Attendees: Oris Friesen, Henry Goldberg, Mark Goldstein, Mala Muralidharan, Janet Major, Steve Peters, Andy Phelan, Jay Schlum, Ron Schott, Bill Bolin and Cathy Poplin.

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

Background
Mark Goldstein noted that ATIC is drifting along since the strategic SWOT vote we took earlier this year. We need to focus a on how we plan to succeed along the track we've chosen. We have made some progress in looking into new potential areas of activity, which include

(1) Monitoring and assisting Andy Tobin's Arizona Corporation Commission (ACC) Arizona Universal Service Fund (AUSF) proposal for state matching funds towards E-rate modernization funding of rural broadband infrastructure for K-12 schools and libraries;

(2) Assisting Karen Ziegler, FirstNet Project Manager, in her interest in revitalizing the strategic planning process, especially as it relates to FirstNet, which ATIC helped lead until the State lost interest in 2014;

(3) Assisting with the state broadband deployment strategy following up on the June 29th session, to potentially offer assistance with running strategic planning meetings of stakeholders;

(4) Cooperating with Marisa Walker, Senior Vice President for Foreign Direct Investment & Infrastructure for the Arizona Commerce Authority (ACA), and her involvement in promoting broadband infrastructure for rural Arizona;

(5) Acting as curator for providing FCC updates to the Arizona Broadband Map that ATIC helped to create and which is being maintained by the AZGEO Clearinghouse at the Arizona Land Department;

(6) Monitoring Jim Simms' activity working with Juniper Networks and Fujitsu to emulate the Kentucky Wired program in Arizona; and

(7) Working with ATI Institute and Matt Hanson, the Statewide Grants Administrator, (to whom Karen Ziegler reports) to promote and facilitate broadband grant activity.

However, there are some critical organizational hurdles that must be overcome if we are to move forward or to exist at all. The main organizational issues confronting us, and the ones we discussed, are:

- Board Membership,
- Officers and Leadership and
- Funding/Sponsorship (we tabled this topic for a future meeting).

Mark recapped our SWOT results and our ultimate decision to continue as a non-profit without staff or paid membership and to emphasize digital divide, rural broadband and applications to run over broadband such as education, telehealth, and public safety. ATIC lost a lot of momentum after the Digital Arizona Council strategic plan (in which a number of ATIC members participated) was abandoned and the state government disbanded various broadband activities it was doing. But there is now renewed

interested from the state government in broadband development in rural Arizona.

Board Membership
We have several new people on the Board and more coming. We have invited Marisa Walker and Karen Ziegler to join, and Cathy Poplin has agreed to join. Jay Schlum and Bobby Davis are recent additions to the Board.

Ron Schott said if we are successful in recruiting more members then they can take leadership roles.

Officers and Leadership
We do have an issue with respect to officers. Our Chair (Brenda Beall) is out of state and battling some health issues. Our Vice Chair (Craig Stevenson) has been fairly inactive although he has indicated he may be more available in the fall. Mark has resigned as Secretary and no one has volunteered to take his place. Mike Keeling (Lobbyist) and Ron Schott (Treasurer) are the only active officers.

Oris Friesen stated unless we get people to fill these leadership roles he does not see ATIC being able to continue to function. So, the most pressing concern is to find some people to take on leadership responsibility and fulfill the officer positions.

Mark Goldstein offered to talk to the Chair and Vice Chair about their immediate plans.

The crux of the problem in recruiting new leadership is that we do not have a clear definition of what it is that needs to be led. Jay Schlum summed this up by noting that he has been having difficulty figuring out what the ATIC mission is. He said we don't seem to have work to do and that is why we can't attract leadership people. Bill Bolin agreed with this saying we need to bring something to the table and deliver it. We cannot attract leaders if they don't know what we are doing.

Henry Goldberg pointed out that the Partnerships & Business Model Working Group approved in fall 2016 our ATIC Template of Assets one-page concise summary of ATIC's general role along with a three-page List of Accomplishments for projects in which ATIC has played a lead or participatory role and publications that ATIC has produced. Oris agreed to distribute the Template of Assets and List of Accomplishments documents with this report. Steve Peters mentioned that there are 4 or 5 other older documents that relate to the ATIC mission but Henry noted these older documents were considered when coming up with the Template of Assets newer approach.

Mark noted that in the 2012 - 2014 period ATIC was engaged in a number of activities. However, with the implosion of the strategic plan process and the State's withdrawal from broadband activity a vacuum of sorts was created which has led to the current malaise.

Mala Muralidharan, speaking from the library perspective, suggested that ATIC should promote or assist in setting up a statewide broadband network for libraries and schools

that would be available at an affordable rate. Libraries cannot meet current FCC broadband standards of at least 100 Mbps access to the library branches even with E-rate modernization funding. Why can't we make it happen here? Mark noted that those states that have succeeded in this endeavor have invested serious money, but Arizona is not a state that is willing to invest significant funds for broadband infrastructure. Matt Hanson and Karen Ziegler have had some success in getting cooperation from the carriers, but more is needed. Perhaps this is an area in which ATIC could participate, and combine it with some of the other projects listed above.

Steve suggested that ATIC could change its focus and emphasize organizing Roundtable meetings that bring in a broad spectrum of parties to discuss and plan for solving broadband issues. In a follow-on discussion, Janet Major suggested something along similar lines. She said that ATIC should get people and providers to communicate in an amicable environment by holding meetings with interested parties, not necessarily Board Members. This would be different role in which ATIC would be more like a convener. By openly appealing to the public at large we might be able to avoid some of the conflicts that led to the demise of the strategic planning process.

Mark noted that as a result of the June 29th state broadband deployment strategy session, the state government has received fiber deployment maps from some service providers but with the absolute provision that these maps not be shared with others.

ACTIONS:
- Mark will communicate with the Chair and Vice Chair regarding their anticipated roles going forward.
- Offline Mark and Oris will reengage with some of the potential candidates for the Officer positions.
- Oris will distribute the Template of Assets document along with the List of Accomplishments document.
- Mark may distribute some other relevant past ATIC documents.