Broadband Implementation Committee

Special Meeting

1pm Zoom

Attendees

Laurel White, Craig Mansfield, Stan Conover, Stu Palmer, Bruce Harris, Irene Haines, Linda Ziemieniski

Entry Point: Devin Cox, Erik Bayai

Meeting called to order 1:06pm

Approval of meeting minutes 9/29/2023 Motion made by Stan, 2nd Stu

Website discussion

Devin from Entry Point is still waiting to hear from us with the updates to be added to the website and the flyers. Bruce had circulated a Google Docs doc for all of us to add points to, some of the information was also shared via email among the members. Tom collected this and will be forwarding all to Devin later today.

Irene's blurb and photo have been added to the website.

The second blank area is open for the four demographic testimonies

FAQs have been added to

Flyer discussion

The flyers are awaiting the information we collected, as soon as Devin receives these he can proceed with creation.

Stu brought up a significant point of concern for buy-in. The seniors are reluctant to make changes to their cable/internet/phone service because they don't want to make change for changes sake. Devin reassured us that this is not abnormal Seniors tend to be reluctant adopters to most new technology. The FAQs are full of detailed answers to a lot of their concerns.

Craig brought up questions surrounding the timeline and contracts customers are receiving for services by Comcast or Frontier. Typically these run for 2-3 years. The community may be reluctant to express interest for fear of breaking a contract or missing a better opportunity while waiting for a seemingly arbitrary alternative.

Greater discussion continued around the actual timeline, the take rate that will drive other factors like finance. In extremely general and non official terms the timeline is:

At least 3-4 years from the initiation of any initial deployment of connectivity

At least 1-2 years before we can determine take rate and RFQs

Logo discussion

In order to consider a different graphic for the fiber image in the bridge logo design, the Entry Point designer needs more time. We are getting down to the wire and also need to start pushing the October 26 Public meeting date. The majority of the group decided to keep the bridge logo design as is so we can get the logo out in our pre-meeting advertising.

Public Meeting discussion

All three of the Public meetings are being held at the Municipal Office Complex on October 26, 2023. The general public is welcome to attend any of the offered times. The presentation focus will be a bit different for each of the three options.

10:00 am Seniors

12:00 pm Businesses

7:00 pm General Public

Devin suggested we get out a save the date announcement

Linda brought up several important issues requiring attention.

> In order to have the legal coverage we require for these meetings we need to publish a Public Meeting notice in the newspaper. Linda will contact Tom, who could not attend today to discuss any updates needed. She will submit this for October 19 publication. The notice must be worded correctly.
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> We decided to broadcast each meeting on Youtube and these will be recorded as well for future use on the website, or in advertising. The on-line public can submit questions at any of the three meetings via the Selectman's office email Linda monitors. These questions will only be answered at the 7pm meeting.

Advertising for the meeting. Devin will provide us with our bridge logo to include in our announcement push. This allows us to get the brand image into the minds of the community.

Irene suggested her blurb can be used in parts as needed for the advertising campaign

Stu wants to be certain the community is well aware all October 26 meeting times are open to everybody. Devin reassured us that although the information is geared to focus on a particular type of usage, all will be full of general information that will benefit all.

Linda has an incredible contact base which includes the Memorial Day Parade contact list as well as the Events Magazine contact list. These cover almost all civic organizations and businesses as well as many independent sources as an opportunity to broaden our reach of invites.

Motion to adjourn 1:35pm, Stu

Next Meeting Agenda

October 20, 2023