INYO-MONO BROADBAND CONSORTIUM
ADVISORY COUNCIL

AGENDA

Thursday, December 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 – 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* – Lodging/Recreation Representative – Emily Woods
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. ROLL CALL

3. 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.

4. IMBC ADVISORY COUNCIL MEETING MINUTES - AUGUST 3, 2017 – Council consideration to approve the minutes as presented.

5. IMBC ADVISORY COUNCIL PARTICIPATION – Council to receive update on council member 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 for each of the ESCOG participating agencies - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.

7. CALIFORNIA EMERGING TECHNOLOGY FUND (CETF) BROADBAND CONSORTIA SUMMIT IN SACRAMENTO – Council to discuss attendance and presentations at the Regional Consortia Learning Summit on January 3-4, 2018 in Sacramento and provide direction to Councilmembers Norcross and Kennedy regarding presentations, questions, or desired outcomes from summit – Councilmembers Norcross and Kennedy.

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. IMBC WEBSITE DEVELOPMENT – Council to receive update on website development and provide feedback and direction to staff - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.

10. REGIONAL BRANDING PROGRAM UPDATE – Council to receive update on status of the Regional Branding initiative - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP.

11. APPOINT CHAIR AND VICE CHAIR FOR 2018 – Council to discuss and consider action to appoint a Chair and Vice Chair for 2018.

12. IMBC ADVISORY COUNCIL MEETING SCHEDULE AND GOVERNANCE – Council to discuss and consider approving the IMBC Advisory Council Meeting Schedule for 2018.

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

INYO-MONO BROADBAND CONSORTIUM ADVISORY COUNCIL INITIAL MEETING

MINUTES

Thursday – August 3, 2017
Bishop Council Chambers
301 West Line Street, Bishop, California

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 Braithwaite
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
   Chair Day called the meeting of the Inyo-Mono Broadband Consortium Advisory Council to order at 9:03 a.m. in the Bishop City Council Chambers.

2. PLEDGE OF ALLEGIANCE
   The Pledge of Allegiance was led by Charles James.
3. ROLL CALL:

Present:
Councilmember Carmichael
Councilmember Himelhoch
Councilmember Fowler
Councilmember James
Councilmember Archer
Councilmember Braithwaite – Joined meeting at 9:25 a.m.
Councilmember Kennedy
Councilmember Osborne
Chair Day

Absent and Excused:
Councilmember DeFelice
Councilmember Little
Vice-Chair Norcross

Others Present:
Nate Greenberg, Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator
Robin Picken, City of Bishop Assistant City Clerk

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.

No public comments were made.

5. INYO-MONO BROADBAND CONSORTIUM (IMBC) BOARD REPORT
Director Greenberg reported to Council on the conversation and direction given to the IMBC Advisory Council and staff by the Eastern Sierra Council of Governments (ESCOG) Board Members at their meeting of June 16, 2017 in regards to the IMBC website and Provider Forum. No action was taken.

6. IMBC ADVISORY COUNCIL BY-LAWS AND UNITY OF PURPOSE DISCUSSION AND WORKSHOP
Chair Day and Councilmember Osborne reviewed this item with Council. The Council reviewed the proposed by-laws and agreed to make minor changes to the proposed language and bring it back to their next scheduled meeting for approval and adoption.
7. PROVIDER FORUM SUB-COMMITTEE REPORT AND NEXT STEPS
   Director Greenberg reported to Council on this item. No action was taken.

8. WEBSITE SUB-COMMITTEE REPORT AND NEXT STEPS
   Councilmember Osborne reviewed this item with Council. After a thorough
discussion, Council gave direction to Councilmember Osborne to continue her work
with the website sub-committee on the items discussed. Council thanked
Councilmember Osborne for the work that she and the sub-committee have done
and they look forward to seeing this project come to fruition.

9. BRANDING, PARTNERSHIP, AND BROADBAND ACCESS TOOL
   Councilmember Kennedy reviewed this item with Council. After a brief discussion
on this item, Chair Day asked to table further discussion on this item for the next
regularly scheduled meeting and to email any comments on this topic to
Councilmember Kennedy for their Branding Sub-Committee’s information in
preparation for the Council’s next discussion on this topic.

10. SERVICE LEVEL INTERACTIVE MAP
    Director Greenberg reviewed this item with Council. Council discussed the
usefulness of this map as a good tool for gathering quality data from the public.
Further discussion ensued on the definition of the word “Broadband.” Council
asked that this item be brought back at their next meeting for further updates,
discussion, and next steps.

