Broadband Implementation Committee

Special Meeting

September 22, 2023, 1:30 pm, Zoom and in person

Attendees

Tom Sevigney, Stan Conover, Bruce Harris, Stu Palmer, Theresa Govert

Entry Point: Nicole Banyai, Eric, Devin Cox

Agenda

Meeting is called to Order 1:39pm

Minutes from the l;ast meeting were approved, motion made by Stan, seconded by Stu

Review of the Board of Selectmen meeting of 9/20/2023, Entry Point presentation of the educational piece of Broadband Implementation. Reception was favorable. Entry Point is working on the financial aspects for "Non Recourse" Financing. They feel this is an advantage to the town and will have more information in a month.

The Board of Selectmen received an email from Comcast stating they are aware of our pursuit for Municipal Broadband. They offered to run their lines to every home with the financial support of the town but that they would remain the company running the show. Tom has spoken with EP about this protection monopoly concern. There is quite a discussion from EP at 47:55-49:38 that is inaudible but seems to convey that they are aware and prepared to manage this.

Updates on Website and Logo. The image of the Swing Bridge cables turning into fiber cables was received well. The website discussion about graphics, statements and testimonial images and videos was discussed with Devin at Entry Point who is the Head of Marketing felt the image our committee brought forward which was a Wifi tower was misleading and needed to nail down the difference in Fiber vs Wifi. Devin felt the bridge which is a symbol of not only coming and going and getting places, but is an iconic image for our town was relevant. A bridge facilitates commerce, communication and now modern commerce and communication is happening with broadband fiber.

Discussion of flyers and materials was discussed and feedback needs to be back to Entry Point within the weeks to get printing.

Flyers and educational materials will be broken down into four target audience categories: residential, business, education and seniors

Content is basically the same but the testimonies and imagery will be each audience type.

Benefits can be modified to each group

For example, security cameras, monthly fees to run these by the service providers, this could be a topic relative to the residents-seasonal folks and full time home owners run security programs that need reliable internet service.

Bruce made note that the font of the Website should match as closely to the font used in our town seal on the Town Website

The website needs to have a sign up for interest, cost estimates, contact info, place holders for content additions, data updates, FAQs

Currently there are FAQs on the old website used by the previous Broadband Interest Committee. We should review these and add relevant bits to the newest website iteration.

Laurel noted pictures of real townspeople should be included. This can be gathered from our interest response

Presently the contact info and email filtering goes to Tom to review and respond with Entry Point as a backup for more technical/detailed support. We want to continue to collect contact info and update number of interested parties as they reach out to the website

Website layout discussion decided the typical hamburger drop down menu may not work for all demographics. Listing the menu options across the top of the cover page was agreed to. Bruce pointed out that cell/mobile format will still need a hamburger option.

Tom will send the flyers out to each of us to review for content/comment

Tom will reach out to people for testimony

Tom will get Irene's blurb to EP

Irene will be doing a video

Irene's blurb will be first testimony and the first press release to the town newspaper

Tom will follow up with a second press release to the town newspaper

The goal is 2-3 press releases before the October 26 public rollout of the educational piece of this committee

Stu will reach out to Brad to harness the senior population

Nicole from EP noted the reminder people need to hear and see information at least 7 times to accept it. She also emphasized the idea that we want to sell this idea for all, not just for one.

Nicole from EP will send Tom a to-do list

Other discussion:

Bruce discussed the need for a service that supports email and doc storage under the new domain which will consolidate Broadband information relevant to this committee and to keep emails

separate from our personal email. This will add fees to our service contract. Tom will discuss with Irene to see if we can get permission to add this fee to our signed contract.

The committee would like this resolved before the press releases so this new contact information will be reflected to this alternative option.

The audio for this meeting was extremely challenging. A lot of the audio from EP is missing or unintelligible for me to have a full account in this transcription. I needed to leave the meeting at 2:15pm

There was a discussion about breakout zoom calls, use of the feasibility study in the literature and speaking points, Tom said he would set this up.

EP is inaudible as discussion continues.

Discussion of another meeting to prepare is set for September 29, 2023

Meeting is adjourned at 2:39, motion made by Stan, seconded by Bruce/Stu

Next Meeting

September 29,2023 1pm, Zoom and in person