

BROADBAND STUDY COMMITTEE

Date: March 4, 2021

Time: 6:30 P.M. EST

Attendance:

Sean Powers, Bob Espindola, Alyssa Botelho, Stephanie Garde, Fairhaven Staff Appointee: Derek Frates. Town Administrator, Wendy Graves was also attending the zoom meeting.

Devin Cox, EntryPoint Networks and Jeff Christensen, EntryPoint Networks

Meeting was called to order at 6:34 pm by Mr. Powers who welcome, and advised every one of the recording regulations. As of right now there is no recording taken place.

1. Review Approve Minutes from February 25, 2021.

Mr. Espindola made the motion to accept the Minutes of February 25, 2021.

Seconded by Mr. Powers. 4-0 via roll call vote.

2. Update on Community Engagement Activity.

Mr. Cox, from EntryPoint Networks was on zoom to give a brief summary of the Flyer that was going to be out on the web sites. This is only a draft that I am sharing with everyone. I would like to have your opinions first. This flyer gives the address for website and also address for webinars.

Ms. Garde would like to know where the flyers would be going to. Would this being out with the bills?

Mr. Frates mentions that it would be on different web sites with affiliated with the Town. We could hand out them also.

Mr. Cox mentions it could e-mail out from the list I sent you last week.

Ms. Graves Interim Town Administrator volunteers her office as a place to hold some flyers for the Public to grab while paying their bills.

Ms. Garde has some concerns over the publishing the zoom link. We have some in other meeting.

Mr. Frates explains that he guides everyone and post what we are going on the website.

Mr. Cox mentioned it is a zoom webinar link which is different. I will be the host, I will only allow panelist to speak. The attendees will be able to submit questions. We are not opening up for people to speak on it. If you would like to change anything on the flyer, just let me know. The other question is that right now when you go connect Fairhaven website there is video, message from the Broadband Study Committee, the link to the survey. A part on Why choose Fiber for our Town. I will be doing some updates. I haven't made it live let until I got your opinion. If you're good with this, I

will go ahead and publish. As we are starting the Communités engagement in general, do we want to start adding more content to the website?

Mr. Espindola mentions that maybe take this in steps that we have done so far.

Mr. Powers like what has been done so far.

Mr. Espindola would like to suggest that the one that ask a question. I mean formed as a question.

Mr. Cox are you talking about the flyer?

Mr. Powers asked if we are adding the flyer to this after tonight. After the webinar are we going to post the webinar recording on the site?

Mr. Espindola would like to change a part of the Why Fiber to add a question mark.

Mr. Cox mentions that we could be put a note on the homepage say to attend our webinar coming up. I don't think the flyer would fit it. I could certainly put that.

Mr. Espindola mentions that other Select board has been approach by people in the community asking about the Municipal Light Plan concept. Maybe we could put basic information.

Mr. Cox mentions that we could add some language.

Mr. Espindola suggests that maybe the description of the process and why we are trying to do this. Why we need Town Meeting

Mr. Powers asked if we could get questions and answers from other Towns that have done this to.

Mr. Garde suggests maybe A FAQ?

Mr. Powers mentions like is this going to a department, own building. Things like that.

Mr. Cox mentions that we could get together and talk about drafting a language around the Municipal Light Plan concept.

Mr. Christensen stated that it is an important, and I have started to do it. It is very important to get this part in.

Mr. Cox will figure where it will be best and will show the Committee when it is done. I have done something similar in other communities and there is a part where there are questions and we will custom for your Committee. We usually add the Education Part and you will choose what language you would like. This page is where we would post the webinar and the actual Broadband Plan. For examples like any articles come out, this is kind of a catch all part. I would recommend a F&Q page and Education page to start off, and the content of the Light Plan. The Question on the F&Q, how would you like send the word doc and you can get back to us with edit and deletions, and additions.

Mr. Powers stated that would be great.

