Broadband Implementation Committee

Special Meeting

September 29, 2023/1pm/Zoom

Attendees

Tom Sevigney, Bruce Harris, Stan Conover, Stu Palmer, Irene Haines, Theresa Govert, Laurel White

Entry Point: Nicole Banyai, Devin Cox

Meeting called to order 1:03 pm

Acceptance of Minutes- Motion made by Stan, 2nd Theresa

Review of Website

Content discussion

Entry Point requested feedback and more content to fill up website

We now have 6 FAQs

Laurel suggested that there might be some relevant information to glean from the state DEEP page discussed at the Local Government Roundtable held 8/9/2023 DEEP.broadband@ct.gov

Menu is now across the front page instead of the hamburger drop down

Devin is still working of acquiring the necessary information for the cost page

Irene is sending blurb and photo to Devin for use on the website and flyers

Language discussion for the website, but also flyers in particular to be more forceful in stating the need for a fulsome community engagement to make this happen.

Theresa initiated and Niolce reinforced the statement "We need you". Community buy in and what they are getting directly by supporting this not only initially but long term.

We want simple, direct and impactful messaging across the flyer top and bottom.

The blurb above the website on the flyer is something most will ignore

Stu wants the fiber optic cable imagery to be more graphically detailed

Theresa wants the bullets to really speak to the recipients, like multi-use HD, or work from home reliability, specific and less scientific.

Devin requested all of this information last week, he needs this to meet our need for flyers and website action. He had an October 5 deadline, now that Irene won't be in the paper until October 12, there is some wiggle room. We need to get the info to Devin ASAP

This facilitated a productive discussion for content on the flyers and the website. Bruce is creating a google doc we can share to hammer down some points to get to Devin by Monday. Security, LTE vs broadband reliability, satellite internet vs broadband reliability, multi use HD connectivity, dropped Zoom meetings, Emergency Services reliability, the list was long.

From this list, Devin can tailor the flyers and the website to the 4 demographic groups

Stan discussed that the website is our most comprehensive opportunity to keep the community aware. The Website is a live and ever changing source to keep the community informed and engaged. We can continually update our content. The October 26 meeting will be recorded and can be uploaded to the website or a link can be provided through the website.

When the website goes live, the QR code will be generated at that time.

General discussion about the benefits to all and for future investment. Nicole emphasized both short term and long term benefits

Review of Flyers for testimonials, potential need for permission and update needed from BOE as present Superintendent is leaving before we publish any of our materials. Laurel will reach out for clarification.

Town Meeting for October 26 discussion

We intend to schedule a Senior morning meeting. Stu will discuss with Brad for the Senior Center.

Business owners will meet around the lunch hour. Irene will arrange.

Public meeting will be at the Municipal Office Complex Rooms 1&2, 7pm.

Nicole is prepared to attend all three meetings. She has programs designed for each of these target groups.

Prior to the Meeting date, Irene will post a newspaper article, much like her Website blurb, including the date and location of the meeting for the October 12 newspaper.

Tom will follow up with a newspaper article discussing the need for take rate and interest level for the October 19 newspaper.

Tom will reach out to Linda who is away this week, to confirm she is sending an email blast out to the Memorial Day Parade group list, so they can send to their members an announcement of this meeting.

Discussion about reinforcing the education of the committee before the October 26 roll out. Bruce wants more technical information about how to build out a network. Nicole is going away, so our Broadband Meeting, October 20 is penciled in as a Zoom education meeting. They have a demo video of a subscriber's experience they can share too. Jeff and Bruce from Entry Point will also go over more of the technical stuff then.

While Nicole is away, we are to copy Devin on everything.

Theresa has offered to take photos for the flyers and website as needed.

Nicole reminded us to send her any advertisement info we get from Frontier

Next Meeting

October 6