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**ARIZONA TELECOMMUNICATIONS AND INFORMATION COUNCIL**

**ATIC Board Meeting Minutes (Draft) – October 12, 2011**

On-Site Attendees:

Mark Goldstein (*)	Oris Friesen (*)	Ron Schott (*)
Mike Whipple	Mala Muralidharan proxy for Joan Clark (*)	Mike Golden proxy for Aaron Sandeen (*)
Joseph Hobbs	Galen Updike (*)	Ralph Gierish (*)
Al Sterman (*)	David Daniels (*)	Ted Kraver (*)
Janae Cooley	Jay Flash Miringoff (*)	Janet Major
Henry Goldberg	Tom Trzaska	

Attendees via Audio:

Jeremy Babendure	Steve Peters (*)	Debra Dupée (*)
Mike Keeling (*)		

(\*) - ATIC Board Members - present =14, with a quorum = 10

**Many thanks to Cox Business Systems for the statewide audio conference connections, to iLinc Communications for the video link and to The Carnegie Center, our Board Meeting home, for providing meeting facilities, technical support, and hospitality.**

**A schedule of future meetings can be found at the end of these minutes.**

The agenda was accepted as shown below:

## **DRAFT Agenda**

1. Administrivia
  - 1.1. Self-Introductions
  - 1.2. Modifications to and Acceptance of Agenda Draft
  - 1.3. Acceptance of Minutes from Last Meeting
  - 1.4. Treasurer's Report
  - 1.5. ATIC Board Membership Considerations
  - 1.6. Recent and Upcoming Conferences
    - 1.6.1. 2011 Rural TeleCon Conference, October 17 – 19, 2011, in Raleigh, North Carolina, at Sheraton Raleigh Hotel.
    - 1.6.2. 2011 Governor's Statewide Development Conference, October 26 - 28, 2011, in Oro Valley, Arizona, at Hilton El Conquistador.
    - 1.6.3. The GovSec West conference, November 14-16 in Phoenix at Pointe Hilton Squaw Peak. See <http://govsecinfo.com/events/govsec-west-2011/home.aspx>
    - 1.6.4. The Arizona SciTech Festival in Tucson in February 2012  
Brief report by Jerry Babendure, Director, Arizona SciTech Festival
  - 1.7. Review of Outstanding Action Items as Documented in September 2011 Minutes.
- 2. Informational Presentation (approximately 15-30 minutes)**  
**Ted Kraver, *Solving Education's Grand Challenge***
3. Committee Reports
  - 3.1. Strategy Committee (Ron Schott and Steve Peters)
    - 3.1.1. Outreach Activities (Bill Bolin, Steve Peters)
    - 3.1.2. ATI Institute Activities (Mark Goldstein)
  - 3.2. ASET (formerly GITA) Activities (Galen Updike and Mike Golden)
    - 3.2.1. Federal Stimulus Package on Broadband Mapping and Planning - Update
    - 3.2.2. Arizona Broadband Development Council
  - 3.3. Cyber Security Committee Report (Jerry Crow)
  - 3.4. State Library Activities (Mala Muralidharan)
  - 3.5. eSATS and AZ eLearning Task Force Report (Ted Kraver)
  - 3.6. Federal (USDA, FCC, NTIA) Activities (Al Serman)
  - 3.7. ACC Activities (Al Serman)
  - 3.8. GAZEL Report (Steve Peters)
4. ATIC "Public Information" Meetings (Mark Goldstein)
  - 4.1. November 17, 2011 - Cyber Security Meeting with Arizona InfraGard
5. Announcements
6. Adjourn

## 1. Administrivia

### 1.1. Self-Introductions

See above attendance list.

### 1.2. Modifications to and Acceptance of Agenda Draft

The draft agenda shown above was accepted.

### 6.1. Acceptance of Minutes from Last Meeting

**MOTION: To accept as submitted the Minutes for the September 14<sup>th</sup>, 2011, Board Meeting.**

**MOVE: Al Sterman**

**SECOND: Jay Flash Miringoff**

**Passed Unanimously**

### 6.2. Treasurer's Report

There was no official report as Michael Cohen was not present.

Mark Goldstein reported that we received the annual sponsorship check from Cox.

The TeleHealth & EMR public information meeting was very successful. Here are the preliminary figures:

Total Expected Net Receipts = \$1860.45

Organizational Split:

ATIC 40% = \$744.18

ATP 35% = \$651.16

AZBio 25% = \$465.11

Galen reported that the RTC money for the November 2010 Workshop is on its way.

### 6.3. ATIC Board Membership Considerations

Nothing to report except that we are still looking for rural and native American members as well as more university representation.

### 6.4. Recent and Upcoming Conferences

6.4.1. 2011 Rural TeleCon Conference, October 17 – 19, 2011, in Raleigh, North Carolina, at Sheraton Raleigh Hotel.