11. IMBC ADVISORY COUNCIL MINUTES
    June 1, 2017 – Councilmember Osborne made a motion to approve the minutes as
presented. Councilmember Himelhoch seconded the motion. Motion passed 9-0.

    Ayes: Councilmembers Carmichael, Himelhoch, Fowler, James, Archer,
Baithwaite, Osborne, and Chair Day
    Noes: None
    Abstain: Councilmember Kennedy
    Absent: Councilmembers Little, DeFelice, Vice-Chair Norcross

12. SCHEDULE IMBC ADVISORY COUNCIL PRESENTATIONS TO ALL ESCOG
    BOARD ENTITIES
    Council discussed scheduling of IMBC Advisory Council presentations to all
ESCOG entities (City of Bishop City Council, Town of Mammoth Lakes Town
Council, Inyo County Board of Supervisors, and Mono County Board of
Supervisors) and agreed to prepare a presentation for the upcoming ESCOG
meetings starting in October. Council also came to a consensus to build a slide
presentation that can be presented to not just ESCOG entities but for other
community organizations.

13. CALL FOR AGENDA ITEMS FOR NEXT MEETING(S)
    Council asked that the following items be brought to a future meeting:
    • Staff Report on AB 1665
    • Definition of “Broadband”
    • Standing Meeting Item: Sub-Committee Reports
    • Approve By-Laws
14. ADJOURNMENT
Chair Day adjourned the meeting at 12:00 p.m. to the IMBC Advisory Council meeting scheduled for Thursday, September 7, 2017 at 9:00 a.m. Regular Meeting in the Mammoth Lakes Town Council Chambers located at 437 Old Mammoth Road, Suite Z and in the Bishop City Council Chambers located at 301 West Line Street via teleconference.

______________________________
Ron Day, Chair

Approved on: ________________________
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
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
Mammoth Lakes, CA 93546
Tel. 760.934.0604
Cell. 310.699.2128
rdefelice@mammothresorts.com
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  
☑ 3. Case Studies, Pilot Programs, & Analyses  
☑ 4. Broadband Education & Adoption Campaign

Work Category
☑ Access  
☑ Adoption
TODAY’S AGENDA

Background and Introduction
A brief history of broadband and Digital

Accessing Opportunity
Where is service and how do you get it?

Moving from Access to Adoption
What are Best Practices and why do they matter?

Leveraging Resources
What help exists to bring it all together

Bring it home...
Developing a common narrative, celebrating success, learning & growing
Entertainment
• Access to same services found in metropolitan US

Education
• Distance learning and curriculum expansion opportunities

Healthcare
• Home health & monitoring
• Telemedicine

Economic Development
• Support tourism based economy & visitor needs
  • Continue to promote unique recreation opportunities
  • Quality visitor experience = return visitors

• Help local businesses sustain and grow
  • Leverage technology to improve reach and engagement
Diversify our economic base
  • Attract new small businesses
  • Foster an entrepreneurial ecosystem & Start Up Culture
  • Leverage the unique qualities that this region has to offer
WHAT IS DIGITAL 395?

- Digital 395 is a 620 mile long, 432 strand, Middle Mile fiber optic network

- $120m project funded by ARRA & CASF

- Two primary obligations:
  - To construct a fiber-optic backbone between Barstow, CA & Carson City, NV primarily following the Highway 395 corridor (Middle Mile)
  - To provide broadband capabilities to 250+ government, education, medical, and service provider anchors (Last Mile)
**WHY IS DIGITAL 395 IMPORTANT?**

- Provides the Eastern Sierra with bandwidth that is commensurate with that of a major city
  - Previous backhaul was supplied by Verizon (from Bakersfield)
    - Limited capacity with expensive connection rates for providers
    - Providers in turn limited capacity and had to charge more to customers
    - No redundancy

- Built as a 100yr network with Petabyte capacity
  - Provides communication redundancy along the route
Digital 395 provides broadband service in the form of ‘backhaul’ to providers. Providers utilize their ‘Last Mile’ network to connect customers at home & work. Customers purchase service from local providers.
WHAT IS CONNECTED EASTERN SIERRA?

