



INYO-MONO BROADBAND CONSORTIUM ADVISORY COUNCIL

AGENDA

SPECIAL MEETING

**Thursday, October 12, 2017 at 9:00 a.m.
Mammoth Lakes Town Council Chambers
437 Old Mammoth Road, Suite Z, Mammoth Lakes, California
(NOT TO BE TELECONFERENCED IN BISHOP, CALIFORNIA)**

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 – Vice Chair
Inyo County – Tribal Sector Representative Jesse Archer
Mono County - Private Sector Representative Ron Day - Chair
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* – Vacant
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. A MOMENT OF SILENCE IN MEMORY OF THOSE KILLED AND FOR THOSE WHO ARE STILL SUFFERING FROM THE TRAGEDY IN LAS VEGAS, NEVADA, ON OCTOBER 1, 2017.
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. INYO-MONO BROADBAND CONSORTIUM (IMBC) ADVISORY COUNCIL PARTICIPATION – Council to receive update on IMBC Advisory Councilmember participation and vacancies - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.
6. AGENCY ENGAGEMENT AND BOARD/COUNCIL PRESENTATIONS – Council to discuss content and timing of presentations on progress and initiatives of IMBC Advisory Council to each of the Eastern Sierra Council of Governments (ESCOG) member agencies – IMBC Advisory Council Chair Day and Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.
7. CALIFORNIA EMERGING TECHNOLOGY FUND (CETF) BROADBAND CONSORTIA SUMMIT - Council consideration to approve sending three representatives to the CETF Broadband Consortia Summit in Sacramento, California, on January 3 and 4, 2018 – IMBC Advisory Council Chair Day and Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.
8. SERVICE LEVEL MAP – Council to receive update on Service Level Interactive Map and discuss next steps - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.

9. INYO-MONO BROADBAND CONSORTIUM (IMBC) WEBSITE DEVELOPMENT – Council to receive update on website development and to provide feedback and direction to staff - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.
10. REGIONAL BRANDING PROGRAM – Council to receive update on status of the Regional Branding effort, review and provide feedback on draft print collateral, and authorize ordering of initial print run of collateral - IMBC Advisory Councilmember Kennedy and Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.
11. CALL FOR AGENDA ITEMS FOR NEXT MEETING(S)
12. ADJOURNMENT – Thursday, November 2, 2017 at 9:00 a.m. Regular Meeting in the Bishop City Council Chambers and the Mammoth Lakes Town Council Chambers via teleconference.



INYO-MONO BROADBAND CONSORTIUM

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Nate Greenberg
 Director, Mono County IT

October 12, 2017

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

Recommendation

Receive update on councilmember participation and vacancies.

Discussion

Rudy DeFelice (the Lodging/Recreation Representative for the Town of Mammoth Lakes) resigned from the Advisory Council on September 13th, 2017.

The Town of Mammoth Lakes is actively working to replace this seat with another appropriate representative.

Fiscal Impact

None.

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

From: DeFelice Rudolph
To: [Nate Greenberg](#)
Cc: [John Wentworth](#)
Subject: Broadband Advisory Council Resignation
Date: Wednesday, September 13, 2017 3:08:38 PM

Nate,

As you know, my department at Mammoth has lost its funding and I've left the Company.

I'm exploring next moves and much as I love the town and believe in the mission we have started there is a decent chance I'll be leaving the area for professional reasons.

Based upon that, we've agreed it makes sense to resign my seat on the Broadband Advisory Council.

I regret any inconvenience this will cause you or the group. I'm sure your work will yield great results.

Thanks for the opportunity to work with you on this.

Best,

Rudy

Rudy DeFelice

Mammoth Mountain Ski Area, LLC
P.O. Box 24 | 10001 Minaret Road
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Tel. 760.934.0604
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rdefelice@mammothresorts.com



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Nate Greenberg
 Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject Agency Engagement and Board/Council Presentations

Recommendation

Discuss content and timing of presentations on progress and initiatives of IMBC for each of the ESCOG participating agencies.

Discussion

During the September IMBC Advisory Council Meeting it was decided that formal presentations should be made to the complete elected Boards/Councils for Inyo County, Mono County, the City of Bishop, and Town of Mammoth Lakes.

