INYO-MONO BROADBAND CONSORTIUM
ADVISORY COUNCIL
SPECIAL MEETING

AGENDA

Friday, February 9, 2018 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
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 - Chair

*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 WORK PLAN CHECK-IN – Council to evaluate and discuss priorities and allocation of effort to successfully accomplish workplan goals - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP

5. IMBC WEBSITE DEVELOPMENT – Council to receive update on website development and provide feedback and direction to staff – Chair Osborne

6. REGIONAL BRANDING PROGRAM UPDATE – Council to receive update on status of the Regional Branding initiative – Chair Osborne

7. AGENCY ENGAGEMENT AND BOARD/COUNCIL PRESENTATIONS – Council to discuss content and timing of presentations on progress and initiatives of IMBC for each of the Eastern Sierra Council of Governments (ESCOG) participating agencies - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP

8. BROADBAND ACCESS TOOL / SERVICE LEVEL MAPPING – 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. JANUARY 3 - 4, 2018 CALIFORNIA EMERGING TECHNOLOGY FUND (CETF) BROADBAND CONSORTIA SUMMIT DEBRIEF – Council to hear a debriefing of the CETF Broadband Consortia Summit from Vice Chair Norcross – Vice Chair Norcross

10. MARCH 6, 2018 CALIFORNIA ADVANCED SERVICES FUND (CASF) CONSORTIA SUMMIT – Council to discuss and consider sending up to five representatives to the CASF Consortia Summit in San Francisco on March 6, 2018 - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP

11. IMBC ADVISORY COUNCIL MEETING SCHEDULE AND GOVERNANCE – Council to review and discuss the IMBC Advisory Council meeting schedule for 2018 and determine meeting schedule and frequency for the first quarter of 2018 - Mono County & Town of Mammoth Lakes Information Technology Director/GIS Coordinator Nate Greenberg, GISP

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

13. ADJOURNMENT – TENTATIVE - Thursday, March 1, 2018 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

ITEM 4

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

February 9, 2018

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

Subject Inyo-Mono Broadband Consortium Work Plan Check-In

Recommendation

Evaluate priorities and allocation of effort to successfully accomplish workplan goals.

Discussion

Review two-year workplan, determine immediate priorities and assignments, and establish next steps.

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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ITEM 5

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Nate Greenberg
Director, Mono County IT

February 9, 2018

To Inyo Mono Broadband Consortium Advisory Council
From Christie Osborne, Chair

Subject Inyo-Mono Broadband Consortium Website Development

Recommendation

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

Discussion

This item will provide a review of the work done to date on the website, including copy editing and design, and talk about next steps in getting the site live.

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
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Work Category

- ☑ Access
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ITEM 6

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Nate Greenberg
Director, Mono County IT

February 9, 2018

To Inyo Mono Broadband Consortium Advisory Council
From Christie Osborne, Chair

Subject Regional Branding Program Update

Recommendation

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

Discussion

Since the October Advisory Council meeting, substantial work has taken place on the development of collateral to support the Regional Branding initiative. This item will show the products which have been produced and discuss initial feedback from outreach to Partner candidates.

Below are the action items, with status:

PRODUCT	STATUS
• Welcome Kit	
○ Folder	Designed (see attached)
○ Informational material	In development
○ Collateral (table tents / poster)	Table tent designed
▪ Infographic(s)	Not started
• Merchandising Components	
○ Table Tent / Posters	Complete
○ Landing page on website	In Process
• Troubleshooting (Managing expectations)	
○ Speed still slow? Here's may be why:	Not started
▪ Device age	
• Design QA Testing Program	Not started
○ 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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to improve quality of life and economic diversity
in **Inyo and Mono counties**

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ITEM 7

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Nate Greenberg
Director, Mono County IT

February 9, 2018

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.

Further discussion ensued at the October meeting regarding the rough content which should be included in the presentations. Based on this feedback, Jessica Kennedy developed a rough slide deck consisting of basic information about the Consortium and our key work initiatives. Additionally, it was determined that these presentations should be expanded to include several of the Tribal Councils, and perhaps other NGO type organizations such as Chambers of Commerce, Lyons and Rotary Clubs, etc.