Galen reported that RTC will be moving to an annual format.

3 of our ATIC members will speak at the RTC in North Carolina. They are: Galen, Mike Golden and Mike Keeling. Debra Dupée will be attending.

6.4.2. 2011 Governor's Statewide Development Conference, October 26 - 28, 2011, in Oro Valley, Arizona, at Hilton El Conquistador.

ASET is attempting to be a participant in this conference.

6.4.3. The GovSec West conference, November 14-16 in Phoenix at Pointe Hilton Squaw Peak. See <http://govsecinfo.com/events/govsec-west-2011/home.aspx>

We have some comps to give out

Mike Golden and Galen will participate.

➔ Oris will post an electronic version on the AZ Tech Council website.

[This has been done.]

6.4.4. The Arizona SciTech Festival in Tucson in February 2012

Brief report by Jeremy Babendure, Director, Arizona SciTech Festival

Jeremy Babendure reported that this is a statewide event to celebrate science and technology in Arizona.

The website is <http://azscitechfest.org>.

Events will be going on all of February for example, at the RenFair there will be a segment on Galileo, in Tempe there will be a session on beer-making, and other venues.

Ron Schott said that Jeremy has done this type of thing in San Diego. It will be a month-long event and it can be integrated with existing events.

Jeremy said that a Press Release/Launch announcement will happen later in October.

Mark mentioned that the ATIC public meeting is on February 17, so perhaps we could participate and publicize this in our email lists and calendar. For example, we could generate a communications plan with a low volume of messages to solicit participants.

Mala said that in November there will be a major library conference in Tucson so perhaps Jeremy should link in through Nancy Ledebor, Pima County Public Library Director.

Jeremy will send out a blurb to go to the ATIC list before the Launch

[This announcement was distributed on October 14 for the October 21 launch date.]

6.4.5. iHT2 – Institute for Health Technology Transformation -- Health IT Summit in Phoenix - January 18-19, 2012 - Phoenix, AZ

Ralph Gierish spoke about this, and he has some complimentary tickets to distribute.

6.5. Review of Outstanding Action Items as Documented in September 2011 Minutes.

6.5.1. ➔ **ACTION ITEM:** Ralph Gierish/Janae Cooley, Jeremy Rowe, Mark Goldstein, and Michael Cohen will explore the creation of an endorsement and/or support policy for external organizations and will report back. They will schedule a teleconference meeting using Jeremy's initial document as a base.

The inclination is to define four tiers of support. Mark has received an outline from Steve Peters that will be factored into the final statement. Anyone else who is interested in participating should contact Mark.

**This remains an open item.**

- 6.5.2. → **ACTION ITEM:** Mike Golden will circulate the final version of a resolution that he and Wilford Saunders of Washington State co-authored to present to the FCC. It expresses support for federal management of Rights of Way (ROW) issues for rural underserved and unserved areas, and includes the “2 Highways for the Price of 1” notion.

It is now on the Arizona Broadband website at <http://www.azbroadband.gov/>  
**This item is closed.**

## 7. Informational Presentation (approximately 15-30 minutes)

**Ted Kraver presented *Solving Education’s Grand Challenge*.**

→ Oris will place this presentation on the aSATS website at <http://esats.org> and distribute a PDF copy with the minutes.

-- maybe we should also place it on AZ BB website at ASET

Ted will have the accompanying document finished in 1 or 2 months.

## 8. Committee Reports

### 8.1. Strategy Committee (Ron Schott and Steve Peters)

#### 8.1.1. Outreach Activities (Bill Bolin, Steve Peters)

Will wait till we see what ABDC is planning to do.

#### 8.1.2. ATI Institute Activities (Mark Goldstein)

RFP is on the street and ATI Institute is preparing a response and is in a Quiet Period so we will not elaborate on the details.

The response is due on October 18.

#### 8.1.3. Board Retreat

Steve reported that we did not go as far as we needed.

John will compile a template and summary of the meeting.

We need to compile a list of assets for ATIC and ATI Institute

We will wait until after the next ABDC meeting to have a follow-up strategic planning meeting.

We are also looking to CenturyLink for sponsorship.

### 8.2. ASET (formerly GITA) Activities (Galen Updike and Mike Golden)

#### 8.2.1. Federal Stimulus Package on Broadband Mapping and Planning – Update

Galen reported that the latest round of **Mapping** activity results have been submitted to NTIA on October 1.

We are working on improving the Arizona Broadband Map at

<http://broadbandmap.az.gov/map/>

Your comments about it are welcome.

### 8.2.2. Arizona Broadband Development Council (ABDC)

Mike Golden reported that we had a successful meeting and are forming Task Groups now.

Go to the portal at <http://AZbroadband.gov> to see minutes, documents and presentations of the meeting.

### 8.3. Cyber Security Committee Report (Jerry Crow)

Oris reported for Jerry that two of three speakers for the November meeting have been confirmed. We are working on getting a third speaker.