This item will focus on gathering input to develop the outline of those presentations and discuss timing and scheduling for the presentations to take place.

Fiscal Impact

None.

Work Plan Alignment

Initiative Focus Area

- 1. Sustainability and Expansion of Broadband Infrastructure
- 2. Policy, Strategy, & Agency Engagement
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Nate Greenberg
 Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject CETF Broadband Consortia Summit - Sacramento

Recommendation

Approve recommendation to send the following representatives to the CETF Broadband Consortia Summit in Sacramento on January 3rd & 4th:

- | | |
|--------------|---|
| Inyo/Bishop: | <ol style="list-style-type: none"> 1. Justin Norcross 2. Supervisor Jeff Griffiths (proposed, not confirmed)
Alt. Tribal Representative |
| Mono: | <ol style="list-style-type: none"> 3. Christie Osborne or Jessica Kennedy |

Discussion

The California Emerging Technology Fund (CETF) hosts an annual Broadband Consortia Summit with the following purpose:

- Drive overall broadband goals for success at 98% deployment and 90% adoption in the region.
- Engage Civic Leaders to strategically optimize impact and success.
- Share experiences, best practices and challenges for Regional Consortia to improve effectiveness, and develop or incorporate a plan of action.

The IMBC has been asked to send three delegates to represent the work that we are doing with the Consortium, and learn from other broadband leaders throughout the state. The intention is to send Vice Chair, Justin Norcross as well as one additional elected or tribal representative from Inyo County/City of Bishop, and a representative from Mono County/Town of Mammoth Lakes.

Fiscal Impact

None.

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



California Emerging Technology Fund
Regional Consortia Summit
Wednesday-Thursday, January 3-4, 2018
Sheraton Grand Sacramento Hotel
1230 J Street, Sacramento, CA 95814

Purpose of Summit

- Drive overall broadband goals for success at 98% deployment and 90% adoption in the region.
- Engage Civic Leaders to strategically optimize impact and success.
- Share experiences, best practices and challenges for Regional Consortia to improve effectiveness, and develop or incorporate a plan of action.

AGENDA
DRAFT/Annotated

Day One: Wednesday, January 3, 2018			
9:00		Registration and Coffee	
10:00	I.	Welcome and Self-Introductions <i>Name an accomplishment and challenge.</i>	Sunne Wright McPeak President and CEO, CETF Regional Consortia <i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar- Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i>
10:30	II.	Interactive Exercise TBD <i>Tabletop Exercises: “How To”</i>	Regional Consortia <i>Mixed RC groups</i>
12:00	III.	Luncheon	<i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar- Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i>
1:00	IV.	The Next Five Years	CPUC Team
1:45	V.	Case Studies	Connie Stewart Executive Director, CCRP Jason Schenkler Director - GICenter, Chico State Martha van Rooijen Executive Director, IERBC Chloe Atwater

			Project Manager, CSC
3:00		Break	
3:15	V.	Case Studies (continued)	TBD: Other RCs
4:15	VI.	Small Breakout Groups: Lessons Learned from the Day and How to Apply in Your Region	Regional Consortia
5:00	VII.	Adjourn	
6:00		Reception and Dinner	<i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar-Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i>
Day Two: Thursday, January 4, 2018			
8:00		Breakfast: Conversation and Networking	
8:30	I.	Recap of Day One and Review of Day Two	Sunne Wright McPeak <i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar-Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i>
9:00	II.	Engagement and Outreach to Local Government, Civic Leaders and Organizations (Chambers of Commerce, Transportation, Non-Profit Organizations)	Tom West Program Manager, NBNCC Michelle Gartner Senior Program Manager, Sierra Business Council Bruce Stenslie President & CEO, Economic Dev Collaborative of Ventura County Tim Kelley President & CEO, IVEDC Linda Best Program Manager, EBBC
10:15	III.	Adoption	Trish Kelly Senior Vice President, Valley Vision Shelby Gonzales Finance Director, OCED, CSU Fresno Diana Rodriguez Director - Digital Learning & Technology, YPI Seth Hubbert Executive Director, Tech Exchange
11:15	IV.	Deployment /How to Work With Providers/Industry	Connie Stewart Nate Greenberg GIS Coordinator, Mono County (<i>will designate another rep TBD</i>) Steve Blum President, Tellus Venture Associates

