

Steering Committee Meeting Notes

Friday, November 2nd, 2012, 10:00 am -11:30 am

The Community Foundation of Mendocino County

204 S. Oak Street, Ukiah, CA 95482 (707) 468-9882

Dial In # (605) 477-2100 Participant access code: 565491#

1. Call to Order: 10:00 am

- a. Attendees: Bob Perkowsky, Brian Churm, Dan Hamburg, Jeff Tyrell, Jim Moorehead, John Goldsmith, Mike Nichols, Ray Gifford, Trish Steel
- b. Call-in: Susanne Norgard
- c. Changes to agenda: none

2. Golden Bear Broadband NCRMMI / R1CP – update

- a. Jim gave an update: we are all hopeful that funding for the Golden Bear through Joseph Kong will be successful; he is in China as we speak working with investors for the 10% match financing.
- b. Mitch had a meeting with Sunny McPeak (CETF president) and Jim Delgonis (president of Cenic); they are uncomfortable with the 90% subsidy/\$120 million cost, and think politically, it will be tough to sell to the Commission. They would like Mitch to look into additional sources of funding, as they would be more comfortable if he could get more partners to come in. Mitch is strapped in terms of staffing resources, and the Alliance offered to give him some help, taking on Glenda Humiston, state director, RUS/USDA (Rural Utilities Service). Steve Sharpe will arrange a meeting with her to highlight how important this is, and maybe we could get another 5 - 10% of funding from the USDA.
- c. One angle that we are considering is that the state of CA has to come up with ways to reduce agricultural water usage, and the only way that can happen is with “IT on the farm”, and that means rural broadband deployment. We think we have a good pitch for Glenda, even though we don’t know where the money would come from. JG has looked at existing RUS resources for broadband deployment, and they tend to be small, disconnected programs. We will ask Glenda to look at the bigger picture, and if the agricultural industry needs to significantly reduce water consumption by some fixed date, there must be other funding available looking at it from that standpoint.
- d. We are working on anchor institutions for the R1CP. Feb 1st is application deadline, and Tom West and Cathy Emerson will give us a deadline before that for getting our documents together. We hope to get an endorsement from the Westport Municipal Advisory Council, Gualala MAC and the Office of Emergency Services (OES). Shannon Barney from OES will be at our meeting on November 16th.
- e. Golden Bear Broadband has joined our weekly R1CP calls that Steve Sharpe organizes. They also had their first board meeting Thursday, 11/1. We don’t yet know who is on the board.

- f. Dan wondered whether the other fifteen counties are giving their political support to the project. Do the other county Boards of Supervisors and Congress people have resolutions in support of the application as does Mendocino County?
- g. Jim said that we would assume that Tom and Mitch have done this, but JG suggested that we make this a point of discussion with them. Jim will ask them on the next weekly call.
- h. Dan suggested that real citizens making the case for rural broadband need would be powerful...if on the day of the CPUC vote there were people there to give their input it would make an impact. He wondered what sorts of grassroots efforts are happening. At the next R1CP/GBB call, Jim will ask if plans are being made for a grassroots turnout at the CPUC hearing which should be sometime next spring or summer.
- i. Jeff Tyrell suggested it was important to make sure input is allowed before such an effort is organized; Dan added that he's been to meetings where they decided to allow input because hundreds of people were there.
- j. Jim, Greg, Mitch and Tom will be driving the Mendocino portion of the route on November 13th. Steve Sharpe will do likewise with Mitch on November 14.

3. Anchor Institution Inventory

- a. Greg, Jim, and Trish have been working on this and their main focus is on the R1CP, and in that regard we've made good progress.
- b. What is an anchor institution? The anchor institutions help to build the business case for a project. Broadband deployment is based on finding the big users first, and then the smaller users come later. If the mill site in Fort Bragg is being developed, and has attracted big businesses that need substantial bandwidth, that is an anchor institution. Anchor institutions also include the hospitals, clinics, schools, and police and fire stations.
- c. Brian pointed out that the local WISPs and internet providers are anchor institutions because as an upstream provider, they need bandwidth. Their endorsements would really put power into the application. Jim will work on ISPs/WISPs as anchors.
- d. Mike suggested looking for Hispanic non-profits as possible anchor institutions.
- e. JG wondered about tribal support. Jim talked about Native One, a GBB partner, which can sometimes help with these kinds of barriers; Dan said the Sinkyone Intertribal Wilderness Council would be a good contact. Hawk Rosales is the Chair, and Dan thinks that we could get Hawk to come to a meeting. Dan will be contacting Hawk.
- f. Until now, businesses have mostly been ignored as anchor institutions, because there are so few big ones. But Jim will be contacting the Chambers of Commerce regarding a way to reach out to the businesses and get their needs. Greg wants to send out a letter and put a survey form on the website. This is really an important business issue, because if it costs five times as much for a business to have connectivity here in Mendocino County as it costs in Santa Rosa, or there simply is no infrastructure, it's prohibitive. This project would help level the playing field to bring more businesses into the county. The GBB middle mile will drive down wholesale bandwidth costs.
- g. Since the Chambers have monthly mixers, it was suggested that we set up a booth at one of these events.

- h. Dan recently spent time with Jim Holmes of the Mendocino Redwood Company, and wondered if it would be advantageous to get their support and identify them as an anchor. It would be good PR for them to endorse the project.
- i. The fishing industry was mentioned, and Trish will contact Cynthia of the Pacific Coast Federation of Fisherman's Association. There is also Harbor masters and salmon restoration groups.

4. County Wide Endorsements

- a. The Alliance REALLY needs someone from the North County to join the group and represent that area.
- b. Trish wondered about putting a letter in the papers; Dan mentioned that the EDFC will be doing a presentation to the Employers Council on November 16th, and it might be a way to get some enthusiasm from that group. Alliance members JG and JK will both be attending, and they will make sure that the broadband issue is brought up.
- c. Bob Perkowsky shared his great concern that Mendocino County will be seriously left behind if something is not done on the broadband issue, because "everything is going up into the Cloud, and everything is changing". He is an Apple guy, and said that even Apple is getting criticism for not being fast enough.

5. Community Foundation Challenge Grant - \$27k donated, 13k to go!

- a. Dan gave Greg kudos for being the "ultimate nose to the grindstone worker bee" in regards to the tobacco settlement money. We have to go through a formal process, and Greg wrote up a nice document, which was then commented on, and then Greg went back and re-worked it again, all with a good attitude. We thank Greg for his hard work, and we are hopeful for success.
- b. We are also still hopeful for receiving funds from the defunct Mendocino County Development Corporation. Jim Mayfield and Matisse Knight have a talk with Jared Carter.

6. Opportunities

- a. Projects
 - i. Point Arena – The Notice of Opportunity originally considered was dropped since it is included in R1CP/Golden Bear project
 - ii. Rancho Navarro – Jim introduced Harold Galicier of SeaKay to Eric Cutright, IT Director for the Karuk Tribe as a possible way for Harold to get access to the junction box by sharing the Karuk CPCN.
 - iii. Brian asked Jim if he has talked to Kim about using the alarm company loophole; it's a way to get access to the copper to the house without having a CPCN. Jim will draft an email to Kim and Harold, and send to Brian to check for accuracy.
 - iv. Sherwood Road/Willowbrook – The Notice of Opportunity was sent to Vendor Connect

7. Connect America Fund - inquiry made to Rep. Thompson's staff

- a. We haven't heard anything back; Jim asked Sean McLaughlin if he has heard anything (no), so no one knows what is going on in Washington.

8. Adjourn 11:30 am