

UNAPPROVED MINUTES

EDEN PRAIRIE COMMUNITY TECHNOLOGY TASK FORCE

THURSDAY, MAY 10, 2007

**7:30 am, Eden Prairie City Center -8080 Mitchell Rd.
Heritage Room IV**

TASK FORCE MEMBERS: Jim Dake-Midwave, John Eversman-Supervalu, Gary Hanson-BI, Lisa Hodne-Ingenix, Rich Muller-Micro Business Strategies, Kiran Mysore-GE Fleet, Mike Neill-CH Robinson, Scott Otis-ADC, Heather Peterson-Hennepin County Library, Steve Sandness-Agate Partners, Dave Sandum-Eden Prairie Schools, Mike Schnapf-Digital River, Marc Soldner-HTC, Jody Russell-Thunder Communications and Matt Thomas-Best Buy

TASK FORCE STAFF: Scott Neal, City Manager, David Lindahl, Economic Development Manager, and Task Force Recorder, Mary Zilka

CONSULTANTS: Bill Coleman, Community Technology Advisors, Mike O'Connor, The O'Connor Group and Griff Wigley, Wigley and Associates

MEMBERS ABSENT: John Eversman-Supervalu, Rich Muller-Micro Business Strategies and Steve Sandness-Agate Partners

I. WELCOME – SCOTT NEAL

Scott Neal, City Manager welcomed the Community Technology Task Force. Neal gave a summary of why an Eden Prairie Community Technology Task Force was created. Dependable, high quality and affordable communications services are critical to the residents and businesses that call Eden Prairie home. In order to insure that our community's communication infrastructure is serving the needs of our businesses and residents, the City Council has established an ad hoc task force called the Community Technology Task Force to study the issue. The task force will study three key questions:

1. What do we have?
2. What do we need?
3. How do we get it?

II. “THE ROLE OF COMMUNITIES IN TELECOMMUNICATIONS AND TECHNOLOGY” PRESENTATION – RICK KING

Rick King from Thomson Legal and Regulatory in Eagan is an Eden Prairie resident and also took a leadership role in Eagan's Technology Task Force. King found that all of Eagan's residents had options, not just a connection – the small businesses are the people who really had fewer options.

The Task Force shared a vision that communications is central to economic development and quality of life; the city needs to maintain an ongoing effort to ensure Eagan stays competitive. The Eagan Task Force began their journey in 2005.

When Eagan first started making inquiries of Qwest and their DSL options, 45% of the population had DSL, after a two year period of much negotiating, Qwest agreed to fully extend DSL and now 90% of the population have DSL.

They took many steps to accomplish this including finding empty conduit route, hiring consultants, studied wireless options and also sent out a 15 question survey with water bills about what Eagan resident's internet needs were, and they received nearly 5,000 responses back. The second most important factor for people behind the price of the service was speed. 77% of the people surveyed were concerned about whether the US is falling behind in developing the next generation internet capabilities.

In 2006 – The Eagan Technology Task Force had a high-speed conference with top tech people, ran a video conference with a City in the Netherlands. The Task Force also brought in a www broadband expert (Gartner person from Denmark). They met with the Planning Commission and ordinances are moving forward. The group is studying high speed options not only from Qwest, but Frontier, Brilliant Cities and others. They formed a gig group to stay up to speed on any broadband legislation.

King gave some excellent advice to the Community Technology Task Force which included encouraging the Community Task Force to think about:

- What can be done in partnership that cannot be done alone?
- Once congress rewrites the Nations communications laws what will be allowed?
- What's in the bet long term interests of businesses and residents?
- Private sector looking short payback in 1-3 year time frame, Government can take a longer look at payback but can't afford to be the banker for this and run it.
- How do you make it sustainable?
- Document "as is" first, define what you want, establish what your vision is to be then scrutinize fully
- Stay in sync with the City Council and Staff
- Take advantage of Bill Coleman, Mike O'Connor and any vendors
- Drive aggressively

Mike Neill asked if the outcomes for Qwest were favorable. Qwest picked up a bit of a payback for doing this, and relationships did eventually improve King remarked.