12:15	V.	<p>Luncheon</p> <p>Small Breakout Groups by Regional Consortia: Lessons Learned from the Summit and How to Apply in Your Region</p> <p>Report Out</p>	<p><i>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar-Curry/Santiago/Dahle/Oberholte – SEN. Hueso/Morrell</i></p>
1:15	VI.	<p>Looking Ahead: Regional Consortia and the Future</p> <p>Small Breakout Groups by Regional Consortia: Lessons Learned from the Summit and How to Apply in Your Region</p> <p>Report Out</p>	<p>Sunne Wright McPeak</p>
2:00	VII.	<p>Adjourn</p>	

From: Gladys Palpallatoc
To: [Adrian Rehn \(Adrian.Rehn@valleyvision.org\)](mailto:Adrian.Rehn@valleyvision.org); [Bill Simmons \(bsimmons@iprise.com\)](mailto:Bill.Simmons@iprise.com); [Bruce Stenslie \(bruce.stenslie@edc-vc.com\)](mailto:Bruce.Stenslie@bruce.stenslie@edc-vc.com); [Calvin Sandeen \(calvin.sandeen@sonoma-county.org\)](mailto:Calvin.Sandeen@calvin.sandeen@sonoma-county.org); [Cesar Zaldivar-Motts \(mottscz@sdcorp.org\)](mailto:Cesar.Zaldivar-Motts@mottscz@sdcorp.org); [Chloe Atwater \(catwater@atcaa.org\)](mailto:Chloe.Atwater@catwater@atcaa.org); [Chris Fajkos \(chris@tahoeprosperty.org\)](mailto:Chris.Fajkos@chris@tahoeprosperty.org); [Connie Stewart \(ces54@humboldt.edu\)](mailto:Connie.Stewart@ces54@humboldt.edu); [Courtney A. 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Kelley \(tim@ivedc.com\)](mailto:Timothy.E.Kelley@tim@ivedc.com); [Tom West \(tom@westfamily.org\)](mailto:Tom.West@tom@westfamily.org); [Trish Kelly \(trish.kelly@comcast.net\)](mailto:Trish.Kelly@trish.kelly@comcast.net); [Trish Kelly \(Trish.Kelly@valleyvision.org\)](mailto:Trish.Kelly@trish.kelly@valleyvision.org); [Trish Steel \(Chairman@MendocinoBroadband.org\)](mailto:Trish.Steel@trish@MendocinoBroadband.org); [Trish Steel \(trish@MendocinoBroadband.org\)](mailto:Trish.Steel@trish@MendocinoBroadband.org)
Subject: REGISTER Now: SAVE-THE-DATES: 1/3-4/2018, CETF Regional Broadband Consortia Summit, Sacramento CA
Date: Wednesday, September 27, 2017 3:25:48 PM
Attachments: [image003.png](#)
[image005.png](#)
[image008.png](#)

Apologies, I had the wrong deadline dates for registration and submitting (1) major accomplishments, (2) challenges and (3) “keys to success”. The **deadlines for both is 12/13/17 (corrected below)**. Thank you.

Regards,
Gladys



Gladys N. Palpallatoc | Associate Vice President | (415) 744-2387
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www.twitter.com/net4allnow | www.facebook.com/net4allnow | [Internet For All Now](#)



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From: Gladys Palpallatoc
Sent: Wednesday, September 27, 2017 3:15 PM
Subject: REGISTER Now: SAVE-THE-DATES: 1/3-4/2018, CETF Regional Broadband Consortia Summit, Sacramento CA

Dear Regional Consortia,

Please **REGISTER yourself and up to two additional partners** below for the:

CETF Regional Broadband Consortia Summit

January 3–4, 2018

Sheraton Grand Sacramento Hotel
1230 J St, Sacramento, CA 95814

REGISTER by 12/13/17, [CETF Regional Broadband Consortia Summit](#)

Attached is a preliminary **Draft Agenda** and you will see yourselves included in the program. The agenda will change as speaking invitations to legislators go out and are accepted, and also as we get additional feedback on the program or speaking requests. Please send us your feedback.

