Broadband Implementation Committee

Regular Meeting

December 15, 2023/1pm/Zoom

Attendees

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

Entry Point: Nicole Banyai, Eric Banyai

Meeting called to order 1:02 pm

Acceptance of Minutes for 12/1/2023 motion Stan, 2nd Stu

Update of status discussion

Board of Finance approved $2500 for the committee to continue with community education and purchase needs

This allows us to order lawn signs as discussed in previous meetings.

Discussion Educational Handouts and Signage:

- Tom will research the possibility to use VistaPrint for all of the printing and get a better price by adding it all together
    - Criag says the best value is to order 100 small lawn signs and 10 large 4'x8' signs-single side
        - Places that would benefit from double sided signs can be set up
    - Cost is estimated to be around $900-1000
    - An approximate 5 day turnaround for order and receipt
- Single messaging discussion
    - We've had three options prepared for us by EntryPoint and Nicole brings these up to share.
    - Streamlining information so the signs are most impactful, what is necessary for the speed at which people will see the information as they drive by.
    - Logo and Website info are key for consistency
- Location discussion
    - Popular and high travel areas discussed for the large signs
        - Senior Center, Major intersections, Potentially school zones
- Postcard discussion

Tom will check with the printing company (?VistaPrint) to see if we can use the 1000 card order with three different messages

Newspaper insert discussion

Discussion regarding sharing the insert with Craig and the Emergency Management annual update message.

Discussion regarding waiting until January to avoid all the holiday flyers.

Irene will write an article for the paper, In this she will discuss the objective that no taxation or town bonding will be part of this plan. This will be added as well to the bullet point lists on any of our literature and website.

Nicole (EP) notes it is very important not to make promises that can't be kept. It is too early to pin down how financing or costs will be allocated.

Nicole from EP says the signage/postcard format will serve well for the newspaper inserts.

Discussion about not partnering with Craig and using both sides of the newspaper insert for the full messaging with bullets highlighting advantages.

It will cost approximately $650 for the newspaper to print the insert and $250 to actually insert them into the paper, Linda will look into this with Greg Barden. It is cheaper for the newspaper to do all of this work.

Every time we have an article or a public outreach event we see a spike in signups. We have 525 people signed up as interested.

Pete Govert has set up a meeting with the Community Lions organization for a presentation event.

Craig will help set up a similar forum for the Fire Department.

Tom says the pastor at St Stephens has offered a coffee hour chat in January

Nicole from Entry Point says we are done with the contracted work we hired them for. They are still available to help with presentations and funding opportunities.

The next scheduled meeting falls in the holiday week between Christmas and New Years, January 29, 2023. We will push that meeting out to 1/5/2024 and then continue with every other Friday as usual: 1/5/2024, 1/19/2024, 2/2/2024, 2/16/2024, 3/1/2024. This brings us up to our March deadline for reaching the 60% buy-in/interest takers through educational outreach to proceed with funding and future steps in planning.

Meeting adjourned 1:50pm

Next Meeting January 5, 2024

Respectfully submitted, Laurel White, secretary