



**CITY OF FULLERTON
TECHNOLOGY WORKING GROUP
MEETING MINUTES
November 19, 2009
9:00 A.M.**

CALL TO ORDER Chair Burtner called the meeting to order at 9:05 a.m.

ROLL CALL

Members Present

Roger Burtner, Chair	Sam Ricchio
Fred Canfield	Ed Smith
Madusha Palliyage	Paul Stover, Vice Chair

Members Absent

Helen Hall	Carl Samantello
Larry Iboshi	Thad Sandford
Harry Lamberth	Sujay Shah

Mike Carter arrived after roll call.

Staff

Rob Ferrier, Assistant to the City Manager
Al Zelinka, Planning Manager

APPROVAL OF MINUTES

No minutes were available for approval.

DISCUSSION ITEMS

Considering Mr. Ferrier had only a few minutes to spend with the TWG, Chair Burtner asked him to present any updates or information he may have of interest to the TWG.

Mr. Ferrier indicated that the ISMS proposal had been reviewed by the City Manager, who then forwarded it to the City's legal counsel, Rutan & Tucker, for review. Once the legal review has been completed, the City Manager plans to meet with ISMS, legal counsel, and TWG representatives to discuss the proposal in greater detail. A meeting date has not yet been set.

Mr. Ferrier also presented a brief recap of the State's general fund projections, describing revenues and expenditures through the 2012-13 fiscal year. Unfortunately the prediction is that each year will see a deficit in the billions of dollars. As a result, Mr. Ferrier indicated the City is concerned about how the State's budget problems will continue to affect local government. While the State has already borrowed billions of

dollars in property taxes from California cities, the State intends to pursue a take-away of redevelopment funds, which could total \$6.0 million of Fullerton redevelopment funds over the next two fiscal years. However, the California Redevelopment Association has challenged the proposed take-away in court, claiming the action is unconstitutional. He noted there was a similar attempt by the State during the 2007-08 fiscal year, which was overturned by the State court. Mr. Ferrier believes the courts will again rule against the State's proposed action.

Without access to redevelopment funds, Mr. Ferrier believes the State will look to other forms of local revenue, most likely Gas Tax funds. Fullerton would have an approximate \$2 million exposure. Mr. Ferrier expects the State to start contacting the cities within the next 60-90 days. Fullerton is preparing to react accordingly. Mr. Ferrier indicated that the City Manager has directed all department heads to look at reductions in their 2010-11 budgets, using different budget reduction scenarios ranging from 3% to 10%. Mr. Ferrier also noted that the City is in the process of negotiating its labor contracts, and is asking the labor groups to provide a give-back of salaries to help offset the loss of revenue.

Mr. Ferrier pointed out that this is uncharted territory for the City, and the future will be very challenging.

Vice Chair Stover thanked Mr. Ferrier for the info, agreed that California as a whole is definitely in a difficulty situation, but stated he believes in the next 18 months there will be massive money pumped back into California, noting that California is the eighth largest economy in the world, and he predicts the federal government will not sit idly by and not infuse it. Mr. Stover also noted that while the next few months, perhaps years, may be difficult, the City should still move forward and be visionary in the process, and the key will be having projects "shovel ready."

1. **Creation of an educational/municipal (institutional) fiber/wireless network, FullertonNet**

(no discussion)

2. **General Plan and TWG Contribution – Zelinka**

Mr. Zelinka reminded the TWG members that prior to the October meeting he had distributed to the members the General Plan (GP) Outline, and had asked them to give some thought and consideration to the policies or action items the TWG would like to have integrated into the draft GP. Mr. Zelinka noted that he would be meeting with IT Manager Helen Hall and her staff to obtain their policy input, but the purpose of today's meeting with the TWG was to obtain their input, noting that technology touches every dimension of our community and, therefore, every dimension of the GP.