- Connected Eastern Sierra is the second phase of the project focused on addressing successes and barriers to access and adoption.
- Driven by the Inyo Mono Broadband Consortium.
- Two primary goals:
  - To increase access to high speed broadband for all communities in Mono and Inyo Counties.
  - To increase adoption of high speed broadband by local businesses, GEMs, individual consumers and more in Mono and Inyo Counties.
INYO-MONO BROADBAND CONSORTIUM
INYO-MONO BROADBAND CONSORTIUM (IMBC)

Two-Year, $150k work plan focused on Broadband Access & Adoption

Funded by the California Public Utility Commission and overseen by the Eastern Sierra Council of Governments

12 member Advisory Council with representatives from each of the four member agencies

Goal of increasing broadband access & utilization throughout the Eastern Sierra
We are what we think...

...and create.

- Unique opportunity to ‘reinvent’ the Eastern Sierra experience
- Know what we have
- Demonstrate leadership in quality of service & offerings
- “A Rising tide raises all ships“ mentality

We have things that others dream of...
PROJECT UPDATES
Workplan Alignment

- 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
Goals

One-stop Shop
- Interactive service-level map.
- Choosing a service that's right for you

Unity of Purpose
- Aspects of mission (access/adoptions) are embedded throughout the site.
- Why broadband is important & why people should care.
  - Every page answers: What's in it for me (the web visitor)?

Brown Act Compliance
- Meetings & agendas
- Sub-committee work
Website Update

Audience Served

• **Public Sector:**
  • Hospitals
  • Schools
  • Libraries

• **Private Sector:**
  • Businesses
  • Residents
  • Second Home owners
  • Visitors

• **Government**
  • Towns and Cities
  • Emergency Services
  • Tribal Entities
Website Update

Processes

• Iterative
• SCRUM / Agile Project Management
• MVP (Minimum Viable Product)
• Scalable
• Life-cycle considerations
Website Update
Template
Full Control Over Colours And Layout

Full control over colours and layout. All pages have been designed & developed to the bootstrap framework allowing the site to display beautifully across all devices and screen sizes.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.


Find Out More →

Our Clients Love Us

Pellentesque suscipit, mauris id scelerisque sagittis, nisl massa consectetur quam, vitae ultricies justo leo eii eit vestibulum. Pellentesque ...

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CHERYL COLEN
Senior Designer

JASON DOE
Senior Designer

JOHN DOE
Senior Designer
Our Amazing Team

We're a multi-talented team. No matter what you need, rest assured knowing we have you covered. Visit the about page to meet the rest of our creative team.
Initial Site Map

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

- 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
Branding Update

Audiences Served

Customers & Businesses/Orgs

- **Private Sector:**
  - Businesses
  - Visitors

- **Public Sector:**
  - Hospitals
  - Libraries

- **Government**
  - Town facilities
Pilot Program

• Target at least 12 initial businesses in the region
  • Limit initial pilot to a handful of early adopters
  • Allows us to test the program and work with pilot participants to
• Roll out a "sticker program" to early adopters of broadband
• Eastern Sierra Connect welcome pack
  • Sticker
  • One-sheet for business
    • Security awareness
    • Best practices
    • Language
• Wi-Fi poster
  • Key Points
    • Fast Internet no matter how many people are in the room
    • Transfer files and information at high speeds
    • Security education?
• Table Tent
• Meet with initial pilot group
  • 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?
Prep: Oct - November

Pilot:
    December- February

Learn:
    March

Iterate:
    Spring/Summer 2018

**Branding Update**

**Next Steps**

- **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
Inyo-Mono Broadband Consortium
CONTACT INFORMATION HERE
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:  
  1. Justin Norcross  
  2. Supervisor Jeff Griffiths (proposed, not confirmed)  
  Alt. Tribal Representative  