### 8.4. State Library Activities (Mala Muralidharan)

Mala said the library will be doing some training on cyber bullying and cyber security.

### 8.5. eSATS and AZ eLearning Task Force Report (Ted Kraver)

See the Informational Presentation by Ted Kraver.

#### Federal (USDA, FCC, NTIA) Activities (Al Sterman)

Al reported that on the 27<sup>th</sup> the commission will vote to improve the relevance of publicly-available information and moving it online

Mike Whipple presented a 5-minute video containing salient quotes from FCC personnel and panelists who presented an FCC "field event" October 3, 2011 at Arizona State University's Walter Cronkite School of Journalism. The event's intent was to reflect on the June, 2011 report from the FCC that details the "information needs of communities."

Here is the URL: [http://mikewhipple.com/videos/fcc\\_cuts.mp4](http://mikewhipple.com/videos/fcc_cuts.mp4)

Mike went on to say that obviously, a 5-minute video won't faithfully represent what transpired in that 150-minute field event. But it does indicate the FCC's acknowledgement of the relationships among technology, journalism, raw information, and market realities. In my opinion, the key point to grasp is that technology contributes nothing to a community unless that community understands how to use it (digital literacy) and *also* understands how to filter the messages that are published with that technology (media literacy).

The FCC report, *The Information Needs of Communities* is available here, online (Scribd) or downloadable (PDF):

<http://www.fcc.gov/info-needs-communities>

The PBS affiliate in Phoenix ("Channel 8") has the entire FCC field event on video here:

<http://www.azpbs.org/fcc/>

ASU's journalism school has a story here:

<http://cronkitenewsonline.com/2011/10/federal-communications-commissio-official-investigative-journalism-on-life-support-democracy-suffering-because-of-it/>

The roots of that report are in a 2009 document that the John S. and James L. Knight Foundation commissioned (the Aspen Institute), which was ostensibly intended to determine a solution for America's newspaper crisis. The researchers became immersed in journalism's connections to democracy (self-governance), however, and developed 15 recommendations that can improve information ecologies and thereby nurture and sustain a community's self-governance. That report is here:

<http://report.knightcomm.org>

#### 8.6. ACC Activities (Al Sterman)

No report.

#### 8.7. GAZEL Report (Steve Peters)

No report.

### 9. ATIC "Public Information" Meetings (Mark Goldstein)

9.1. November 17, 2011 - Cyber Security Meeting with Arizona InfraGard

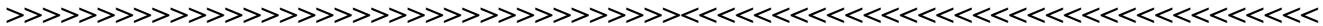
### 10. Announcements

The Governor's Celebration of Innovation (GCOI) will be on November 17, 2011. See <http://www.aztechcouncil.org/cwt/external/wcpages/wcevents/eventdetail.aspx?eventid=576>

The AZBio Awards Dinner and EXPO 2011 will be on this Friday, October 14, 2011.

### 11. Adjourn

**The next ATIC Board Meeting will be on November 9<sup>th</sup>, 2010 from 12:00-2:00 p.m. at The Carnegie Center, 1101 W. Washington St., Phoenix, AZ.**



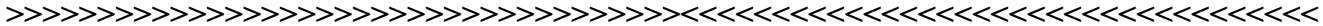
**ATIC Board & Public Meeting Dates for 2011**

**ATIC Board Meeting on Wednesdays from 12:00-2:00 PM  
at The Carnegie Center**

November 9, 2011

**ATIC Public Meeting on Thursdays 2:00-4:00 PM  
at The Carnegie Center (unless otherwise noted)**

November 17, 2011 - Cyber Security Meeting with Arizona InfraGard -- Thanksgiving is on Nov 24<sup>th</sup>



**ATIC Board & Public Meeting Dates for 2012**

**All meetings to be held at the Carnegie Center in Phoenix  
--Except for the September Telehealth Meeting--**

**ATIC Board Meeting on Wednesdays from 12:00-2:00 PM  
at The Carnegie Center**

- January 11, 2012
- February 8, 2012
- March 14, 2012
- April 11, 2012
- May 9, 2012
- June 13, 2012
- July 11, 2012
- September 12, 2012
- October 10, 2012
- November 14, 2012

**ATIC Public Meeting on Thursdays 2:00-4:00 PM  
at The Carnegie Center (unless otherwise noted)**

- FRIDAY, February 17, 2012 -- Arizona High Tech Policy Overview
- May 17, 2012 – General Purpose – new technology by industry
- September 20, 2012 -- TeleHealth meeting -- **Special Location and Time**
  - at UofA Medical Center in Phoenix
  - From 11:30 a.m. – 2: 30 p.m.
- November 15, 2012 - Cyber Security Meeting with InfraGard Phoenix -- Thanksgiving is on Nov 22<sup>nd</sup>