Lastly, we would like to compile in advance, the **(1) major accomplishments, (2) challenges and (3) “keys to success”** from each Regional Consortia. **Please submit this to us also by 12/13/17.** Thank you very much and don't hesitate to contact us if you have any questions.

Regards,
Gladys



Gladys N. Palpallatoc | Associate Vice President | (415) 744-2387

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From: Gladys Palpallatoc

Sent: Monday, June 12, 2017 6:06 PM

Subject: SAVE-THE-DATES: 1/3-4/2018, Regional Broadband Consortia Summit, Sacramento CA

Dear Regional Consortia,

You are invited to a gathering of all Regional Consortia to discuss and plan how to achieve the 98% deployment goal for the State. Please put the following dates in your calendars:

SAVE-THE-DATES
Regional Broadband Consortia Summit

January 3–4, 2018
Sheraton Grand Sacramento Hotel
1230 J St, Sacramento, CA 95814

We are in the process of planning the Summit and will send more information as it becomes available. Thank you.

Regards,
Gladys



Gladys N. Palpallatoc | Associate Vice President | (415) 744-2387

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Nate Greenberg
Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject Service Level Map

Recommendation

Receive updated on Service Level Interactive Map and discuss next steps in the effort. Provide direction to staff as appropriate.

Discussion

Work has continued on developing the Service Level Interactive Map, and associated components. This item will demonstrate the status of those efforts, seek input from the Advisory Council, and propose future direction, as appropriate.

Fiscal Impact

None.

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



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Nate Greenberg
 Director, Mono County IT

October 12, 2017

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

Subject Inyo-Mono Broadband Consortium Website Development

Recommendation

Receive update on website development and provide feedback/direction to staff.

Discussion

Based on the direction provided at the last Advisory Council meeting, the website sub-committee engaged Nils Davis Design regarding applying the IMBC Brand Guidelines to the decided upon “Consilium” theme and begin the process to build out a basic website for the Consortium. The intent is to incorporate the Branding efforts and associated language into the site, and have a ‘Minimum Viable Product’ live by late November.

Overall goal of site:

- Everything needs to answer the question of 'what's in it for [me],[my business],[my industry]...'
- One-stop shop for residents, visitors, businesses
- Site Map / Pages
 - Home
 - Slider includes bold pages below
 - **What is Broadband**
 - **Capacity**
 - **Regional Branding/Sticker**
 - About
 - Contact
 - Meetings
 - Board
 - Schedule
 - Agendas/Granicus

Fiscal Impact

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

Work Plan Alignment

Initiative Focus Area

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Nate Greenberg
 Director, Mono County IT

October 12, 2017

To Inyo Mono Broadband Consortium Advisory Council
From Nate Greenberg – Director, Mono County IT
Subject Regional Branding Program Update

Recommendation

Council consideration to:

1. Receive update on status of Regional Branding effort
2. Review and provide feedback on draft print collateral
3. Authorize ordering of initial print run of collateral

Discussion

Since the September Advisory Council meeting, substantial work has taken place on the development of collateral to support the Regional Branding initiative. This item will debut the initial design concepts for those products, and talk about the plans for initiating the pilot program.

Below are the next steps and actions underway with the goal of completion in October:

- Welcome Kit
 - One sheet about economic benefits of connected eastern sierra approved broadband
 - Collateral (table tents / poster)
 - Infographic(s)
- Merchandising Components
 - Table Tent / Posters
 - Landing page on website
- Defining Consumer Benefits
 - Manage your data while traveling
 - Large file transfer
 - Live video capabilities
 - Meeting and video conferencing
 - Streaming video
- Troubleshooting (Managing expectations)
 - Speed still slow? Here's may be why:
 - Device age
- Design QA Testing Program
 - Scripts and spreadsheet for QA testing
 - Test potential candidates to set up a baseline
 - Test businesses that have not adopted broadband
 - Develop reasonable thresholds

Fiscal Impact

None.

Work Plan Alignment**Initiative Focus Area**

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Work Category

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