- Mono:  
  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

<table>
<thead>
<tr>
<th>Time</th>
<th>Schedule</th>
<th>Presenter(s)</th>
<th>Role</th>
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<tbody>
<tr>
<td>9:00</td>
<td>Registration and Coffee</td>
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<tr>
<td>10:00</td>
<td>I. Welcome and Self-Introductions&lt;br&gt;Name an accomplishment and challenge.</td>
<td>Sunne Wright McPeak&lt;br&gt;President and CEO, CETF Regional Consortia</td>
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<td>II. Interactive Exercise TBD&lt;br&gt;Tabletop Exercises: “How To”</td>
<td>Regional Consortia Mixed RC groups</td>
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<td>12:00</td>
<td>III. Luncheon</td>
<td>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar-Curry/Santiago/Dahle/Obernolte – SEN. Hueso/Morrell</td>
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<td>1:00</td>
<td>IV. The Next Five Years</td>
<td>CPUC Team</td>
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<td>1:45</td>
<td>V. Case Studies</td>
<td>Connie Stewart&lt;br&gt;Executive Director, CCRP&lt;br&gt;Jason Schwenkler&lt;br&gt;Director - GICenter, Chico State&lt;br&gt;Martha van Rooijen&lt;br&gt;Executive Director, IERBC&lt;br&gt;Chloe Atwater</td>
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### Day Two: Thursday, January 4, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers and Details</th>
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<tbody>
<tr>
<td>8:00</td>
<td>Breakfast: Conversation and Networking</td>
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<td>8:30</td>
<td>I. Recap of Day One and Review of Day Two</td>
<td>Sunne Wright McPeak</td>
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<td>Possible Legislator Speakers TBD: ASSM. Wood/Garcia/Aguiar-Curry/Santiago/Dahle/Obernolte – SEN. Hueso/Morrell</td>
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<tr>
<td>9:00</td>
<td>II. Engagement and Outreach to Local Government, Civic Leaders and Organizations (Chambers of Commerce, Transportation, Non-Profit Organizations)</td>
<td>Tom West, Program Manager, NBNCC</td>
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<td></td>
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<td>Michelle Gartner, Senior Program Manager, Sierra Business Council</td>
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<td>Bruce Stenslie, President &amp; CEO, Economic Devt Collaborative of Ventura County</td>
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<td>Tim Kelley, President &amp; CEO, IVEDC</td>
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<td>Linda Best, Program Manager, EBBC</td>
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<td>10:15</td>
<td>III. Adoption</td>
<td>Trish Kelly, Senior Vice President, Valley Vision</td>
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<td>Shelby Gonzales, Finance Director, OCED, CSU Fresno</td>
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<td>Diana Rodriguez, Director - Digital Learning &amp; Technology, YPI</td>
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<td>Seth Hubbert, Executive Director, Tech Exchange</td>
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<td>11:15</td>
<td>IV. Deployment /How to Work With Providers/Industry</td>
<td>Connie Stewart, Nate Greenberg</td>
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<td>GIS Coordinator, Mono County (will designated another rep TBD)</td>
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<td>Steve Blum, President, Tellus Venture Associates</td>
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<td>Time</td>
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<td>12:15</td>
<td>V.</td>
<td>Luncheon&lt;br&gt;Small Breakout Groups by Regional Consortia: Lessons Learned from the Summit and How to Apply in Your Region&lt;br&gt;Report Out</td>
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<td>1:15</td>
<td>VI.</td>
<td>Looking Ahead: Regional Consortia and the Future&lt;br&gt;Small Breakout Groups by Regional Consortia: Lessons Learned from the Summit and How to Apply in Your Region&lt;br&gt;Report Out</td>
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<td>2:00</td>
<td>VII.</td>
<td>Adjourn</td>
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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
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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www.twitter.com/net4allnow | www.facebook.com/net4allnow | Internet For All Now

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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

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

Recommendation
Receive updated on status of the Regional Branding initiative. Provide feedback and direction as appropriate.

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 maybe 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
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Work Category
☒ Access
☒ Adoption
GET CONNECTED

in the Eastern Sierra

NETWORK NAME:

PASSWORD:
You are in a very special place.

**Being Connected in the Eastern Sierra is Different.**

Not all WIFI is created equal.

Our business is proud to provide fast and reliable internet that meets your needs. Our WIFI will keep you on track and in touch with the real world.

**GET READY TO:**

- Manage your data while traveling
- Transfer large files
- Watch or create live videos
- Attend meetings and video conferences
- Stream video
Promoting broadband access and adoption to improve quality of life and economic diversity in Inyo and Mono counties

PARTNER PACKET

www.ConnectedEasternSierra.net
To: Inyo Mono Broadband Consortium Advisory Council
From: Nate Greenberg – Director, Mono County IT
Subject: Inyo-Mono Broadband Consortium Advisory Council Meeting Schedule & Governance

Recommendation
Determine meeting schedule for Q1 2018

Discussion
Review calendar and work initiatives and determine meeting schedule and frequency for 1st Quarter, 2018.

Fiscal Impact
None.

Work Plan Alignment

Initiative Focus Area
☑ 1. Sustainability and Expansion of Broadband Infrastructure
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Work Category
☑ Access
☑ Adoption