

ATIC Partnerships & Business Model Groups
January 5, 2017, Teleconference Report

Attendees: Brenda Beall, Oris Friesen, Henry Goldberg, Mark Goldstein, Michael Cohen, Andy Phelan, Ron Schott.

This is a report on the conference call held Thursday, January 5, 2017, at 10 a.m. to follow up on the Partnerships/Business Model Groups (Strategy Committee) topics.

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” – ATIC Past Projects and Reports

“Appendix B for Partnerships Template” – ATIC Board & Contact Info.

“Appendix C for Partnerships Template” – Potential Partners

“ATIC Business Model SWOT Tables 09_16 V1B.”

“Potential Partners Spreadsheet”

Appendix A has been updated to reflect the status and location of the Broadband Map. Appendix B has been updated to reflect current contact information for ATIC Board members. Appendix C is essentially unchanged since its last distribution in December 2016.

The ATIC Business Model SWOT Tables are unchanged since their distribution in September 2016.

The Potential Partners Spreadsheet is newly adapted from Appendix C with additional columns for future use and was developed by Mike Whipple.

1. We reviewed the latest version of Appendix B. The entries highlighted in yellow have been verified. The others remain to be verified.
→ Check to see if your name is among them.
2. We accepted Appendix C.
3. We worked on developing an initial plan for potential partner visits and generating ideas for services/projects that ATIC could perform which may be of interest to these partners. We reviewed and discussed the recommendations made by Mike Whipple.

We accepted the Potential Partners Spreadsheet developed by Mike as a base document for tracking our visits and outcomes with potential partnering organizations. No conclusion was reached regarding the use of GoogleDocs or some other software tool in place of spreadsheets.

After some discussion we scaled back considerably the number of organizations Mike suggested we contact. This led us to the following decisions:

We will focus on a short list, no more than 5 or 6 initially, of candidate partners. The list will include

- (1) the Governor's Office of Education Broadband & Internet Connectivity Initiative;
- (2) the Arizona Commerce Authority (ACA);

ATIC Partnerships & Business Model Groups
January 5, 2017, Teleconference Report

- (3) the Arizona Wireless Association (AZWA); and
- (4) the Arizona Technology Council (AZTC).

The focus for the latter two will be on merger considerations.

Brenda suggested we also plan visits with a couple of organizations ATIC has partnered with in the past.

The number of ATIC people involved in each visit will vary according to circumstances, but the number for most visits will probably be two or three.

→ Ron agreed to reach out to Matt Dostal of AZWA for preliminary discussions on merger possibilities.

→ Brenda agreed to ask Bill Bolin, who seems to have the best contacts within ACA, to contact someone such as Keith Watkins who handles rural development issues for ACA, Brian Sherman or Roz Boxer to set up an exploratory meeting with 2 -3 senior executives at ACA. ATIC could propose assisting ACA with using the broadband mapping tool, rural broadband initiatives, and finding grant opportunities. We will also listen to ideas ACA may have on how ATIC could assist them. Ron noted that legislative leaders are really interested in bringing more capital for broadband into rural areas.

→ Mark will contact Mark Masterson of the Arizona Department of Education (ADE) to see if ATIC could participate in a meeting of the Governor's Office of Education Broadband & Internet Connectivity Initiative. Topics to be covered might include the Sun Corridor, FCC E-Rate funding changes, the role of libraries and plans for using Proposition 123 funds for education information infrastructure. Mala or Holly Henley should be involved in these discussions. Oris and Steve Peters can offer assistance with respect to the activities of the GAZeL Arizona Innovative Learning Collaborative.

4. We discussed the plans and timeline for expanding our website for it to be ready for potential partner visits. It was decided to go ahead planning initial partner visits even if the website is not constructed.

Mark has received the website credentials from Craig Stevenson but it is unclear how to get past the hurdle of administrative access to WordPress.

→ Brenda will contact Craig to arrange a conference call to get the required procedure relayed to Mark.

Mark reported on his productive conversations with Curtis Pulford and Tim Colman regarding the availability of the Arizona Broadband Map at the AZGEO Clearinghouse (<https://azgeo.az.gov/>). Appendix A has been updated with the current information.

Mark reported that Curtis and Tim have updated the Community Anchor Institution (CAI) dataset from a limited and problematic 2014 version to the final AZ BAP December 2016 version on the AZGEO map. The current AZGEO

ATIC Partnerships & Business Model Groups
January 5, 2017, Teleconference Report

interface and platform is the work that ASET paid ASU to do for AZGEO. Tim has also taken a first cut at loading the latest FCC wireless and wireline data and plans to undertake a second, optimization step shortly.

There is public access to the map data but you need to ask for membership. Members of the public can register and access the basic and advanced map viewers, including access to a limited number of public data layers.

ATIC could promote this map to various organizations (e.g., ACA) and give informational webinars or seminars in addition to curation of the data, maintenance and instruction. Michael Cohen volunteered to help.

The map does not have all the demographic data that ATIC gathered so we could add this to the map data in the future. Maybe we could become partners with AZGEO.

Mark asked Tim to give a brief presentation to ATIC on this topic at the January or February ATIC Board Meeting. He has not received a reply.

5. There will be a vote to gauge the sentiment of the Board on the 3 different options outlined in the ATIC Business Model SWOT Tables at the February 8, 2017, Board meeting.

Mark added some detail to 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) Take a new minimalist direction along the lines of one of the following three sub-options:
 - (a) Become a sub-committee of a larger organization such as the Arizona Technology Council (AZTC) or
 - (b) Merge with a similar size organization such as the Arizona Wireless Association (AZWA) or
 - (c) Disband, winding down activities and dispersing remaining funds.

Mark and Brenda will coordinate the voting to gauge the sentiment of the Board on the future of ATIC. The voting will be non-binding and done by secret ballot. It is anticipated that a poll of Board members will take place at the February meeting with the poll questions being distributed beforehand.

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