

STRATEGIC PLANNING SUBCOMMITTEE

Meeting Minutes

July 31, 2008

10:00 a.m. - 12:00 p.m.

Vern Riffe Center, Columbus, Ohio

Attendees

Sen. Joy Padgett, Chair
Mark Ansboury
Norm Chagnon
Shawn Clemmons
Allen Francis
Frank Mathews
Brian Phillips

Guests

Tom Fritz
Brent Legg
Katrina Flory
Brady Oxender
Marianne Townsend
Sarah Saccany
Pankaj Shah

Welcome & Opening Remarks

Senator Padgett called the meeting to order. She shared her belief that “the world is run by people who show up.” She welcomed all in attendance and reviewed the “ground rules” for this subcommittee:

- Quick timeframe – December 1 deadline
- Open dialogue
- “No Fear Zone” where all ideas are welcomed and discussed
- Be bold, be confident, be #1
- Develop a roadmap to move Ohio forward
- Don’t worry about funding at this point

Each subcommittee member was invited to introduce themselves and provide information on their association with broadband as well as a personal fact that is unknown to the rest of the group.

Allen Francis and Marianne Townsend from PUCO discussed the impact that the small telecos can have on the broadband initiative. Mr. Francis indicated that the rural telecos are some of the most sophisticated in the state. For example, Doylestown, New Knoxville and Champaign.

Frank Mathews suggested that we set more aggressive goals in our plan than the FCC defined 768K for broadband. He felt that this set the bar too low and more aggressive would be 10mg/1mg.

Shawn Clemmons indicated that most school districts are connected by fiber through the Fiber One initiative.

Brian Phillips didn't want the group to confine their recommendations to the world today but consider what we are using today and how it could affect the future.

Brent Legg from Connect Ohio indicated that Connect Ohio could be a resource for our efforts as well. They are happy to assist in information/data collection.

Charter Review & Approval

The Subcommittee reviewed the draft charter and provided feedback. Senator Padgett indicated that the strategic plan should be at a 20,000 ft. view. She asked that we consider cellular access as an element to our plan. She discussed the number of dead spots she encounters in Coshocton County. Frank Mathews indicated that cellular issues may be outside of our purview and actually ruled by FCC.

Members agreed that the charter should be adjusted to ensure that it is holistic in nature, broad in scope, encourages creativity and innovation by providers. The Subcommittee also agreed that the plan should focus on short term, mid range and long term goals.

Approach

The Subcommittee discussed a variety of topics regarding our strategic planning approach.

- Timeline: A final draft of the plan will be presented for vote at the OBC meeting in December.
- Vision, Strategic Goals & Objectives: "What if..." All agreed that visioning starts with "what if" and we need to approach our visioning from many directions including the perspective of the younger generation. We need to articulate our stakeholders and the impact to each but we also need to have metrics in order to have credibility.
 - resources: Connect Ohio county level survey data, Tech 25, Microsoft Home (possible virtual tour), "Shift Happens" video clip
 - Brian Phillips mentioned that to look forward we may want to consider a look back at rural electrification. It is similar to what broadband is experiencing today. We need to decide if broadband/internet is an essential service. If citizens do not recognize it as essential they need to be educated on what the future may require – banking, healthcare, learning, teleworking, etc.

- Strategic Issues, Strategies, Program Plans: Brent Legg reviewed the Connect Ohio strategic planning approach that the eCommunity Leadership Teams will go through in each county.
- Brainstorm of themes or opportunities for inclusion in the plan:
 - Ohioans not using broadband don't know what they are missing and thus aren't interested in learning
 - Broadband is about distribution – what do you do with it to make Ohio competitive?
 - Question as to whether supply side will be there once demand is identified and created
 - Young people expect availability everywhere – committee would like to include how to meet those expectations in the strategic plan
 - Broadband needs to be seen as an essential service by policymakers
 - Need to consider what the major impacts of broadband deployment and usage could be on targeted audiences
 - Need to identify prohibitive or discouraging regulations (look at naruc.org – National Association of Regulatory Utility Commissions)
- Best Practices: Senator Padgett thought that best practices were not good enough – we do not be hampered by them. We do not want to limit Ohio to where other states are right now or have surpassed but instead think ahead.

Next Steps

Pankaj Shah and Katrina Flory will work with Senator Padgett to develop a recommended work plan and document framework to be review at our next meeting. All members are to come to the meeting with an overarching vision statement that we will compile to create our plan vision. Senator Padgett also recommended reading *The World Is Flat* by Thomas Friedman.

Senator Padgett adjourned the meeting.

Next meeting

To be determined.