Mr. Espindola mentions as far as tonight's agenda and depending on how much more we have to do. Maybe we should read thru them tonight and just get that out of the way. I don't know how more we have to cover. One thing that should be mention is the 5G. What this means.

Mr. Cox stated that we could have it in all three areas. Each one of you should read thru this of what we have on the website and we could add, delete, and edit any items. Maybe add some language around star link.

Ms. Garde agrees that is important.

Mr. Cox explains the low orbit satellite network the Helima organization is putting up. It is designed for really remote farm communities. It is really hard to get equipment out to those people. It is not design for urban, or city or any kind of population density. It has limited capacity. He goes on to show a small section of the star link and will add some language.

Mr. Powers would like to see that on our website.

Mr. Cox stated the star link would be replacement for fiber.

Mr. Christensen does mention it is about \$105.00 a month.

Mr. Espindola would like to see that on our website.

Ms. Garde mentions that this will help explain the differences.

Mr. Cox we lost connection for a minute with Mr. Cox and then he goes on why 5G will go to created some opportunities for people and make our life better.

Mr. Espindola mentions that people in Fairhaven won't be charged the same rate where they don't have that network.

Mr. Christensen stated they would pay the network to write the Fairhaven fiber. Which means people will benefit.

Mr. Cox If other companies come in and they will pay a lot of money to lease the ability to use the fiber. They might even offset the cost to the subscriber. This is a great model for subscriber.

Mr. Espindola stated that is kind of a new concept from when we talked about that early on. That really is helpful to have this information.

Mr. Christensen goes on to explain that this is consistent with the open access. We just want the residents to understand the key for structure if fiber optic.

Mr. Cox I have notes of the webinar announcement on the home page and I have content around the municipal light plan stature and then we will focus on a Q & A page. We will also create an Education Page.

Mr. Christensen talks about the Education Page and not getting ahead of decisions that have been made. I would not put those out there and we should put the Broadband plan and the general information that have been consistent with the decisions that we have made so far.

Mr. Powers stated that once the webinars has been run maybe a link to the webinars.

Mr. Cox mentions that we could even put the presentation that we gave to the Board of Selectmen which is just a summary of the Broadband Plan. Our focus is probable from a timing perspective, if we want to have a Q&A page up by Monday. I am not to concern about the other items. He goes on

to mention that he will send a word doc for a standard starting point. Maybe have those groups into one person and send them as a group.

Mr. Espindola stated that is not typically to conduct business outside when it is a quorums think and not share those document's maybe we could go thru each one and maybe assign one member to work and give some feedback.

Mr. Cox mentions that we could set up a smaller meeting. Whatever works for the Committee would work with me.

Mr. Espindola would like to know, if there is anything on the Agenda tonight that would be time consuming?

Mr. Frates would like to ask some questions for the promotion of the webinar. Do you think you could send us the flyers out tonight and we could email them out to the list and post it on our Social Media maybe Monday is a good time and people are more aware it will be a Thursday seminar sent out on Monday?

Mr. Powers mention that we could send a reminder the day before or the day of.

Mr. Frates stated he could email the flyer and do a first post on Monday and maybe follow up on the morning of the webinar.

Mr. Powers and Ms. Garde feel that should work.

Mr. Frates mentions the concerns of recording and posting the webinars to Mr. Cox to take care of it. We will try to record it but sometimes we have meetings on Thursday.

Mr. Cox explains he will record it on zoom and then download it as a MP4 and then upload it to a you tube video or an alternative.

Mr. Frates just wanted to know that you have a handle on recording and posting. We are going to try our best to do the recordings to.

Mr. Espindola would like to know that in our last meetings if was suggested that if Ms. Botelho and Ms. Garde took one each of the webinars. Do we know if there was a final agreement on that and we did put them on the spot? Do we know which ones?

Mr. Christensen mentions that they both agreed.

Ms. Garde mentions that we haven't decided yet on which one. I could do either or both if you would like.

Ms. Botelho would like to know the dates again.

Ms. Garde stated that there are on the 11th and the 25th.

Ms. Botelho asks if the time was the same on each of those.

