Broadband Implementation Committee

Regular Meeting

November 17, 2023/1pm/Zoom

Attendees

Tom Sevigney, Bruce Harris, Stan Conover, Stu Palmer, Craig Mansfield, Theresa Govert, Laurel White, Linda Zemienieski

Entry Point: Nicole Banyai, Eric Banyai

Meeting called to order 1:02 pm

Acceptance of Minutes for 11/3/2023 motion Stu, 2nd Craig

Discussion of Lawn Signs

Entry Point sent several draft choices. Stu liked the third choice as being most to the point.

Nicole from EP will add logo and QR to lawn sign draft. These will also be added to postcards. We want consistency across all messaging.

Discussion about printing a variety of signs or follow one theme. Cost benefits direct us towards one style versus many with regards to the lawn signs. We may have fair enough pricing to offer a variety with the postcard printing which will be done in a much larger volume.

Using an internet provider for printing is more affordable than local agencies. According to Linda, she had to order at the last minute and spent $400. Craig is researching pricing.

Discussion about ordering 100 smaller lawn signs versus a few extra large lawn signs to be placed strategically around town. The larger signs are easier to read. Craig found an online price for 10 4'x8' signs, printed on one side. Nicole will get a jpeg file to Craig to use for printing.

We want to add the language "learn more at" versus "sign up" to prevent fear of obligation to buy. Other changes include updating the logo to show one larger fiber cable versus the three cable image we started with. Devin at Entry Point will work on updating.

Linda says we have only $466 left. We need to ask the Board of Finance for more money at their next meeting December 11, 2023. Tom will send an email to get on the agenda.

Discussion on Newspaper inserts. We have previously considered asking Craig to do his annual Emergency Management Everbridge announcement on one side of a flyer and have our Broadband message on the other side. It costs $250 to put the inserts into the newspaper. It costs $600-$700 to print these at East Haddam News. We will need 5000 copies to be made. We need to check which week to put these in so they aren't bogged down with other inserts.

Discussion on the proposed second information session to be held. December 7, 2023 is the proposed date. Entry Point will be available to us virtually. We have enough time to get an

announcement into the paper, Tom will work on this and include our logo in his write up. Discussion around getting this out on Social Media. Discussion around doing a morning and evening session again, but not a mid-day session.

Discussion around tabling campaign. Pete Govert is manning a table at Shagbark November 18, 2023. He has 250 flyers to hand out. Other location suggestions included Hometown Market, St. Stephens Cookie Swap. Tom knows the pastor is interested in Broadband implementation and may allow us to have a table there. The Economic Development Commission has a holiday event coming up December 5, 2023, Family Night on the Moodus Green, hosted by Youth and Family Service, is coming up. Lisa Conroy is the contact for that event.

Discussion around asking for hard sign ups at these tabling events.

Discussion around whether there is a matrix that would allow us to see how many people go to the website. There is such a matrix and it is showing stronger connectivity over mobile use. According to Nicole 514 have looked over the last 30 days. Entry Point will formulate a more formal report.

Discussion around Door to Door campaign. Theresa has people to drive her. We need to eliminate those that have already signed up as interested. We can get a list from the assessor, Linda says this list is available online. We need to weed out owners versus renters, but we also need to connect with Landlords. The town clerk can also get us a list.

We need door hangers, postcards or flyers for this campaign. Nicole from Entry Point will design a two sided postcard. The front will be our basic ad and the back will include key bullet points with the website and logo. Craig emphasized the 60% take rate needs to be strongly reinforced or we don't get this opportunity.

Meeting adjourned 149pm, motion made by Stan

Next Meeting December 15, 2023