INYO-MONO BROADBAND CONSORTIUM
ADVISORY COUNCIL

AGENDA

Thursday, September 7, 2017 at 9:00 a.m.
Bishop City Council Chambers
301 West Line Street, Bishop, California
AND
Mammoth Lakes Town Council Chambers
437 Old Mammoth Road, Suite Z, Mammoth Lakes, California
VIA TELECONFERENCE

NOTICES TO THE PUBLIC

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting please contact the Clerk of the Council at 760-873-5863. Notification 48 hours prior to the meeting will enable the City of Bishop or Town of Mammoth Lakes to make reasonable arrangements to ensure accessibility to this meeting. (See 42 USCS 12132, 28CFR 35.130)

Full agenda packets are available for the public to review in the Office of the Clerk of the Council (City of Bishop, City Hall, 377 West Line Street, Bishop, California. 93514). Any writing distributed less than 72 hours prior to the meeting will be available for public inspection in the Office of the Clerk of the Council (City of Bishop, City Hall, 377 West Line Street, Bishop, California. 93514). Copies will also be provided at the appropriate meeting.

Members of the public desiring to speak on a matter appearing on the agenda should ask the Chair for the opportunity to be heard when the item comes up for Council consideration. NOTE: Comments for all agenda items are limited to a speaking time of three minutes.

Inyo-Mono Broadband Consortium (IMBC) Advisory Council Members

City of Bishop – Private Sector Representative Christopher Carmichael
City of Bishop – Public Sector Representative Beth Himelhoch
City of Bishop – Tribal Sector Representative Phillip Fowler
Inyo County – Private Sector Representative Charles James
Inyo County – Public Sector Representative Justin Norcross
Inyo County – Tribal Sector Representative Jesse Archer

Mono County - Private Sector Representative Ron Day
Mono County - Public Sector Representative Jimmy Little
Mono County - Tribal Sector Representative Tina Baithwaite
Town of Mammoth Lakes* – Business Representative – Jessica Kennedy
Town of Mammoth Lakes* – Lodging/Recreation Representative – Rudy DeFelice
Town of Mammoth Lakes – Public Sector Representative – Christie Osborne

*Note: The Town of Mammoth Lakes does not have a Native American tribe within their city limits. Therefore the Town Council recommended the appointment of a representative from the business community and a representative from the lodging/recreation community in order to provide fair representation for the Town of Mammoth Lakes.

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

4. PUBLIC COMMENT – NOTICE TO THE PUBLIC: This time is set aside to receive public comment on matters not calendared on the agenda. When recognized by the Chair, please state your name and address for the record and please limit your comments to three minutes. Under California law the Inyo-Mono Broadband Consortium Advisory Council is prohibited from generally discussing or taking action on items not included in the agenda; however, the Inyo-Mono Broadband Consortium Advisory Council may briefly respond to comments or questions from members of the public. Therefore, the Inyo-Mono Broadband Consortium Advisory Council will listen to all public comment but will not generally discuss the matter or take action on it.

5. ADOPTION OF IMBC ADVISORY COUNCIL BY-LAWS AND UNITY OF PURPOSE – Council consideration to adopt by-laws as developed and approved by the IMBC Advisory Council - Chair Day and Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.

6. OVERVIEW OF BROADBAND DEFINITIONS – Council to discuss and review broadband definitions to establish consistent vocabulary for effective communications - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.

7. REVIEW OF ASSEMBLY BILL 1665 (AB 1665) – Council to review and discuss Assembly Bill 1665 - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.

8. REGIONAL BRANDING AND PARTNERSHIP INITIATIVE / BROADBAND ACCESS TOOL – Council to receive a report from the Regional Branding, Partnership, and Broadband Access Tool Sub-Committee and provide direction to staff regarding next steps.

9. IMBC ADVISORY COUNCIL WEBSITE – Council to receive a report from the IMBC Advisory Council Website Sub-Committee and provide feedback on the proposed design templates and preferred alternatives.

