

ATIC Partnerships & Business Model Groups
November 1, 2016, Teleconference Report

Attendees: Oris Friesen, Henry Goldberg, Mark Goldstein, Mike Whipple, Tommy Gearhart, Andy Phelan, Janet Major, Bill Bolin, Ron Schott, Michael Cohen

This is a report on the conference call held Tuesday, November 1, 2016, at 10 a.m. to follow up on the Partnerships/Business Model Groups (Strategy Committee) topics.

At the October 12th ATIC Board Meeting the Board agreed that the Groups should continue meeting monthly to complete their Action Items and take up some of the topics previously dealt with by the Strategy Committee.

The teleconference discussion on Tuesday revolved around the following documents that were distributed prior to the conference call:

“Template of Assets”

“Appendix A for Partnerships Template-Rev1”

“Appendix B for Partnerships Template-Rev2”

“Appendix C for Partnerships Template-Rev1”

“ATIC Business Model SWOT Tables 09_16 V1B.”

1. We reviewed and accepted the Template of Assets.
2. We reviewed Revision 1 of Appendix A that includes the pre-2000 entries. The Appendix A Revision 1 was accepted but the following supplement to the 2004 – 2006 entry was suggested:
Oris will expand the “ATIC DHS Wi-Fi Security Project: ITEP Final Report” entry to reflect the administrative role of the Arizona Department of Emergency and Military Affairs (DEMA),
and the supporting roles played by
the University of Arizona Telemedicine Program at Amado, Arizona,
the Arizona Department of Transportation (ADOT) and
the Department of Public Safety (DPS).

Mark will place relevant documents from Appendix A on a newly-designed ATIC website or correctly link to permanent external locations once the website is operational, and Appendix A links should then be changed to link to the corresponding sources on the ATIC website

3. We reviewed Revision 2 of Appendix B and agreed upon its format.
Oris will send a copy to all Board Members to verify their personal entries.

Because Appendix B now refers to the ATIC website for contact and other biographical information about ATIC Board Members it is imperative that we have a viable operational website before we solicit partners.

➔ **This needs to be on the agenda for the November Board Meeting.**

Mark agreed to follow up to ensure it is on the agenda.

We discussed briefly the website revision or replacement implementation options:

(1) Mark will do modest revisions to the existing site pro bono or

ATIC Partnerships & Business Model Groups
November 1, 2016, Teleconference Report

- (2) an intern will be hired to do a significant refresh or
- (3) an RFP will be developed and issued to hire someone to do it.

Janet said that in the end we need to step up and pay a webmaster if we want it to be effective in how we communicate with partners and the general public – and make it a position that is part of the executive committee. It's a critical job and we need to invest both time and money.

4. We reviewed Revision 1 of Appendix C and developed a plan to complete it to the extent needed to have a functional list of potential partners to visit. Mark suggested the "Book of Lists" published by the Phoenix Business Journal is a good source for private sector companies and nonprofit organizations in various sectors and arenas. In response to how we plan to disseminate the information among ourselves, Henry stated there will be summary reports written of potential partner visits which will be discussed at ATIC Board meetings. Mark suggested we could create a shared Google document/spreadsheet that summarizes the potential partners visited, dates, and who visited them.

Regarding

- Private sector companies:
The Data Center/Hosting Companies category contains 3 entries.
Oris will add three more categories:
(1) Telecom integrators (e.g., Copperstate)
(2) Software applications and
(3) Mobile applications.

Mark will populate all the private sector companies categories with additional companies from the Book of Lists, focusing on the most relevant companies for ATIC.
- Public sector organizations:
Oris will update the entry for Arizona State Legislators with some relevant names after the election and add a few entries, including:
Arizona Department of Administration –Arizona Strategic Enterprise Technology (ADOA-ASET)
Northern Arizona Council of Governments (NACOG)
Western Arizona Council of Governments (WACOG)
SouthEastern Arizona Governments Organization (SEAGO)
Central Arizona Governments (CAG)
- Nonprofit organizations:
Bill Bolin and Mike Whipple will select and add the most relevant organizations probably from the Book of Lists, including
Arizona Technology in Education Association (AzTEA) and
Greater Arizona eLearning Association(GAZeL).

