

**ATIC& GAZeL Arizona Broadband Stakeholder Network Leadership Team Meeting
March 21, 2019, Teleconference Report**

Attendees: Steve Peters, Oris Friesen, Henry Goldberg, Mark Goldstein, Bill Lombardi, John Lucas, Nan Williams

Website for April 25th Broadband Stakeholder Network Roundtable

Steve has made a lot of progress on creating a website for the first Broadband Stakeholder Network Roundtable. See it under “April 25 Broadband Stakeholder Network Roundtable” on the ATIC website top menu bar.

Planning the 1stBroadband Stakeholder Network Roundtable

Date of Roundtable

The date of the first Broadband Stakeholder Network Roundtable was confirmed last meeting to be April 25, 2019 from 2:00 – 6:00 pm. This date was chosen because it works for Adonis Trujillo of Microsoft (likely major sponsor), John Windhausen (federal update speaker), Karen Ziegler (State of Arizona broadband speaker), Milan Eaton and Mala Muralidharan (E-rate update speakers), one Ignite presentation speaker, and the ADOA room is available that date.

Location of Roundtable

The venue for the roundtable is a critical decision that has to be made as soon as possible so invitations to attend the roundtable can be sent out. The location must have adequate space for attendees and exhibitors, microphones, and teleconferencing capability for remote attendees. Steve expects 75 or more attendees.

Karen Ziegler of the Arizona Department of Administration confirmed we could use a room they have on April 25th that can accommodate 75 people, but Steve is concerned this room may not have sufficient space for tables and exhibitors. Steve said he is still trying to connect with Rio Salado College because they have great spaces for conferences with food service, lots of parking, and video production capabilities, and the space would be free with an appropriate sponsor. Other locations that Steve is looking into are the University of Arizona College of Medicine – Phoenix (parking cost is an issue), ASU SkySong in Scottsdale, the University of Advancing Technology, and a Black Canyon Conference Center room.

Steve will try to confirm the location in the next week, and report back at the next leadership team meeting. An appropriate venue may have a cost of about \$500 so Steve will also need to confirm a sponsor (e.g. Microsoft) to go ahead with this.

Program for Roundtable

Steve circulated the following revised program/agenda for the 1st Roundtable:

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- J Networking and Exhibits|
- J Welcome - Steve Peters, GAZeL Coordinator and ATIC Board Member|
- J Sponsor Introductions and Welcomes|
- J Microsoft Broadband Initiatives in Arizona|
- J Keynote: A nationally recognized leader to speak about vision, policies, strategies, and best practices to enable Arizona to provide equitable, affordable, and reliable broadband to all communities in the state.|

Mala has tentatively confirmed Tom Wheeler to provide a 20 minute video Keynote. He was the 31st Chairman of the Federal Communications Commission.

- J Federal Updates - John Windhausen, Executive Director of SHLB (Schools, Health & Libraries Broadband Coalition), to provide an update on federal broadband legislation.|
- J Panel Discussion: State of Arizona Broadband Plans and AZ FirstNet First Responder Network- Karen Ziegler, Project Manager, AZ FirstNet, Office of Grants and Federal Resources, State of Arizona Department of Administration and; Arizona Commerce Department Representative (maybe Arizona Broadband Director (newly appointed person for that position if in place)) .|
- J Update on the E-rate Modernization Program Grants for schools and libraries by Milan Eaton (State Erate Coordinator, Arizona Department of Education) and Mala Muralidaharan (E-rate Administrator for Public Libraries, Arizona State Library Archives and Public Records). Maybe a representative of Education Superhighway_(a partner on this E-rate program).|
- J Participants Discussions/ Engagement|
- J Several Ignite Presentations (TBD): Speakers will have **no more than 5 minutes**,and **must use 20 slides with each slide advancing automatically after 15 seconds**, forcing them to get the point, fast. For most speakers having slides that automate, forces them to be far more concise and thoughtful than they would in any other format.|
- J Networking and Reception|

Various comments below were made on this proposed program.

Steve will do a "Welcome" and acknowledge the sponsors. Large sponsors will get some time to speak in the "Welcome" section of the event, and Microsoft's Broadband

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Initiatives in Arizona will be allocated about 10 – 15 minutes assuming they agree to be a major sponsor as discussed at the last meeting. Steve has not yet heard back from Adonis Trujillo, Microsoft’s Community Engagement Program Manager for Arizona, about confirming its sponsorship with seed funding for the Broadband Stakeholder Network.

Mala Muralidharan has tentatively confirmed Tom Wheeler (former FCC Chair) to deliver the Keynote presentation as a 20-minute video, and has confirmed John Windhausen of SHLB to provide the update on federal broadband legislation via videoconference. Mark noted that Tom Wheeler is associated with the Brookings Institution that will help him produce a professional 20-minute video presentation. Mark also suggested that a sponsor might pay for 50 copies of Tom Wheeler’s recent book “From Gutenberg to Google” to be given as free copies to the first 50 registrants to the roundtable – Steve said Mala would ask Holley Henley (the State Librarian and ATIC Board member) if the State Library would be interested in sponsoring these books.

