



**Minutes
of the
Board of Directors**

**April 28, 2009 Regular Meeting, 10:00-11:30 AM
Mayor's Ceremonial Room
Riverside, CA**

Present: Chairman Mayor Ronald O. Loveridge, Executive Director Steve Reneker, Treasurer George Hoanzl, Secretary John Tillquist, Reza Abbaschian, Kathy Barr, David Basnett, Russel Buetow, Sundip Doshi, Mark Dunlap, Matt Frymire, Keith Gifford, Belinda Graham, Danielle Gundermann, Christopher Herry, Drew Jorgenson, Rajan Kasetty, Greg Lee, Deanna Lorson, Steve Lowery, Richard Miller, Ginger Neal, Maria Orozco, Lea Peterson, Ritz Sherman, Fred Speer, Gregory Terry and Kristin Tillquist

I. Welcome and Introductions:

Chairman Mayor Ron O. Loveridge called the meeting to order at 10:05 a.m. Self introductions followed.

II. Acceptance of Board Meeting Minutes from January 27, 2009:

Mayor Loveridge called a motion to approve the January SmartRiverside Board meeting minutes.

M/ Reza Abbaschian S/ George Hoanzl Unanimously Approved

III. Financials for January 2009 – March 2009:

George Hoanzl (Jaguar Computer Systems) reported that SmartRiverside is profitable and has a 14 percent increase in total equity over the last two quarters. The Digital Inclusion Program continues to be successful. There will be a refinement of the financials to show multiple contributions in more detail.

M/ Belinda Graham S/ Kathy Barr Unanimously Approved

IV. Presentation on Tenant Improvement:

Greg Lee (City of Riverside) provided a background on the Tenant Improvement Program.

Keith Gifford presented an overview of TSJ, Corporation (Pacific Energy – Masters Electric and Communication) and demonstrated the iCeL.

Mr. Lee stated that in the past, the Tenant Improvement Program fund's distribution has been approved administratively and would now like to give the opportunity to the Board to obtain information from submitting companies and vote to approve fund distribution.

Mr. Lee recommended that the Board approve the disbursement of funds to TSJ (subject to availability of funds).

M/ Greg Lee

S/ George Hoanzl

Unanimously Approved

V. Inland Empire Technology Week:

Steve Reneker discussed that there will be an IE Tech Week Advisory Committee for next year's event. IE Tech Week 2010 will not be branded as a SmartRiverside event. SmartRiverside will only focus on the Tech Expo event. Mr. Reneker provided a brief overview of the activities for this year's week long event.

Reza Abbaschian (UCR Bourns College of Engineering) provided an insight on UCR's Tech Horizons event. A hand out of the event was distributed to the board. Reza also mentioned that the campus held a Bourns Space, Science and Engineering day. The event gave over 700 boy and girl scouts a hand on experience in Science and Engineering.

John Tillquist provided more information on Cal State's Fast Pitch Competition.

VI. SmartRiverside Advisory Committee:

Steve Reneker mentioned that he would like to hold a two hour Annual SmartRiverside Advisory Committee Meeting on the Friday as part as the IE Tech Week. Invitees would include leaders from various Inland Empire companies, a VIP keynote speaker or political candidates.

No opposition to the Annual SmartRiverside Advisory Committee meeting was given.

VII. Fundraising idea to support TriTech:

SmartRiverside has budgeted \$25,000 for TriTech that will be dependent on revenues generated from fund raising efforts. Steve Reneker provided suggestions for revenue generating activities. Two fundraising ideas to support TriTech would be to hold a 5K/10K Run and a Bike Ride. The Mayor provided more information on the City's Santa Ana River Bike Trail infrastructure and asked how SmartRiverside can profit from such an event. Steve mentioned that money would be generated by sponsors and pledges.

Kathy Barr (AT&T) suggested that the 5K/10K Run should be held during a cooler month as opposed to July. The Run should be a family oriented event marketing the technology portion.

Russel Buetow (Microsoft) recommended that the 5K/10K Run should be a SmartRiverside Event only and the Bike Ride would need support and marketing from other organizations.

Lea Peterson (So. Cal Gas Company) added that the City of Long Beach has a yearly Bike event in place and SmartRiverside could use that event as a model.

Any members of the Board that are interested in being a part of the 5K/10K Run and Bike Ride committee, please contact Steve Reneker.

VIII. CEO Forum Updates:

Sundip Doshi (Surado Systems, Inc.) mentioned that one of the guiding principals and objectives of the CEO Forum is to retain talent that comes out of the major local universities. As a result, two graduate students from UCR Bourns College of Engineering, that developed start-up companies, have now joined the CEO Forum. The CEO Forum also held a career fair that provided students the opportunity for internships. Sundip also added that the County of Riverside now has representation in the CEO Forum. Rajan Kasetty (Terrafore, Inc.) mentioned that the March Joint Powers Authority (JPA) has showed interest in association with the CEO Forum.