Mike Whipple will focus on Cybersecurity entities.

ATIC Partnerships & Business Model Groups
November 1, 2016, Teleconference Report

The information at the Arizona Corporation Commission is out of date and/or registered as Trade Names.

Lodestar and Guidestar are too expensive for our use. Several other sources provide limited filtering capabilities. So the Book of Lists is probably the preferred source.

- We had asked if Steve Peters, Ron Schott or Michael Cohen might have other entities with whom we have dealt in the past to add to the list.

Steve provided the following additional names (not listed above) to Oris prior to the meeting. He provided us with some names of organizations that we have solicited as sponsors or partners for past events. The list includes:

Arizona Consumers Council
Arizona SciTech Festival
Arizona Association for Economic Development (AAED)
County Supervisors Association of Arizona
Arizona Rural Schools Association
Arizona Small Business Association (ASBA)
Arizona Telemedicine Program (ATP, Note: U of A program)
Arizona State Library, Archive and Public Records (ASLAPR)

Once we have a relatively complete list of potential partners we need to select some high-priority ones as targets for initial visits.

5. We discussed the development of a preliminary plan for a path forward that will lead to a decision and process for proceeding based on the three alternatives outlined in the ATIC Business Model SWOT Tables.

Mark summarized again the three options:

(1) Continue as is, refreshing Board membership, sponsorships, and the website, and undertaking initiatives where practical.

(2) Take on professional staff and fund at a significantly higher level through a combination of membership fees, event fees, sponsorships, and sales of services. Step up activities and initiatives, rethink our value proposition, and expand stakeholder engagement.

(3) Become a sub-committee of a large organization such as the Arizona Technology Council (AZTC) or merge with a similar size organization such as the Arizona Wireless Association (AZWA).

So how do we gain traction? We need to decide ASAP. What process should we use? Bill proposed that we should manage this effort as a project, set milestones and define deadlines.

Mark proposed getting a sentiment of the Board on the 3 different options by February and then vote on them at the February 2017 Board meeting. The purpose of this vote would be to get a sense of direction from the Board.

ATIC Partnerships & Business Model Groups
November 1, 2016, Teleconference Report

Mark said we need to know our business model before we can seek out partners. Henry disagreed believing we need to understand potential market opportunities with partners before we can decide on the appropriate business model to pursue. Michael Cohen added that we need to know what we want to do even if we pursue Option (3).

Regarding Option 2: Janet would like to propose that we brainstorm this option as we survey our board to see who would step up. And we should include an option to consider a model that generates revenue for services while providing a valuable service for the public. Janet proposed that ATIC could create a directory of telecom services/service providers that is searchable, non-endorsing and comprehensive. This would be supported and maintained by the new/robust ATIC website and could look something like this:

<http://telemedicine.arizona.edu/servicedirectory>

The data for the above website is collected through a survey monkey mechanism and would be a great way to move forward. There needs to be a disclaimer that ATIC is not liable for sharing the info, does not vet/endorse any particular providers and only companies that complete the survey can be included. They could potentially buy ads on the ATIC website – or other options we define – to make this a way we can recoup the cost of paying a webmaster.

Regarding Option 3: Ron suggested we could consider merging with AZWA. Mark asked Ron to talk to Matt Dostal about AZWA.

6. A longer term objective is to plan initial potential partner visits and develop ideas for services/projects that ATIC could perform which may be of interest to these partners.
This should be discussed at the December teleconference.
7. Another longer term objective is to discuss which ATIC Board Members should participate in these initial partner visits. We will need to have a team of 3-4 people to visit the potential partners that can represent ATIC assets, project ideas, and record partner ideas/feedback on services ATIC could perform.
This also should be discussed at the December teleconference.
8. A final note: Mark will follow up with Shea Lemar of ASU and the Arizona Geographic Information Council (AGIC) on the abandoned Arizona Broadband Map and how it could be revived for effective future use for broadband planning.

We will have another teleconference in early December and monthly thereafter as needed.