Mr. Cox stated we had originally talked about that and we are flexible. I do have 7 on both of those dates.

Ms. Botelho mentions that the 25th would work better for me. I could take the other if I had to.

Ms. Garde agreed to take the 11th and I didn't know if you had any suggestions for talking points. Did you wanted us to speak or answer questions. What are your thoughts on that?

Mr. Christensen mentions that I don't want to script you on that and just talk about why this is an important project. You have been sitting on this Committee for a year. I would be more interested in hearing what you guys think. if you want us to provide import, we will be happy to.

Ms. Garde doesn't want to bash Comcast and our frustrations. Is that something we should address and talk about that?

Mr. Christensen mentions that you shouldn't use their name and if your hear frustration about the cable company it is ok to mention that.

Mr. Cox explains that we will make you a panelist. I would like to run a trail run with you and it could earlier that day or any time that week and does a test run. The zoom webinar platform is all new and although Mr. Frates has been very helpful, still would like to do a test trial.

Ms. Garde and Mr. Cox will get together and decide what time works for both.

Mr. Frates stated that both flyers state 7.

Mr. Espindola mentions that we had talked about different time slots. I am not sure if we settled on that.

Mr. Powers were thinking the same thing, but it is being recorded, so they are able to watch anytime they want.

Ms. Garde let's see our reaction to the 11th and if we need to change the time slot, we could do that also.

Mr. Espindola believes that if we post those time slots and people mention that they would like a different time zone.

Mr. Espindola mentions maybe when we post the first one and see what happens.

Mr. Frates mentions that we can put that in the email and explain how it will work.

Mr. Christensen mentions that on the webinar is how much time for presentation and should we do one hour leave 20 minutes for Q&A. What are your thoughts?

Mr. Espindola feels that we should give more time for that and if people are interested in they could stay and ask questions at the end.

Mr. Christensen explains we will probably start and just go into an introduction and go right into Ms. Garde and then when she is done, I will go just half past the hour which will leave us 30 minutes for Q&A.

Mr. Espindola would like to see how everyone fees.

Mr. Powers stated for the time we should give more time for questions at the end.

Ms. Garde says she doesn't need to talk that long.

Mr. Espindola thinks maybe we should have some questions for Ms. Garde to get people talking.

Mr. Cox and Mr. Christensen mention you could just open the FAQ's up and with a smaller group.

Mr. Cox mentioned that he did send the flyer to Mr. Frates to send to each of you. i will publish what we have and I will make sure to add the other items that we have talked about tonight.

Mr. Christensen mentions that he does have the press release draft and will get it out to everyone. The yard sign message, I did send a few ideas. Not sure sure anyone have use vibors, they are designers and we could get some ideas on what we decide on the message. Did any of you come up with any thoughts or like the ideas I came up with?

Mr. Frates like the best and tagline you had on the flyer. I feel that the internet word is to be used over fiber and broadband and it does catch everybody. I like own your internet.

Mr. Powers also like that and seconded it.

Mr. Espindola mentions that he would like to see the options for the yard signs again.

Mr. Christensen did put on the screen what was sent to him and shows the different options. We will have to settle the qualities and we don't want a lot of them. We don't want to overdo it with signs.

Mr. Espindola asks what the timeframe of putting these signs up is. We don't want to leave them up for 3 months and what do you think of how much time to leave them out there. I know that there is mention of postponing the Town Meeting to a later date which will give us time to take down the political signs and have these signs put up. The message won't get lost in the political stuff.

Mr. Christen thought is that we focus on getting the Municipal Light Plant passed. We need to get the information out there for Town Meeting. We should maybe need to leave them up for 2 to 3 ahead of the Town Meeting.

Mr. Espindola explains that would be great and we are thinking of postponing the Town Meeting and feels we don't want a lot of signage around that will get lost with the political signs.

Mr. Frates states that would give us 2 to 3 weeks between the 15th and the Town Meeting if it stays on the fourth.