10. CALL FOR AGENDA ITEMS FOR NEXT MEETING(S)

11. ADJOURNMENT – Thursday, October 5, 2017 at 9:00 a.m. Regular Meeting in the Bishop City Council Chambers and the Mammoth Lakes Town Council Chambers via teleconference.

ITEM 5

INYO-MONO BROADBAND CONSORTIUM

PO BOX 7657 | 437 OLD MAMMOTH ROAD, STE. 228 MAMMOTH LAKES, CA 93546
(760) 924-1819 • FAX (760) 924-1697 • ngreenberg@mono.ca.gov

Nate Greenberg
Director, Mono County IT

September 7, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT

Subject Approval of Inyo-Mono Broadband Consortium Advisory Council Bylaws & Unity of Purpose

Recommendation

Review the proposed Bylaws developed by the Inyo-Mono Broadband Consortium Advisory Council and make a motion to adopt the Bylaws as presented contingent upon the approval of the same Bylaws by the Eastern Sierra Council of Governments.

Discussion

Bylaws are an important component to ensure smooth operation of the Inyo-Mono Broadband Consortium Advisory Council, and a Unity of Purpose will help better define the objectives of the group. During the August 3, 2017 meeting, the Advisory Council conducted a workshop to review, provide feedback to, and further develop the bylaws for this body.

This item will review the contents of that document and move to adopt.

Fiscal Impact

None at this time.

Work Plan Alignment

Initiative Focus Area

- ☑ 1. Sustainability and Expansion of Broadband Infrastructure
- ☐ 2. Policy, Strategy, & Agency Engagement
- ☐ 3. Case Studies, Pilot Programs, & Analyses
- ☐ 4. Broadband Education & Adoption Campaign

Work Category

- ☐ Access
- ☐ Adoption

INYO-MONO BROADBAND CONSORTIUM

Bylaws, Conduct, and Governance

VISION STATEMENT

The overarching objective of the Inyo-Mono Broadband Consortium is to ensure every customer premise in the sub-consortium's service area has access to broadband connectivity of 1gbps or greater at an accessible cost-point.

MISSION STATEMENT

We will work together in service to the public to develop greater access to, and understanding of broadband, and to leverage current access to facilitate greater adoption of broadband service in order to enhance the economic development and quality of life of the Eastern Sierra region.

GOALS:

- Connect all constituents throughout Inyo and Mono counties to reliable, high-quality, and appropriately priced broadband services with the goal of 100% access & adoption
- Ensure adequate broadband service and awareness exists for seniors, Tribal entities/reservations, students, developmentally disabled adults, low income, and other 'hard to reach' constituencies
- Facilitate economic development and diversify our economic base through utilization of broadband so that we are less dependent on tourism
- Think outside the box when working to resolve access issues
- Define and promote effective utilization of broadband

OUR NORMS

1. Come prepared and with an inquiring mind. Read your agenda packet and be ready to ask clarifying questions.
2. Be present and engaged. Place your cell phone on silent and avoid sidebar conversations & outside work.
3. Listen carefully to another's point of view, challenge his or her ideas but not the person.
4. All ships rise with the tide. Share your ideas in constructive and well-thought-out ways that would satisfy your local constituents, the larger area you represent and the region as a whole.
5. Support each other and treat each other with dignity and respect.
6. Ask questions when you do not understand something.
7. Respect your fellow council members' time. Arrive and come back from breaks on time.
8. Keep a sense of humor and enjoy yourself.
9. If you commit to doing something — do it.
10. Practice humility. Each of us may not have all the answers.
11. Allow each member of the governance team to complete their thought before injecting your own.

OUR GOVERNANCE NORMS

We agree to:

1. Understand, respect, and operate within the constraints of the Brown Act and public process.
2. Focus on the needs of the region as a whole, on our specific areas and the populations and people we represent. The big and small pictures are not mutually exclusive.
3. Not take disagreements personally.
4. Show respect and never to dismiss or devalue others.
5. Make a commitment to effective deliberation, each one listening openly while others are allowed to express their points of view.
6. Make a commitment to open communication, honesty, and no surprises.
7. Commit the time necessary to govern effectively.
8. Be collaborative (this is the way we operate and get things done). Understand and respect other people's and community's problems. Help to solve them and trust that yours will also be solved in the spirit of collaboration.
9. Look upon history as lessons learned; focus on the present and future.