Chair Burtner commented that based on comments at the previous meeting, it might be valuable to have a separate section on technology identified up front, in somewhat of an executive summary format. He noted that while it will be important to include relevant technology information in the pertinent sections of the GP, having the information buried in the different elements would not provide the exposure the TWG would prefer to see.

Vice Chair Stover agreed, noting that a general statement dealing with the technology infrastructure as a whole would be valuable, so that people could review it in its entirety rather than having to search for it within each element of the GP. Mr. Stover also provided a list to Mr. Zelinka of his suggestions for inclusion in the GP.

Mr. Ferrier asked if technology would be a separate element of the GP, such as transportation or housing. Mr. Zelinka confirmed it would be a separate element or subelement.

Ms. Palliyage asked if the City requires builders to provide technology infrastructure for all new developments, i.e., does Fullerton have standards and specifications related to technology infrastructure for new projects? Mr. Zelinka indicated that to his knowledge the City does not currently have any standards, but that is something the City needs to work toward accomplishing.

Chair Burtner noted that the TWG had recommended development of a telecommunications master plan, and pointed out that it would be a major undertaking. For example, cities such as Ontario and Fontana have spent hundreds of thousands of dollars for consultants to pull such plans together in adequate scope and detail. Chair Burtner believes the task is beyond the capabilities of the TWG, and asked if perhaps City staff could review the documents of other cities and conform the documents to Fullerton's requirements.

Mr. Zelinka pointed out that his task is to organize the GP – not change land use and development standards at this point. They have identified 12 focus areas that will need to have land use and development standards, but those will be explored through community-based planning processes, subsequent to adoption of the General Plan. The focus area planning efforts will include the technology side of things.

Mr. Zelinka indicated that he had attended a Senate Bill 375* workshop November 18 at the City of Ontario presented by SCAG (Southern California Association of Governments). The main message to the 500+ in attendance was that cities must position themselves to be "complete communities," and technology is a significant part of that, and if a city does not have the technological infrastructure, it will not compete well in the next economic era. Mr. Zelinka pointed out that Fullerton is considered to be a complete community, but it needs to fine-tune its technology and telecommunications infrastructure.

Mr. Zelinka suggested that development of a telecommunications master plan be a priority work/action item of the General Plan, and once the master plan is adopted, the GP can be amended to integrate the findings from the master plan.

*Senate Bill 375 would be the nation's first law to control greenhouse gas emissions by curbing sprawl. SB 375 provides emissions-reducing goals for which regions can plan, integrates disjointed planning activities, and provides incentives for local governments and developers to follow new conscientiously-planned growth patterns. SB 375 enhances the Air Resources Board's (ARB) ability to reach AB 32 goals. <http://gov.ca.gov/fact-sheet/10707/>

Chair Burtner asked Mr. Zelinka how he envisioned the development of a telecommunications master plan could be accomplished, considering the dire budget update the TWG had received from Mr. Ferrier earlier.

Mr. Zelinka indicated that the plan could be accomplished through a competitive process, hiring a consulting firm which the TWG, if it still existed, would essentially serve as the oversight committee; and throughout the development process, at key benchmarks, the TWG would be engaged with the work of the consultant to ensure the project is on track. And while the budget situation is dire, Mr. Zelinka believes that with changes in staff leadership in the City over the next six to eight months, there will be fresh perspectives on how to do business in the City, and there will be access to money for developing the telecommunications and technology strategy for downtown.

Ms. Palliyage asked if the Beckman-Coulter property is being considered for a technology center. She noted she would like to see a mini Silicon Valley in Fullerton to attract the best minds. Mr. Zelinka indicated that the City has met with Beckman-Coulter, and Beckman-Coulter has reconsidered selling its property for industrial use, and may be considering expansion of their property, with development of a specific plan for a mix of uses with an emphasis on R&D and employment, and technology would be a huge part of that area.