III. TECHNOLOGY TASK FORCE CONSULTANTS

The consultants each gave some background on themselves, which everyone found interesting. Bill Coleman worked with the State of MN, in the Department of Economic Development. Telecommunications experience with his economic development working with communities on telecommunications issues.

Mike O'Connor started his career in radio, building stations, consulting crisis manager for financial system at U of M; he was a controller for 3 years. Discovered the internet and has

been hooked ever since using community technology to help people tell their own story. O'Connor has also had his own ISP business.

Griff Wigley is in the Weblog coaching business. His role on this task force is a public moderating role. He will be the guy behind the scenes for the Community Technology Task Force to help get communication up and running and be a facilitator when needed. He could set up a community weblog for the task force members to communicate between meetings as well as keeping the community informed of the progress the task force is making.

IV. INTRODUCTION OF TASK FORCE MEMBERS

1. What motivated you to participate in this initiative?
 - A. Help small business grown and remain viable
 - B. Personal curiosity
 - Better understanding of take-rates, technology
 - What kind of infrastructure is here
 - C. Professional responsibility
 - Participation in the community
 - Being a good corporate citizen
 - Global company—connectivity
 - Subtopic
 - D. I'm a hobbyist and fan of the Internet
 - E. Frustrated with unresponsive providers
 - Status quo doesn't meet my needs
 - Need good Internet connections to do my job—need adequate infrastructure
 - Rates going up, quality goes down—monopoly provider
 - F. Equal access to technology
 - G. Hang out with a high-powered group of people
 - H. Interested in "last mile" components
 - I. Ties into the mission of the place I work
 - Business model is based on Internet
 - J. Community
 - Really care about the community
 - Business is based in the community
 - Represent the community
 - Live/work in the community
2. What outcomes would constitute a successful result?
 - A. Better than wireless
 - B. Expanded choices/access to very high-speed connections for all
 - C. improve prices, connectivity
 - D. Disaster preparedness
 - E. Good baseline statistics
 - F. Improve stability/quality of connections
 - G. Access for people who can't afford services – equity

- H. Get a feel for the working level of knowledge of residents--understanding of implications of greater bandwidth
 - I. Meet the needs of students, residents, citizens, businesses
 - J. Good global view of the situation
 - K. A good “small start to a big thing”-- supporting US competitiveness
 - L. Bandwidth to support VERY large telecom needs
 - M. Better options for residents, better prices
 - N. Explore innovative options for delivery – e.g. cellular
3. Skills
- A. Connection to the emergency management community
 - B. Large-scale infrastructure
 - C. Worked with a lot of the broadband providers
 - Help with influencing
 - D. Experience with work-from-home
 - E. Insights into small-business needs
 - F. Fiber to the home rollout
 - G. Global perspective
 - H. Migrant health-care and cottage industries
 - I. Large-scale telecom
 - J. IT Director for a Fortune 500
 - K. Consulting skills
 - L. Telecom integration/purchasing
4. Opportunities
- A. Partners for emergency preparedness initiative
 - B. Relationship with schools
 - C. Relationship with libraries
 - D. Break down walls between networks
5. Desired role of the Task Force
- A. Attend meetings – Ground Rules
 - On time
 - Come to every meeting if possible
 - B. Timing
 - Monthly – 2nd Thursday of the Month
 - 7:30 – 9:30 am
 - Eden Prairie City Center, Heritage Room I (lower level)
 - C. Community survey, discussions
 - Connect with community groups
 - Assist with review of survey
 - Best Buy – survey customers
 - Increase visibility in the community
 - Connect back to IT group at company
 - D. Participate in “big company” sub-committee
 - E. Vendor conversations

Eden Prairie Community Technology Task Force

Minutes

May 10, 2007

Page 5

- With providers
- Negotiation skills

F. Communicate back to my colleagues

G. Draw on professional-services people/skills

H. Tap into “best practices” in my company

I. Put demands on the consultants -- challenge what you’re hearing

V. NEXT STEPS

June 14, 2007, Eden Prairie City Center, Heritage Room I, 7:30 – 9:30 am

VI. ADJOURN

Meeting adjourned at 9:30 am