GENERAL MEETING STRUCTURE

- Chair will call each meeting to order, and Clerk will perform Roll call. A quorum of 50% + 1 is required for a meeting to be held.
- Public comment is welcome at the beginning of the meeting for any item that is not on the agenda. Comments pertaining to specific items will be taken as part of that agenda item. Public comments shall be limited to three minutes.
- Only items placed on the agenda may be discussed by the Advisory Council. Any other business must be agendized for future meetings.
- Meeting minutes should be reviewed by each Council member prior to the meeting. Minutes will be approved as an agendized item during the course of the meeting.
- Agenda item requests for next meeting must be submitted to the Chair and administrating Staff at least two weeks prior to the next meeting. Each agenda item must have an accompanying "Staff Report" which includes recommendations, discussion, and supporting documents, and Work Plan aignmnent.

METING PROCEDURES

- The Pledge of Allegiance is not a required item.
- Chair may set limits on debate time or number of speakers.
- You must be recognized by the Chair before speaking.
- Agenda items should include a Staff Report that utilizes the standardized template and include a tie back to the relevant Initiative Focus Area(s) as Work Category(ies)

PARTICIPATION EXPECATIONS

Appointments to the Inyo Mono Broadband Consortium (IMBC) Advisory Council are made through its governing body, the Eastern Sierra Council of Governments (ESCOG).

Any IMBC Advisory Council Member who fails to attend 2 consecutive or a total of 4 regular meetings in any calendar year, without a prior leave of absence having been sought and approved by the Chair or Vice Chair, shall be deemed to have resigned from the Advisory Council.

Any member of the IMBC Advisory Council may be removed from office by the ESCOG Board with the approval of a majority vote of the ESCOG Board.

MOTIONS AND VOTING

- Process
  1. Chair announces item subject and number
  2. Staff, Sponsor or Council Member Reporting introduces and presents the item
  3. Council asks technical questions for clarification purposes
  4. Public comment is opened on the item
  5. Chair asks for and accepts a Motion
  6. Chair asks for and accepts a Second
  7. Board discusses Motion
  8. Board Votes
  9. Chair announces result

    - Abstentions don't count in vote tally.
    - A tie vote fails to pass.
    - To recuse, publicly state reason for recusal and leave room prior during debate and vote.

Special Motions

- Simple majority to pass / open to debate
- Basic Motion: "I move that we..."
- Motion to Amend: suggests changes to the basic motion.
- Motion to Substitute: replaces the basic motion entirely.
- Simple majority to pass / no debate, goes directly to vote
- Motion to Adjourn: ends the meeting.
- Motion to Fix a Time to Adjourn: ends the meeting at a set time.
- Motion to Recess: break in the meeting. Chair sets length of the break.
- Motion to Table: defers the motion under discussion to a future date.

Motions that Permanently Close Discussion

- 2/3 majority to pass / no debate, goes directly to vote
- Motion to Limit Debate: stops debate. "I move the question."
- Motion to Close Nominations: stops new nominations for a position.
- Motion to Object to the Consideration of a Question: rare, stronger form of tabling. Used before debate has begun.
- ~~Motion to Suspend the Rules: temporarily changes meeting rules. Cannot be used to suspend non-parliamentary bylaws. Can be debated~~.

Meeting Interruptions

- May be used at any time. Chair responds by asking you to state your point.
- Point of Privilege: points out uncomfortable surroundings, like a cold room or being unable to hear a speaker.
- Point of Order: points out failure to follow correct meeting procedures.
- Call for Orders of the Day: points out that the discussion has strayed from the agenda.
- Appeal: reverses a Chair's ruling when passed by simple majority. Requires a second and can be debated.
- Withdraw a Motion: used by the person making the motion. Others may immediately reintroduce the motion if they wish.

Motion to Reconsider

- Simple majority to pass / open to debate
- May only be made by a member who previously voted in the majority for the item. Must be made during the same meeting or agendized for a later meeting.