This item is intended to review the content of this slide deck, and provide direction as to next steps.

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
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Work Category

- ☑ Access
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Nate Greenberg
Director, Mono County IT

February 9, 2018

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

Subject Broadband Access Tool / Service Level Mapping

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 complimentary Broadband Access Tool.

This item will demonstrate the status of those efforts, seek input from the Advisory Council, and propose future direction, as appropriate.

You can see a functional example of the Broadband Access Tool at https://webapps.mono.ca.gov/widgets/broadband_by_location/?mode=address&border=false.

Fiscal Impact

None.

Work Plan Alignment

Initiative Focus Area

- ☑ 1. Sustainability and Expansion of Broadband Infrastructure
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Work Category

- ☑ Access
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ITEM 9

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Nate Greenberg
Director, Mono County IT

February 9, 2018

To Inyo Mono Broadband Consortium Advisory Council
From Vice Chair Justin Norcoss

Subject CETF Broadband Consortia Summit Debrief

Recommendation
Informational item only.

Discussion
Councilmembers Justin Norcross and Jessica Kennedy along with Inyo County Supervisor Jeff Griffiths and Inyo County IT Director Scott Armstrong all attended the Regional Consortia Learning Summit on January 3-4th, 2018 in Sacramento.

This item will provide an opportunity for them to debrief the Summit and answer any questions the Council may have.

Additionally, you can see a 1h conversation between Councilmembers Norcross, Kennedy, Osborne, and Nate Greenberg at https://countyofmono1.sharepoint.com/IMBC/_layouts/15/Lightbox.aspx?url=https%3A%2F%2Fcountyofmono1.sharepoint.com%2FIMBC%2FShared%20Documents%2FPresentations%2FConsortium%20Summit%2FCETF%20Consortia%20Summit%20Debrief.mp4.

Fiscal Impact
None.

Work Plan Alignment
Initiative Focus Area
- ☑ 1. Sustainability and Expansion of Broadband Infrastructure
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Work Category
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INYO-MONO BROADBAND CONSORTIUM

ITEM 10

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Nate Greenberg
Director, Mono County IT

February 9, 2018

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

Subject March 6, 2018 California Advanced Services Fund (CASF) Consortia Summit

Recommendation

Discuss and consider sending up to five representatives to the March 6, 2018 CASF Consortia Summit in San Francisco.

Discussion

This is to inform the Council that the CASF will be hosting a Consortia Summit on March, 6 2018 in San Francisco.

The Summit rules allow for up to 5 representatives to be reimbursed up to $2,000. This means that the maximum allowance for 5 people is $10,000. If you wish to have more members of your group attend the summit we will need to let the CASF know as soon as possible. Unfortunately, the rules state that only 5 representatives are allowed to claim reimbursement.

Food costs, lodging, and travel reimbursements are dictated through CASF.

An agenda for the summit should be available this week.

Fiscal Impact

None. Reimbursement through CASF is available. See discussion above.

Work Plan Alignment

Initiative Focus Area

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Work Category

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ITEM 11

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Nate Greenberg
Director, Mono County IT

February 9, 2018

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
- ☐ 2. Policy, Strategy, & Agency Engagement
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Work Category

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INYO-MONO BROADBAND CONSORTIUM
ADVISORY COUNCIL
MEETING SCHEDULE – 2018

All regularly scheduled meetings will be held at 9:00 AM
and will be teleconferenced between
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
unless otherwise noticed.

January - No regular meeting is scheduled for the month of January 2018

February – Thursday, February 8, 2018 at 9:00 AM

March – Thursday, March 1, 2018 at 9:00 AM

April – Thursday, April 5, 2018 at 9:00 AM

May – Thursday, May 3, 2018 at 9:00 AM

June – Thursday, June 7, 2018 at 9:00 AM

July – Thursday, July 5, 2018 at 9:00 AM

August – Thursday, August 2, 2018 at 9:00 AM

September – Thursday, September 6, 2018, at 9:00 AM

October – Thursday, October 4, 2018 at 9:00 AM

November – Thursday, November 1, 2018 at 9:00 AM

December – Thursday, December 6, 2018 at 9:00 AM