Mr. Espindola believes that the By Law says 10 days after the election. And look at the election on the first and 10 days after that being the 15th so the middle you will have the last two weeks of March and the first week of April. It could earlier cause people might pull their signs in without waiting 10 day. There shouldn't be too much of a overlap if any between any signs going out for election and this.

Mr. Christensen mentions that Mr. Cox will have to both in the webinar verbally encourage people to be fiber champions and take the yard signs as part of that. We need to talk about how to get them out and people to get the yard signs. Can we have them picked up at the Town Hall? What are your thoughts on this?

Mr. Espindola mentions that if we have them picked up at the Town hall, we would have a person at the Town Hall managed. Maybe if we have these champions do that and that way people might be

available to pick them up during the day and not burden anyone at the Town Hall. Mr. Frates, what are you thinking about being the person this may fall on?

Mr. Powers using the fiber champions and I would be happy keeping at least 50 at my house and pass them up as people needed them.

Mr. Frates says it does make sense, but if it after hours, we are always attending to meeting. i would have to think about how to coordinate a time to pick up. Maybe we could pick a time on a certain day might work.

Mr. Espindola suggests that if we could get 5 or 6 people that we are looking for that and I think that is a way for them to be involve, just my thought.

Mr. Christensen stated that on the messaging sign, it would be double sided. Again he put up some suggestions to pick for the yard sign

Mr. Frates stated again it should say internet and mention that it should say the date of the Town Meeting.

Mr. Espindola stated he liked "Own Your Internet". I think it will peak peoples' interest to go there and maybe combine that with a message about Town Meeting message.

Mr. Powers suggest we could get stickers once there is date of Town Meeting, and stick it to the bottom of the yard signs.

Mr. Espindola stated we should have the date on Monday what our date it. We should have the date before we print the yards signs.

Mr. Christensen suggested we should distribute them between April 1st and April 15th.

Mr. Frates asks if we are definitely that the article is going to Town Meeting and if anything vote is needed. Maybe we could put the Article number on this also.

Mr. Espindola does mention that the Article is already approving to Town Meeting. He does go on to explain that there are limited of people that are Town Meeting Members and maybe a ling to reach out to a town meeting member who is interested in this.

Mr. Christensen thought that everyone could go to Town Meeting.

Mr. Espindola explains how the Town Meeting Members are voted in and are allowed to speak and vote unless someone advocates for someone outside speaking on this. It is a limited group.

Mr. Christensen suggests that maybe we could have a webinar presentation for town meeting members.

Mr. Espindola suggests that we might want to have a brief presentation on the day of town meeting. We do want it to be on Municipal Light and that is where the vote will on and not sure of the deadline is we need to check with the Selectmen's office. Sometimes when article is printed and just having the language you can add a summary of what the articles involves. We could summarize of why this is important. Sometimes people leave flyers so the Town Meeting Members could read. Sometimes someone one could do a presentation if allowed.

Mr. Cox would like to go back to the signage. Want the message to be simple and very short. On the website we could add also more. Keep the signage brief and to the point.

Mr. Espindola has concerns about what we need to be cautious to the yard signs. I did email to Town Counsel and haven't heard back from him yet. We need of careful of what we say and maybe push for the message that each individual is interested in that. Maybe we could have it say "I am interested in owning our internet". I think that maybe it will show those people are interested and not just what we want.

Mr. Christensen suggest that maybe we could use "I am in own your internet". We want to be brief.

Mr. Espindola would like to hear back from Town Counsel on how to correctly work the yard sign.

Mr. Christens would like to know if we want to use the local vendor the Internet Group was \$.86 plus the little frame so probably about \$1.50. Or would you want the local frame is about \$3.00. if you want to go less or the local.

Mr. Cox mentioned that you go over and check out and see the samples and would recommend that.

Mr. Powers would like to go Local

Mr. Espindola would like to go local also, so you could check the quality.

Mr. Christensen is ok if we go out to shop for a design. Is everyone ok with the "I am in or own your own internet?"

