

Steering Committee Meeting Notes

Friday, December 14th, 2012, 10:00 am – 11:08 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: Conrad Cox, Dan Hamburg, Greg Jirak, Jim Moorehead, John Goldsmith, Mike Nichols, Ray Gifford, Trish Steel
- b. Call-in: Randy MacDonald
- c. Guest: Jim Robinson (Sonoma County)
- d. Changes to agenda: none

2. Board of Supervisors Presentation

- a. On Monday December 10th the Jim and Greg made a presentation to the BOS on behalf of the Alliance. The centerpiece of the presentation was our new website, and everyone agrees that our web designer has done a great job and we are very happy with the site. Kudos to Greg and Angela Kelley for the fine job.
- b. The web site will be the delivery vehicle for everything the Alliance does, such as Notices of Opportunity and our Broadband Access Inventory. The target demographic for now is telecommunication professionals – the vendors, funders, and regulators.
- c. In the coming year we plan to have more public/consumer outreach on the website, with a consumer portal so that they are not overwhelmed with technical stuff.
- d. The website is in WordPress, so eventually we will be able to update it ourselves.
- e. We are working on developing a good set of RSS feeds, and we will also want to improve content with professional writing from a marketing communications person.

3. Golden Bear Broadband NCRMMI / R1CP – update

- a. The CASF application is progressing, and the current deadline for GBB to submit their application to the PUC is January 17th, 2013.
- b. The Alliance has been meeting and talking with various parties on this project. On Wednesday December 12th Jim, Greg, and Dan met with Joseph Kong. Joseph is the person bringing the investment capital from China, and he recently returned from there with a very positive report. Potential investors like the GBB project, and the government funding piece of it (the CASF subsidy) makes them feel like it's a secure investment. Joseph keeps bringing Chinese visitors up to Mendocino County, and they all like it. They especially love the City of Ten Thousand Buddhas, and see potential for Chinese investment and tourism. Right now China is into cultural exchange with countries all over the world, and they are interested in expanding here. Tom Chem is the cultural exchange person they have been in contact with.

- c. Mike added that there is a large Buddhist temple between Napa and Cazadero which publishes all kinds of Buddhist materials and books, and that might be a good place for them to visit also.
- d. Yesterday Jim and Greg met with Mitch Drake of GBB. Mitch is looking at a possible back-up plan if he has to come off the PG&E assets, such as splitting the R1CP into two components. He will be driving Hwy 128 tomorrow and will stay on the coast and meet with Jim in Mendocino and Greg in Point Arena.
- e. Mike commented that based on the bad press for PG&E in this morning's papers, (regarding inspections) hopefully they will be more inclined to negotiate on a project that will give them some good press.

4. **Presentation to the Sheriff's Department and Police Chiefs**

- a. Sergeant Shannon Barney invited Jim to make a presentation at the monthly meeting Sheriff Tom Allman has for all the Police Chiefs. Jim had ten minutes and felt like he had a good reception.
- b. The Alliance asked for two things: 1) a letter of endorsement for the GBB project (they agreed), and 2) information for our Broadband Access Inventory (BAI) which they also agreed to provide.
- c. Part of Jim's pitch was about the Mendocino County Broadband Plan, which includes the fiber planning map. He put our big map on the wall, and had individual maps that he handed out. The map provided a visual for "Here's where we have broadband, here's where we think we need it," with the pitch being for them to tell us where *they* need it, because that's what we need to find out in order to plan the fiber route.
- d. The Alliance recognizes that there may be confidentiality issues involved and can work with the agencies on any concerns or requirements they may have. At a minimum the Alliance needs the physical location of each facility and contact information for each facility.
- e. Jim and Trish are tasked with coordinating with Shannon Barney to get this data for the BAI. Jim sent Shannon the link for our downloadable form from our website, and asked him to send the link out to all the police chiefs. Then after filling out the forms, the police chiefs can email it back to Trish to be added into our inventory. If Trish doesn't hear back from Shannon she will follow up with this. Randy said that he would work with the Fire Departments to get this data.
- f. Randy added that he was glad to hear about the presentation and for raising our profile for the police chiefs. He will be attending an 18-county meeting next Tuesday with Sergeant Barney in Chico (NCAP), and he will report back from that meeting.
- g. Randy also met with Jim Little of the Laytonville Fire Department to discuss the Cahto Peak Facilities. Cahto Peak is west of Laytonville, and the facilities located there are owned by the Laytonville Fire Department and include private companies on it. It is the transmission point for all of northern Mendocino County, especially to the west of Highway 101. Because of its important location, this is a good facility for inclusion in a county-wide broadband strategy and to play a role in the FirstNet Safety program.
- h. Randy also made the point that it's very difficult to hear the conversation for people on the phone. If we can all try to remember to really speak up, and to move the phone

