
Diana Shiplet  
Executive Assistant