



City Council
Agenda Item
Staff Supplemental Report

TO: Commissioner Carmen Rubio

FROM: Elisabeth Perez, Director Office for Community Technology

DATE: April 1, 2021

RE: Appoint Jessica Lagunas to the Open Signal Board for term to expire November 30, 2023 (Report)

Requested Placement Date: April 21, 2021, Time Certain Agenda 9:45 am, 15 min

I. **RECOMMENDATION.** Confirmation of Lagunas’ appointment to the Open Signal Board for term expiring June 30, 2023.

BACKGROUND. Open Signal is an Oregon nonprofit public benefit corporation, originally incorporated in 1981 as Portland Cable Access. Open Signal was formerly known as Portland Community Media but underwent a name change in 2016. For over 35 years, Open Signal has and continues to provide media and broadband technology training, tools, and distribution platforms for diverse communities to engage and participate in civic and cultural life and to address digital equity issues. Open Signal also provides video programming of, by and for the community over local public and governmental cable access channels.

Pursuant to Portland City Code Section 3.115.040, the Mayor and Commissioner in Charge each appoint one voting member to the Portland Community Media (Open Signal) Board of Directors, for staggered terms of two (2) years, subject to confirmation by the City Council (City Board Appointees).

The City of Portland seeks to appoint a board appointee for a two-year term. The Appointee enjoys the same privileges of any other board member.

When there are fiscal or operational concerns, the appointee will alert the Mayor or Commissioner in charge and the Director of the Office for Community Technology and find a way to address the situation.



Jessica Lagunas has expressed interest in being appointed for a two-year term.

Jessica Lagunas' Statement and Biography:

Artists understand that the nature of their work is to share their heart, mind, talent, and skills through their creative expression, but it is the rare artist who also shares her gifts for the benefit of other artists. Multidisciplinary artist Jessica Lagunas is just such a person. Working tirelessly for several years as the Creative Director of IdeAL PDX, she has helped strengthen the growing network of artists of all disciplines, supporting unique opportunities for the artists to socialize, receive professional and artistic training, and showcase their work.

Lagunas grew up with an appreciation for beauty. She was born in Toluca, in the state of Mexico, where the most beautiful botanical garden and the most exotic stained glass in the country are found. She found another medium to connect with the public, the indigenous and traditional dance of Mexico, where she performs in ceremonies that celebrate memorable events across cultures, connecting with the Northwest Native American community.

As committed as she is to exploring and strengthening her skills in photography, video, and other tech arts, she is passionate about fortifying Oregon's Latino artistic community. Indeed, she considers participating in OS as a board member as an opportunity to support at the same time her Arts and Education program-Studio Latino through Latino Network as their coordinator. Over the past six years, in partnership with Latino Network and other small organizations, artistic director Lagunas has worked on numerous creative and multidisciplinary workshops, major art exhibits, performance showcases (at the Center for the Arts Portland'5, Antoinette Hatfield Hall), and the annual conferences that have brought together artists hailing from all over Latin America to grow from their shared experiences.

IdeAL PDX has kept Lagunas at the center of her artistic environment, connected to a broad group of artists, and aware of what is happening in the Portland Latino art scene. Without a doubt, the love and loyalty for this participation will keep her connected to her community and her colleagues, the artists who now call Oregon their home. She dreams that together they will continue sowing and harvesting successes. As a true lover of art, both as a practitioner and an advocate, Lagunas is dedicated to serving the community of Portland.

The position has been vacant since 2020.

- II. FINANCIAL IMPACT. None
- III. LEGAL ISSUES. None
- IV. CONTROVERSIAL ISSUES. None

- V. LINK TO CURRENT CITY POLICIES:
http://www.mhcr.org/wp-content/uploads/2014/07/about_intergovernmental_agreement1.pdf
- VI. CITIZEN PARTICIPATION. Office of Community and Civic Life's Board & Commission Application Forms are solicited, accepted and kept on file.
- VII. OTHER GOVERNMENT PARTICIPATION. None
- IX. IF THIS IS A CONTRACT, DOES CONTRACTOR HAVE A CURRENT BUSINESS LICENSE? _
- WHAT IS THEIR BUSINESS LICENSE NUMBER? __
- IS THEIR ACCOUNT WITH THE CITY CURRENT? __
- IF NOT, HOW MUCH IS OWING? _____