

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

Attendees: Brenda Beall, Oris Friesen, Henry Goldberg, Mark Goldstein, Mike Whipple, Bill Bolin.

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

At the November 9th ATIC Board Meeting the Board agreed that the groups should continue meeting monthly.

The teleconference discussion on Thursday revolved around the following documents that were distributed prior to the conference call and are being distributed with this report for your reference:

- “Appendix A for Partnerships Template”
- “Appendix B for Partnerships Template”
- “Appendix C for Partnerships Template”
- “ATIC Business Model SWOT Tables 09\_16 V1B.”

Appendices A and B and the ATIC Business Model SWOT Tables are unchanged from the last distribution on November 15<sup>th</sup>.

Appendix C has been considerably enhanced and expanded and was the primary document discussed at this meeting. The current version contains modifications made by Mark Goldstein following the meeting.

1. We accepted Appendix A as being complete after including modifications suggested at previous teleconferences.

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.

Appendix A links will then be changed to reference the corresponding sources on the ATIC website.

2. We accepted the format of Appendix B.  
Oris will send a reminder to each Board Member who has not responded to verify their personal entries. According to my records we have received updates or verification from Steve Peters, Bill Bolin, Henry Goldberg and Mark Goldstein.
3. We reviewed and began to prioritize the entries in Appendix C to create the overall list of potential partners to visit under three broad categories of public sector organizations, non-profit organizations (including philanthropic foundations), and private sector organizations (in various sub-categories). Some of the more salient modifications were: We modified some header names; added entries in the public sector table for the Arizona Board of Regents (ABOR) and the three University CIO offices; added subordinate links to the ACC Utilities Division - Telecom and to the State Board of Education; and added an entry for the Arizona Department of Homeland Security.

We also added a sub-section for private sector technology-based companies with

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Arizona headquarters or significant presence (e.g., Avnet, PayPal), as well as entries for two subordinate company foundations (Cisco & Intel) with a STEM education focus.

Regarding prioritization for partnership visits we agreed that we should start with the Arizona Governor's Office of Education Broadband & Internet Connectivity Initiative and the Arizona Commerce Authority. Bill Bolin urged us to have a value proposition ready to offer when we approach these entities. One such value proposition could be the resurrection of the broadband map described below. We will also consider initiating discussions with the Arizona Wireless Association (AZWA) and the Arizona Technology Council (AZTC) for merger opportunities. Ron Schott had indicated earlier that he would contact Matt Dostal of AZWA about this topic.

4. We discussed the need for a plan for initial potential partner visits and to develop ideas for services/projects that ATIC could perform which may be of interest to these partners.

We need some talking points to be defined. Mike Whipple suggested that a coordinator needs to consolidate our ideas, identify the contact personnel and assign someone to be the lead for outreach for each potential partner visit.

**→ Mike Whipple volunteered to be this coordinator and to have a draft proposal available for our next meeting in January.**

Henry noted that 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. This could be managed by the coordinator.

5. We discussed the plans and timeline for expanding our website for it to be ready for potential partner visits.

Mark has received the website credentials from Craig Stevenson and will confirm them within the next few days.

6. Regarding which ATIC Board Members should participate in the 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 should be included in the coordination activity that Mike Whipple is undertaking. Volunteers are welcome.

7. We mentioned that we plan to get a sentiment of the Board on the 3 different options outlined in the ATIC Business Model SWOT Tables at the February Board meeting.

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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).

Mark will coordinate with Brenda Beall to gauge the sentiment of the Board on the future of ATIC, which also includes the possibility of disbanding. It is anticipated that a poll of Board members will take place at the February meeting.

8. Mark reported on his conversations with Shea Lemar in the School of Geographical Sciences and Urban Planning at ASU and Curtis Pulford, the State Cartographer at the Arizona State Land Department (ASLD) regarding the abandoned Arizona Broadband Maps developed by ASET and ASLD under the AZ BAP Project and how they might be revived and refreshed with current data for effective future use for broadband planning.

The discussion was quite productive. Shea indicated that all of ASU's work in mapping portal development for ASET was migrated to the Arizona Geographic Information Council (AGIC) under their AZGEO Clearinghouse (<https://azgeo.az.gov/>). Members of the public can register and access the basic and advanced map viewers there including access to a limited number of public data layers. Additional private groups are maintained by moderators and mostly geared to governmental users with access to specific additional data layers and granular privileges. The Community Anchor Institution (CAI) data is included in the public layers and current to 2012, but none of the wireline and wireless AZ BAP data is currently mounted.

Mark talked to Curtis Pulford, about having ASLD process and mount the final CAI data from late 2014 as well as the current FCC biannually collected Arizona wireline and wireless broadband data submitted by broadband providers as publicly available AZGEO datasets/layers. Curtis wanted to further evaluate by examining the most current CAI and FCC datasets and conferring with Tim Colman of ASLD. He seemed willing to entertain writing the necessary scripts for data intake/mounting, but would want ATIC to regularly collect the FCC data, upload through those scripts, and generally act as curator for broadband data on AZGEO. Much of the incremental demographic data previously available under AZ BAP is not currently available on AZGEO, but it is an open platform so such data could be integrated in the future by adding open or licensed datasets or linking to external GIS-oriented Key Markup Language (KMZ) files. Assuming a modest effort on behalf of ASLD to prepare the intake/mounting scripts for the wireline and wireless broadband data from the FCC, Curtis seemed open to

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absorbing the one-time cost, having Tim Colman write the scripts and support the initial efforts.

Bill asked if this data would have answered recent questions Keith Watkins of the Arizona Commerce Authority when he working on locating a new data center in a rural area and needed to know what broadband facilities or services were available. The current FCC data added to AZGEO would in fact provide the needed information about broadband provider names, delivery technologies, and speeds, however not routes or availability of any fiber infrastructure. Mark will follow up with Curtis providing the final CAI dataset and access to current FCC broadband data for evaluation and further action.

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