ITEM 6

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Nate Greenberg
Director, Mono County IT

September 7, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT

Subject Review of broadband definition(s) and establishing consistent vocabulary

Recommendation
Informational item only.

Discussion
Having consistency in the language used when describing and discussing 'broadband' is important to ensure we are communicating effectively and accurately. This is made more complex by virtue of the fact that there are many definitions for the term broadband itself.

This item will review current definitions of broadband as set forth by the Federal Communication Commission (FCC) and California Public Utilities Commission (CPUC) and discuss the implications and impacts of each.

Further, staff will attempt to standardize the way in which the Consortium utilizes key terms such as broadband in order to ensure effective communication and consistency.

Fiscal Impact
None at this time.

Work Plan Alignment
Initiative Focus Area
☑ 1. Sustainability and Expansion of Broadband Infrastructure
☑ 2. Policy, Strategy, & Agency Engagement
☐ 3. Case Studies, Pilot Programs, & Analyses
☑ 4. Broadband Education & Adoption Campaign

Work Category
☑ Access
☑Adoption

ITEM 7

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Nate Greenberg
Director, Mono County IT

September 7, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT

Subject Overview of Assembly Bill 1665

Recommendation

Informational item only.

Discussion

Assembly Bill 1665, often referred to as the Internet for all Now (IFAN) act was proposed in February, 2017 with the intent of renewing the California Advanced Services Fund with the goal of furthering broadband deployment in California. The bill has undergone several amendments, including some which were written in such a way that they are favorable to the large Incumbent Local Exchange Carriers (ILECs)/telcos, at the disservice to rural California.

Current language of the bill can be found online at https://leginfo.legislature.ca.gov/faces/billTextClient.xhtml?bill_id=201720180AB1665 and general information about the campaign behind the bill at http://www.internetforallnow.org/.

This item will review the status of the bill, the particular language and problems that it brings for Inyo and Mono counties, and potential remedies.

Fiscal Impact

None at this time.

Work Plan Alignment

Initiative Focus Area

- ☑ 1. Sustainability and Expansion of Broadband Infrastructure
- ☐ 2. Policy, Strategy, & Agency Engagement
- ☐ 3. Case Studies, Pilot Programs, & Analyses
- ☐ 4. Broadband Education & Adoption Campaign

Work Category

- ☑ Access
- ☐ Adoption

ITEM 8

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Nate Greenberg
Director, Mono County IT

August 3, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT

Subject Regional Branding & Partnership Initiative / Broadband Access Tool

Recommendation

Receive report out from sub-committee meeting and provide feedback to staff regarding next steps.

Discussion

The regional branding, partnership, and broadband access tool sub-committee consisting of Jessica Kennedy, Justin Norcross, and Christie Osborne met on August 23, 2017 to discuss next steps regarding the development the Connected Eastern Sierra brand, the Broadband Access Tool, and basics of the 'Partnership' program.

The following outlines the concept of the program:

Branded Concepts this program fulfills:

- Opportunity
- Capacity
- Case studies, pilot programs & analysis
- Broadband education & adoption campaign

Objective: Raise awareness of businesses who have adopted broadband and showcase access available

Tactics:

- Target at least 12 initial businesses in the region (Including Hospitals, Schools, and Businesses) in developed townships, I.e. Bishop, Mammoth Lakes, Independence, Lone Pine
  - Limit initial pilot to a handful of early adopters
    - Allows us to test the program and work with pilot participants to
  - Ex: Mammoth Lakes: Stellar Brew, Westin, MUSD; Bishop: Black Sheep Coffee
- Roll out a "sticker program" to early adopters of broadband
  - Eastern Sierra Connect welcome pack
    - Sticker
    - One-sheet
    - Wi-fi poster
- Meet with initial pilot group
  - Initial meeting
    - Education
    - What is *Connected Eastern Sierra*?
    - What are the benefits of showcasing and raising awareness about Broadband
    - What is the difference between broadband and "high speed internet?"
    - What's in it for the business?

    - Follow up meeting
        - Opportunities
        - Challenges
        - Marketing messaging and engagement moving forward
        - Advocacy
- Second group
    - Identify candidates
    - Outreach
        - Are they candidates for immediate entry into the program?
        - What are the barriers?