It was agreed that the panel discussion of state broadband initiatives would include Karen Ziegler of the Arizona Department of Administration and an Arizona Commerce Authority (ACA) representative such as Keith Watkins to speak about State of Arizona past activities in broadband such as the Broadband Strategic Plan and Goal Council recommendations as well as the Arizona FirstNet network, and should include the new Arizona Broadband Director at ACA (if that person has been appointed) to discuss future broadband directions. John Lucas will be part of this panel discussion to speak about the State of Arizona Counties Communications Network (SACCNNet) Phase II proposed middle-mile fiber network for rural Arizona emergency services and other broadband purposes. Mark suggested Michael Sherman could be added to this panel discussion to talk about the Sun Corridor Network I-40 fiber corridor if progress has been made on that, otherwise Sherman could be an Ignite Presentation speaker.

There would be a panel to discuss the E-rate Modernization Program for schools and libraries: Milan Eaton (confirmed by Mala), Mala Muralidharan, and possibly an Education Superhighway representative who could relate what is happening in Arizona to the national situation (Mala has contacted the Education Superhighway about this but no response yet). Steve had suggested we also invite the person responsible in the Governor’s Office, and Mala said she would look into this. Mark added he may invite Andy Tobin of the Arizona Corporation Commission since they were critical in enabling state matching funds.

Steve wants to encourage dialogue from roundtable participants beyond the panel presentations in the “Discussion/Engagement” subsequent period. We need to have a facilitator for this session with open-ended questions for discussion from participants. Potential questions are: “What kind of projects are you working on?”, “What are your pain points?”, “What kind of partnerships would you like to see?”, “How can the Broadband Stakeholder Network Roundtables help?”. The room may be rearranged with tables for this discussion.

Suggestions were made for the “Ignite Presentations” session of 5-minute presentations with 20 slides. Mala had suggested Nicole Umayam present on broadband applications

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and issues within public libraries (e.g. Wi-Fi lending). Other suggestions were: Gil Gonzales on his work with Broadband for the Navajo Nation and other Arizona initiatives as well as his work in other states, Michael Sherman on the Sun Corridor Network, Mark Goldstein or Chris Richardson (ASU Deputy CIO) on Smart Cities, autonomous vehicles, and Internet of Things enabled by 5G, Bill Bolin on his broadband work in rural Arizona, and a Town of Payson representative on their broadband planning work/issues. It was agreed that it would not be appropriate to ask a service provider to make an Ignite presentation because other service providers may feel left out. Steve will contact these potential Ignite presenters.

The timing of the overall program for the Roundtable will be as follows:

2:00 – 2:30: Registration, Networking, Showcase/Exhibits

2:30 – 5:00: Presentations/Panels/Participants Discussion/Ignite Presentations

5:00 – 6:00: Reception

Partnerships for the Roundtables

Various organizations have and will be asked to partner with ATIC and GAZeL in promoting the Broadband Stakeholder Network Roundtables. These organizations will be asked to promote the roundtables with their members (such as sending out e-mails and posting on their websites). Partners are not being asked to contribute money to support the operation of the roundtables (although sponsorships are welcomed). Sample partners that may be approached include the Arizona Technology Council, Arizona Telemedicine Program, Arizona State Library, Arizona Technology in Education Association, Arizona Commerce Authority, Sun Corridor Network, the League of Cities and Towns, the County Supervisors Association, the Arizona Association for Economic Development, and the Center for the Future of Arizona.

Steve has finalized the Broadband Stakeholder Network Partnership Request Document and Form that can be filled out online on the ATIC website under the “April 25th Broadband Stakeholder Network Roundtable” tab on the main menu. Steve will start contacting potential partners now.

Sponsors for the Roundtables

Steve has finalized the Sponsorship Request Document intended for distribution to potential sponsors of the roundtables – this document and form to be filled out online are posted on the ATIC website under the “April 25th Broadband Stakeholder Network Roundtable” tab on the main menu.

As mentioned, Steve has been speaking with Microsoft about being a potential large sponsor and forwarded them a custom sponsorship request document. Microsoft can commit up to \$3,000 without going through an internal review process.

Steve will also contact other potential sponsors including various wireline and wireless broadband service providers, networking equipment and application vendors, and infrastructure providers. Mala also sent Steve a list of potential sponsors that the State Library has worked with. The sponsorship fee options for the 1st Roundtable are

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\$1,000, \$500, or \$250 with different benefits associated with each option as outlined in the sponsorship request document.

Promotion and Registering for the Roundtable

Steve will draft an e-mail to advertise the roundtable. This e-mail will be forwarded to ATIC and GAZeL mailing lists, roundtable partnership organizations (as discussed above), and other key groups such as the rural stakeholders identified for the State of Arizona Broadband Strategic Plan focus groups.

The information on the roundtable will be posted on the Broadband Stakeholder Network webpage on the ATIC website plus the separate webpage for the April 25th Roundtable.

Mark said he will put a notice about the April 25th Roundtable in his regular “Arizona Tech Events Calendar” coming out in early April.

Steve said Eventbrite (or a similar service) will be used to register for the roundtable. It was agreed at the last meeting that attendees will not have to pay to attend the roundtable because the sponsorships should cover all expenses associated with the event. The registration will include a question for attendees on whether they want to be included on ATIC/GAZeL e-mail lists for future communications.

Next Broadband Stakeholder Network Leadership Team Teleconference

Steve will arrange a follow-up leadership team teleconference to discuss progress on the location, program, partners, and sponsors for the April 25th Roundtable.

The next leadership team teleconference date will be determined by Steve when he has made sufficient progress on the above.