Kristin Tillquist (City of Riverside) asked about the status of the “Towards an Innovative Economy” report. Sundip Doshi stated that the CEO Forum is waiting on feedback from all participating parties to make sure that all participants are in sync. Sundip mentioned that he is hopeful that the report will be completed by the next SmartRiverside Board meeting.

The Mayor asked Mr. Doshi to comment on the branding of the City of Riverside. Sundip mentioned that Riverside is currently known as the City of Arts & Culture. There has been considerable support of the idea for Riverside to be now known as the City of Arts & Innovation because it connects Riverside with the city’s universities and school districts. The new branding was proposed to the City Council in June.

IX. TriTech Updates:

John Tillquist announced that as a result of a more extensive list of companies that are in Riverside and the surrounding areas, TriTech has hired another counselor for the Inland Empire. The TriTech counselors include a gathering of individuals with a broad variety of knowledge, skills and abilities. With the downturn in the economy, actual investment equity has gone down. TriTech is putting on workshops for companies about economic changes and will help with finding access to different funding sources and will provide knowledge in how to succeed in business. However, an ongoing issue for TriTech is that for every dollar that it brings in grants, it has to raise \$.50 in cash. TriTech has had to turn down money as a result.

John Tillquist is proud to announce that Riverside is the home of TriTech.

X. Program Updates:

Digital Inclusion – Computer labs have been added to the Community Centers and a Spanish only class at La Sierra High School. The Digital Inclusion Program is in

collaboration with the Riverside County Office on Aging, Janet Goeske Center and Salvation Army to provide computer classes for senior citizens at the Salvation Army.

Steve Lowery announced that the Digital Inclusion Program is being included to the first round application to the Federal Government by the California Emerging Technology Fund (CETF).

National Christina Foundation – The Digital Inclusion Program has been put in first position for all of Southern California.

E-Waste Collection – Steve Lowery reported that last quarter's e-waste collection had dropped and is expected to increase for the next quarter. Commodities will begin to rise in price.

Wi-Fi – Charter will begin to offer to areas of the city that are not covered by Wi-Fi, a very low-cost high-speed broadband for Digital Inclusion Program participants.

AT&T will finish the last phase of Wi-Fi installation in Riverside by the end of June.

Other – Sundip Doshi inquired about the uniqueness of the Digital Inclusion Program and what is being done to find funding opportunities such as Microsoft grants. Steve Reneker stated that other cities have such programs; however, what makes SmartRiverside's Digital Inclusion different is that it is the only entity that gives a PC, operating system and Wi-Fi for free to low-income households. The Digital Inclusion Program was started with a one time \$50,000 Microsoft Grant on the condition that the program would be self sustaining within twelve months. Russel Buetow added that he has been looking at other avenues within Microsoft for funding opportunities for SmartRiverside.

XI. Discussion:

Steve Reneker provided background on previous and current participation between SmartRiverside with the Riverside County Office on Aging. Mark Dunlap (Riverside County Office on Aging) was invited to discuss the possibilities on expanding the Digital Inclusion Program outside of city limits. Mr. Dunlap presented that the Riverside County Office on Aging currently has 32 Senior Centers which are equipped with inferior computer labs and would like be the liaison between SmartRiverside and entities in the county to provide refurbished PCs and training for seniors. Steve Reneker added that in order for the Digital Inclusion Program to provide free refurbished PCs to the County, SmartRiverside would have to be the sole recipient of electronic waste for the entire County of Riverside. This would enable SmartRiverside with sufficient devices and revenue.

The Mayor stated that the original premise for the digital divide was income and need and questioned about deriving the program from the original premise. The Mayor asked if the program expansion would be on a need factor or age factor. Steve Lowery pointed out that for grant reporting, the program is specifically for a certain income level and below. Steve Reneker added that the expansion would outfit computer labs with

computer and provide free PCs to low-income households and low-income seniors. Dave Basnett suggested charging a fee on household incomes that are higher to create a net profit for SmartRiverside. Steve Reneker added that the expansion and joining forces with other entities would provide a benefit of funding opportunities that would enable for more staff and resources. John Tillquist mentioned that TriTech could provide instructors at no cost.

David Basnett questioned what liability SmartRiverside would have against senior citizens that are taken advantage online by fraudulent activity. Steve Reneker pointed out that SmartRiverside could pursue legal resources to design a form that would release SmartRiverside from all liability.

The Mayor asked Steve Reneker to gather all discussion suggestions and proposals to present to the Executive Board for feedback. SmartRiverside's Executive Board met on June 12th and discussed the expansion of Digital Inclusion outside the City limits. Due to concerns of self sustainability of Digital Inclusion within the City limits, the board agreed to focus only on the City of Riverside. Until funding issues with self sustainability are resolved, SmartRiverside's focus will be to reach the original goals of the program of benefiting 3,000 families per year.

XII. Closing Comments:

Steve Reneker encouraged board members to take a tour the Digital Inclusion site.

Next Meeting July 28, 2009

Meeting Adjourned 11:32 A.M.