Timing: Pilot launch before the Thanksgiving Holiday

- **October:**
    - Definition of "broadband" for Connected Eastern Sierra (Council action)
    - Suggest pilot businesses and orgs (Council action)
- **Beginning of Nov**:
    - Identify pilot businesses and orgs that qualify and would be good candidates for the pilot
    - Website (or initial landing page) built
- **Mid-November:**
    - Launch pilot with initial businesses and orgs
- **January, 2018**:
    - Debrief with initial pilot members
    - Write initial case studies
        - Publish to website (image and text)
            - Possible short video interviews
    - Identify second-wave pilot members
- **February**:
    - Launch second iteration of community branding pilot with new businesses
    - Email interest list businesses can sign up to for more information and to connect with an ambassador on website
    - Initiate community PR program:
        - Local newspapers and radio
            - Celebrate success of early adopters
            - Raise awareness about capacity and opportunities
        - Local Chambers of Commerce
            - Speaking opportunities
            - Mixers
        - Local service groups
            - Speaking opportunities
- **March**: TBD based on learnings form the pilot
    - Plan for expansion and critical adoption

* The County is presently in discussions with Westech regarding requirements for this work and will keep Praxis informed.

Fiscal Impact

None at this time.

Work Plan Alignment

Initiative Focus Area

- ☑ 1. Sustainability and Expansion of Broadband Infrastructure
- ☐ 2. Policy, Strategy, & Agency Engagement
- ☐ 3. Case Studies, Pilot Programs, & Analyses
- ☑ 4. Broadband Education & Adoption Campaign

Work Category

- ☑ Access
- ☑ Adoption

* The County is presently in discussions with Westech regarding requirements for this work and will keep Praxis informed.

ITEM 9

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Nate Greenberg
Director, Mono County IT

September 7, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT

Subject Inyo-Mono Broadband Consortium Website Development

Recommendation

Review proposed design templates and provide feedback on preferred alternative

Discussion

The website sub-committee consisting of Christie Osborne, Phillip Fowler, Charles James, and Rudy DeFelice met on August 24, 2017 to discuss next steps regarding the development of a website for the Inyo-Mono Broadband Consortium and Connected Eastern Sierra brand.

The sub-committee has made progress regarding decisions around platform, and initial design framework concepts. Additionally, it has been determined that the IMBC may continue to retain the services of Nils Davis Design via the existing Town of Mammoth Lakes contract in order to facilitate design and development of the website.

- Theme considerations
  - Ability to strip down functional aspects of the theme to make it simpler (ie. remove slider)
  - Experts #2 (http://bit.ly/2uFB9rL)
  - Consilium (http://bit.ly/2veYLFb)
    - "Simple" landing page: Cedric (http://www.cedricvella.com/)

- Pages
  - Home
    - Slider includes bold pages below
  - **What is Broadband**
  - **Capacity**
  - **Regional Branding/Sticker**
  - About
  - Contact
  - Meetings
    - Board
    - Schedule
    - Agendas/Granicus

- Core Aspects
  - Opportunity
  - Capacity

    - What is Gigabit Service?
        - What do we mean by broadband
        - How does D395 differ from Connected Eastern Sierra
    - Quality of Life and Economic Development

- Public interaction / public comment
- Access
    - Interactive mapping
    - Broadband Access Tool

- Overall goal
    - Everything needs to answer the question of 'what's in it for …'
    - One stop shop for residents, visitors, businesses
    - Portal of some kind for each of the sub committees

- Basic governance
    - Should take a back seat
    - Meeting summary
    - Granicus
    - CPUC / funding

- Section 508 compliance
- Optimized for mobile and lower bandwidth
- Content should be created and overseen by the Branding Sub-Committee

Fiscal Impact

Up to $8,300, as budgeted and approved in the IMBC Y1 Workplan.

Work Plan Alignment

Initiative Focus Area

☑ 1. Sustainability and Expansion of Broadband Infrastructure
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Work Category

☑ Access
☑ Adoption