



CITY OF FULLERTON
TECHNOLOGY WORKING GROUP
MEETING MINUTES
April 8, 2010
9:00 A.M.

CALL TO ORDER Chair Burtner called the meeting to order at 9:02 a.m.

ROLL CALL

Members Present

Roger Burtner, Chair
Fred Canfield
Helen Hall

Madusha Palliyage
Thad Sandford
Paul Stover, Vice Chair

Larry Iboshi arrived after roll call.

Members Absent

Mike Carter
Harry Lamberth
Sam Ricchio

Carl Samantello
Sujay Shah
Ed Smith

Staff: Al Zelinka, Planning Manager

APPROVAL OF MINUTES

Chair Burtner asked if there were any corrections to the minutes of the March 4 meeting. With no corrections, Fred Canfield moved approval of the minutes. The motion was seconded by Thad Sandford, and the minutes were unanimously approved.

DISCUSSION ITEMS

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

No discussion.

2. Response to Google's proposal

Chair Burtner asked Helen Hall to provide an update on the City of Fullerton's application in response to Google's "Fiber for Communities" RFI notice. Ms. Hall reported that the City's application was submitted on March 26, and the application itself was the result of a significant effort on the part of the staff, the TWG, the business community, and the community at large. The City's in-house webmaster created a link ("Fiber for Fullerton's Future") on the City's webpage which provides access to: Google's project information; opportunities for residents, businesses, and community groups to register their support and nominate Fullerton for Google fiber; links to

Fullerton's Facebook and Twitter pages, and videos supporting Fullerton Fiber. Ms. Hall indicated that at the time the application was submitted, there reportedly were more than 600 cities that had also applied. Chair Burtner reported that the latest number is over 1,100.

Ms. Hall expressed a special thank you to TWG Chair Burtner for his assistance with the Google application. Vice Chair Stover thanked everyone for the great job they did with the application, and noted the significant support of the community evidenced on the City's "Map Your Support" webpage. Mr. Stover suggested the City place an ad in the Orange County Register and/or Fullerton Tribune thanking the entire community for its support, and, if appropriate, recognizing those individuals, organizations, institutions, and businesses by name in the ad.

Ms. Palliyage also thanked Helen Hall and everyone involved for a job well done within a very short period of time.

Chair Burtner expressed his thanks as well, and provided the following suggestions to enhance the project:

- Add Google's name to the Fiber for Fullerton's Future project name

- Add a section titled I-Net under City's Profile with subheadings of:

 - The Case for Creating a Telecom Institutional Network

 - Evaluation

 - Council Presentation

- Obtain and post additional endorsements from key organizations and businesses, such as

 - Elementary School District

 - Fullerton College

 - St. Jude

 - College of Optometry

 - Hope University

 - Western State University - College of Law

 - Raytheon

 - Thales-Raytheon

 - Beckman-Coulter

 - Kimberly-Clark

Ms. Palliyage suggested sending a request for endorsements to the Chamber of Commerce and request that the Chamber distribute the request to their membership. She also suggested placing the information on Channel 3. Vice Chair Stover suggested placing an article in the City's water bill insert ("Focus on Fullerton") regarding the "mapping your support" webpage. Ms. Hall indicated she would contact the City's Information Officer, Sylvia Palmer-Mudrick, who coordinates information for "Focus on Fullerton" and Channel 3.

Chair Burtner commented that he considered the information on the "City Profile" webpage to be rather bland and lacks the dynamism of Fullerton. He suggested expanding the profile with more significant information such as the millions of dollars being spent in Fullerton to upgrade facilities, e.g., CSUF and St. Jude. In addition, he suggested adding information to the site regarding Fullerton's award-winning/blue

ribbon schools, API (Academic Performance Index) scores, academic decathlon achievements, major manufacturing centers, major transportation center, etc.

Vice Chair Stover noted that a wealth of information about Fullerton can be obtained from Wikipedia. He also suggested taking the letters in Google's name and creating a graphic of a fiber loop, incorporating the expanded detail Chair Burtner suggested, thereby providing a visual presentation. Ms. Palliyage offered to create the design for the TWG's input.

Mr. Stover commented that the Phyllis Fender video was very impressive, and suggested listing it first on the webpage, followed by a listing of the other videos. In addition, Mr. Stover suggested adding a "Google Season Coming Soon" presentation on the flat-screen TV in the lobby of City Hall, as well as any other public flat-screens or marquees throughout the city.

Chair Burtner noted a significant list of suggestions had been given to Ms. Hall during the course of this meeting, and offered the assistance of the TWG to accomplish the work involved.

3. General Plan and TWG contribution – Zelinka

Chair Burtner asked Planning Manager Zelinka to provide the TWG with an update on the General Plan.

Mr. Zelinka reported the City is still working on policy development, and noted that the General Plan consultant was originally scoped to do seven elements, but the progressive way in which the General Plan was being organized had resulted in a Council-approved outline of 21 elements, essentially tripling the volume. He noted that City staff will be picking up the burden for the additional 14 elements, but it will take time. The General Plan has been organized into four master elements: Built Environment, Natural Environment, Economy, and Community. The 21 elements are spread throughout those four master elements. Policies and actions will be created within five different areas: regional, subregional, citywide, subarea/district level, and project level. Every policy will be written to provide staff, decision makers, committees, etc., with a framework within which to make decisions relative to a goal. Mr. Zelinka indicated staff is approximately three-quarters of the way done with drafting the policies and actions – it's a very time consuming process. When the draft policies/actions are completed, they will be reviewed on the basis of whether or not they are either supportive or neutral of one another. If they are, then the objective of an inherently sustainable General Plan will be achieved. In addition, all of the General Plan policies are required by the state to be supportive of reducing vehicle miles traveled. The plan will also have a limited number of indicators that will allow the City to measure from time to time the success in implementing the General Plan, e.g., a baseline measurement (or benchmark) from year to year.

Mr. Sandford pointed out that indicators need two classes: one is actions oriented, the other is results oriented. Managers track the actions; strategic planners and thinkers focus on results-oriented metrics. Results-oriented metrics are important because five years from now, when the City wants to update the General Plan, staff will need to look at the results and change the plan accordingly.

Mr. Zelinka noted that in the economic master element and the economic development elements, staff have identified focus areas in the City geographically where they want to focus economic development efforts on clean-and-green and tech industries, and then broadly support technology and knowledge-based and information-based industries. He indicated creating a technology master plan for the City, which relates to the TWG, would most likely fit under economic development. Mr. Zelinka suggested creating an economic development committee, with representatives from the Chamber and perhaps the TWG, and others -- essentially bringing groups of minds together to make very concrete recommendations to the City Council and to be the "keepers" of the plan, as opposed to the incredibly outdated, outmoded, unuseful economic development strategy that currently exists. The community element would include policies about promoting the use of technology for citizen/public engagement and communications.

Mr. Zelinka informed the TWG that his staff is working with Ms. Hall's staff to draft a ListServ so that community members can sign up to receive regular input on a variety of topics, such as meetings, city projects, etc.

Chair Burtner thanked Mr. Zelinka for the General Plan update to the TWG.

4. Future of the TWG

No discussion.

ITEMS FOR NEXT MEETING

To be determined.

PUBLIC COMMENTS

None.

ANNOUNCEMENTS

None

ADJOURNMENT

With no further business, Chair Burtner asked for a motion to adjourn. Thad Sandford so moved. Larry Iboshi seconded. The meeting was adjourned at 10:12.

Next meeting date: April 29, 2010.