Mr. Zelinka commented that the Harvard Business School had published an article about "smart cities" and he would forward a copy to TWG members. The article indicated the future is not just about the educational system, but the infrastructure, integrated land use, tying transportation with transportation thereby making a city more "walkable," and capitalizing on the intellectual capital locally for economic benefit locally. Mr. Zelinka pointed out that it is that fresh ideology that he anticipates seeing integrated into Fullerton operations more and more as leadership changes over time.

Chair Burtner commented that the TWG had reached the conclusion that it had taken its tasks about as far as it could, and questioned whether there is a need for the TWG to continue to exist, but based on Mr. Zelinka's comments today, there may be reason for the TWG to continue, and to work within the City and with staff. He noted the TWG members would welcome the opportunity to be involved with the development of a telecommunications master plan and contribute to the General Plan.

Mr. Zelinka commented that in his opinion the TWG's work is just beginning. In addition, he envisions the establishment of an economic development commission, with the TWG having representation on the commission to provide input on business development. Mr. Zelinka also commented that the diversity of Fullerton from a cultural perspective is one of the City's greatest assets, as well as its connections with other countries, and the City is not leveraging those connections for its benefit. Hopefully an economic development commission will increase the focus on developing those connections more.

Chair Burtner provided Mr. Zelinka with a brief recap of the TWG's history (formerly Technology Infrastructure Task Force) and its development of reports and recommendations, workshops and speaker series, etc., with regard to technology and

telecommunications, and indicated he would peruse the TWG's documents and compile a list of action/work items for possible inclusion in the elements of the General Plan.

Vice Chair Stover suggested that perhaps, moving forward, the title "Technology Working Group" is no longer appropriate. He recommended that the TWG consider whether or not Council should look at changing the name to something more appropriate, such as Technology Development Commission. Mr. Zelinka suggested the word "innovation" be included.

Vice Chair Stover pointed out that the TWG had suggested many times over the past decade that young people need to be involved, noting that if they are not engaged, that "brain trust" will go elsewhere. Mr. Stover suggested that with the formation of the economic development commission and the design of a telecommunications master plan, the City needs to reach out to these young people (the generation known as "millennials" – born 1981 to 2000) and encourage their participation.

Mr. Zelinka agreed, noting there will be an educational element of the GP suggesting that staff prepare a proposal for Council approval to have a youth representative on commissions and committees. Mr. Zelinka commented that having that insight on the City's commissions and committees would be incredibly important, even if the position did not provide a voting role.

Mr. Zelinka opined that society, in general, has done a miserable job of integrating our educational institutions into our economic development future, but that Silicon Valley has gotten it right, noting that the best "thinkcubators" in the world are in Silicon Valley.

Mr. Stover suggested that perhaps Fullerton could establish a "Tech Night," similar to First Night Fullerton, which would bring together the generations, noting that in practically every office today there are four generations working together, and the City could provide an opportunity for them to get to know each other, and see that the City is supporting them. Mr. Ricchio indicated that the school district conducts "Tech Nights" for parents to introduce them to technology.

Mr. Ricchio commented that in reviewing the school districts' goals and objectives, he noticed they seem to be going in different directions from the City's GP. He suggested getting key people together from the school districts to get the plans in alignment. Mr. Zelinka indicated he would have Bob St. Paul (Fullerton Senior Planner) work with Mr. Ricchio in getting that group together. Mr. Ricchio noted that he would like to see key people involved from the educational side of technology, not from the nuts and bolts side of technology.

Mr. Zelinka concluded the discussion, indicating that the TWG's suggestions will be incorporated into the draft General Plan, and it will be re-presented to the TWG for another review.

ITEMS FOR NEXT MEETING

Name Change for the TWG

Workshop for City staff on voiceover IP

PUBLIC COMMENTS

None

ANNOUNCEMENTS

None

ADJOURNMENT

With no further business, Chair Burtner asked for a motion to adjourn. Fred Canfieldso moved. Paul Stover seconded. The meeting was adjourned at 10:13.

Next meeting scheduled for December 10, 2009.