MINUTES
BROADBAND FEASIBILITY COMMITTEE
FRIDAY SEPTEMBER 30, 2022
REMOTELY VIA ZOOM

11:30 AM

https://www.youtube.com/watch?v=RRFKKgNAOw8

Minutes of the meeting of the East Haddam Broadband Feasibility Committee

1. Meeting called to order by committee chair Tom Sevigny (chair) at 11:34 am
    a. **Members Present**: Tom Hays,Craig Mansfield, Wayne Schulz, Tom Sevigny (chair).Patty Stricker

2. Approval of minutes from September 23, 2022 meeting

3. Introductions
    a. Devin Cox - Entry Point - Outreach market research, survey
    b. Nicole Banyai - Project Lead - Entry Point
    c. Jeff Christensen - Entry Point
    d. Erik Banyan - Entry Point

4. Discussion With Entry Point - https://www.entpnt.com/
    a. **Jeff Christensen** - we are including some high-level design and the company that does that for use was recently acquired so we are awaiting some confirmations
    b. **Nicole Banyai** - Provided an 8-week timeline/project plan - she was previously with Mercer for 21 years and joined Entry Point
        i. Week 1: Statement of Work, timeline, survey and website, survey stays open about 3-4 weeks with expected 30% response.
    c. **Devin Cox** - Community Engagement
        i. Connectweymouth.com (example community page)
            1. They can create an introductory website or the town can use their own web property
            2. Need committee to look at samples and suggest what they like/don't like in order to design the outreach page

3. How to increase survey responses? Hold a press conference, press release. Multiple reminders. Social media pages. Make the survey completable within 3 minutes (short and simple).
4. Review of a sample survey

5. Next Steps
    a. High resolution logo for website
    b. List of social media accounts
    c. Hi-res imagery of East Haddam
    d. URL Decision - **easthaddamfiber.com**, easthaddamfiberoptics,com, connecteasthaddam.com - purchase multiple names but we'd use only one of the domains as our original
    e. Website main message
    f. Word DOC with survey questions
    g. Requesting copies of existing broadband bills (need full invoice all pages) - 20 to 30 residential and 10 business invoices.
    h. Next meeting 10/11/22 at 10:30 am ET via Zoom
    i. GIS Jim Ventriss (E Haddam) - invite for the first 15 minutes - would like to get some GIS files from existing system - to request what capability to export GIS
    j. Schedule 2 hour strategic considerations menu

6. Adjournment - 12:42 PM ET

Next regular meeting to be Tuesday 10/11/2022 at 10:30 am ET (1 hour)
Next 2-hour strategic consideration meeting to be Friday 10/14/2022 at 8:30am ET (2 hours)