closer to the person talking, hopefully that will help to overcome some of these problems and make it easier for people to call in and fully participate.

5. **Planning for 2013**

- a. After the GBB application goes in on January 17th, while waiting to hear about the CPUC funding we will work on finishing up some details such as on the south coast and to complete our needs assessment.
- b. Another round of strategic planning will happen in January to determine how we move forward. We will look at our “ideal” middle mile fiber backbone plan as if money was not an issue. We want our maps in place and to be able to look at any construction project and see if there is any synergy with them.
- c. These big plans can help guide the smaller projects.
- d. In the new year we will also get back to the Chambers of Commerce to push ahead in filling in the BAI for businesses.
- e. We would also like to have some public outreach to start on the education and adoption initiative. Greg stated that this is about raising the consciousness about broadband, and it starts with them thinking about what they need, and getting people to understand that their organizational planning has to have a broadband component.
- f. Businesses think that they are good if they have DSL, and this mindset is a challenge. Jim will be meeting with Carole Brodsky (she wrote the article for the AVA about broadband published in March of this year, <http://theava.com/archives/14820>) and discuss ways she can help the Alliance with outreach, education, adoption, etc.
- g. Jim will also convene an Executive Committee meeting sometime in January or February to do some strategic planning and approve the 2013 budget.

6. **Vision Mendocino 2030**

- a. No report (John Kuhry not here)

7. **Community Foundation Challenge Grant**

- a. We are getting close but still need to close the gap. The tobacco settlement money looks like a done deal but we don't have any check yet as the contract is still being worked out. The new county counsel knows who we are though because of these contract negotiations and attendance at Dusty's recent wireless guidelines meeting and the supervisor's presentation Monday.
- b. We hope by the end of the year we will have the Challenge Grant met. We are open to donations!
- c. We still need to educate and convince people in leadership positions who don't yet understand the connection between broadband and economic development.

8. **Opportunities**

- a. Mike reported that Sonoma County is into Community Choice Aggregation for electric power. Community Choice Aggregation or **CCA** is a system (neither a company nor an organization) adopted into law in five states (including CA) which allows cities and

counties to aggregate the buying power of individual customers within a defined jurisdiction in order to secure alternative energy supply contracts. (Wikipedia)

- b. There is a vote at their next BOS meeting on CCA for power, and the water agency is going to be the lead in getting this going. The water agency needs fiber to monitor the water grid, so they are meeting with the water agency to sit down and discuss this.
- c. Sonoma and Mendocino Counties are exploring the possibility of working together on economic development as groups, with some sort of strategic alliance between the Sonoma group and the EDFC, which is the closest thing to an Economic Development Board that Mendocino County has. Mike stated that this is how we can get the message about broadband and economic development to the people.

9. Wireless Guidelines Meeting January 11th

- a. Dusty will be having a Wireless Guidelines meeting here on Friday, January 11th 2013 at our regularly scheduled public outreach meeting.

10. Committee reports – no reports given

11. Meeting Adjourned at 11:08 am.

Next meeting: January 11th (Wireless Guidelines) and the next “regular” meeting is Friday, January 18th, 2013.

Happy holidays everyone!