

# South Bay Cities Council of Governments

June 12, 2017

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

RE: Executive Briefings on Technology – Providing Lunch

## Adherence to Strategic Plan

*Goal A: Environment, Transportation and Economic Development.* Facilitate, implement and/or educate members and others about environmental, transportation and economic development programs that benefit the South Bay.

## BACKGROUND

SmartGig Media is a firm that specializes in providing information and education in broadband communications, wireless infrastructure, Internet of Things, and the industries that are impacted by emerging technology. They develop education conferences, trade exhibitions, workshops, web communities and content development services for a wide range of audiences and advertisers.

SmartGig Media has provided 2 workshops for the SBCCOG to date. One was last year and the other was last month. They have agreed to provide Executive Briefings or Tech Talks on the issues above for free bringing in experts from the industry and SBCCOG staff has agreed to hold these briefings approximately every month and a half. Both briefings were well received.

They have also offered to provide lunch. In order not to have any sort of conflict with the industry, SBCCOG staff decided that we should request that people bring their own lunch. At the first meeting, no one did. SmartGig Media offered once again to provide the lunches for free as well.

SmartGig Media is using our workshops (and others in the region and throughout California) as part of their media strategy. Their funding will come from the general sponsorships and advertisements that they will receive from a “SmartGig City Playbook” they are developing for Southern California. This is a print book and online guide that provides information, resources and yes, advertisements, on all subjects related to horizontal communications infrastructure (broadband) and vertical communications infrastructure (Internet of Things and 5G).

They don't sell advertisers to these workshops. For example, Jeff Christensen, last week's guest speaker, didn't pay SmartGig Media to speak and they didn't pay him.

## RECOMMENDATION

Agree to have SmartGig Media supply the lunches for the Executive Briefings on Technology that the SBCCOG will be offering for our members and business community for at least through 2017. Ask them to provide the value in case any of the attendees need to report it.