Mr. Cox suggests that it might hard to fit and maybe a little smaller scale.

Mr. Espindola suggests maybe just keep with the original "Own your internet."

Mr. Powers and Ms. Garde agree with the original also.

Mr. Espindola mentions the heat map and how to tie it into this or use for these lawn signs.

Mr. Powers feel it should be more down the line when people are really signing up.

Mr. Christensen mentions that we are going to have a sign up for people to be champions, Mr. Cox are we going to have that ready.

Mr. Cox explains that in the past we had a contact form and we takes that information and forwards that to Mr. Frates and we could modify that form that they want to be a contact person or we could have an entirely separate form for that. It lets us know if they want to be a fiber champion or wants a yard sign. It's just a contact form for them to fill out and will filter to someone as an email message and we will need some to track all the information.

Mr. Espindola mentions that we might need someone on this committee to be a contact person.

Mr. Cox stated that if you want 2 or 3 people, we could do that also, just need to give me guidance and would be happy to set that up for you.

Mr. Espindola mentions that it doesn't have to be someone on this committee and if someone want to do what we are looking for and make that person the contact person.

Mr. Cox suggests that if that is the way you want to go, and then we will need to have a separate form to fill out and that could be routed to an individual or a group of individual. It is possible to do that.

Mr. Powers like that idea.

Mr. Espindola explains that on our first webinar there is a form while they are interested and could fill out a form right there.

Mr. Christens believes that we need to be ready to engage people.

Mr. Powers suggests that you can use my email for now while we looking for someone.

Mr. Christensen will do a flow chat on what our thoughts are and be ready prior to the 11th and what we are looking for. It does become critical to educate the Town Leaders, we are talking about a presentations at Town Meeting, Is there any way to do that outside of Town Meeting.

Mr. Espindola explains that there are other ways and one is that we recorded a presentation prior to Town Meeting and we played it. There are precinct meetings prior to the Town Meeting to go thru the articles to explain and they could ask questions, so that during Town Meeting it would run a little more smoothly. We would want to have presentation or write up to prior that.

Mr. Frates stated that he does handle all the pre recorded videos. We would want them for the night of the precinct meetings. We want to try to educate as many people as we can.

Mr. Espindola does mention that we do have a lot of information given to them for that night.

Mr. Christensen suggests that the next get together should be on how to educate the Town Meeting Members. We need to educate those people ahead of time.

Mr. Espindola asks where we are on the Agenda.

Mr. Christensen mentions that we have covered everything we wanted today.

Mr. Espindola mentions that he doesn't mind helping and knows that Ms. Garde has volunteer to be the monitor about the questions. I feel it would be fine to send our comments over to you and if when you receive them and if you think there might be a conflict and have one person designated to be that person.

Mr. Powers nominated Mr. Espindola to handle all the suggestions, concerns, and questions to send to Mr. Cox at Entry Point.

Mr. Espindola would like to know when the feedbacks have to be sent to you.

Mr. Christens stated he would like them before the 11th I have to go thru and refine your feedback. Just make sure there is something out there that makes you nervous.

Mr. Cox would like all feedbacks by Monday. I will send the Q & A's out tonight.

Mr. Christensen feels everything is all set and will meet up with Ms. Garde prior to next Thursday.

Mr. Cox stated he will set up a little mini session for the 10th before 7 O'clock eastern. Would around 5, your time good? I will be making you a panelist for the 11th and you will get an email on that.

Ms. Garde stated that will be fine and if I don't get an email will let you know.

Mr. Espindola would like to know if people are going to be restricted from sharing. Will it be like other zoom meeting in terms of people raising their hands and asking questions?

Mr. Cox explains that we can do it a number of different ways. People are able to submit questions thru the chat room. The Moderator would read them and answer them in the same text box. The challenge is to have a very control environment. You don't want people talking over each other.

Mr. Espindola suggest that when we send out messaging to people that in advance if they have questions in advance to streamline the webinar.

Mr. Cox stated that also of the questions will be answered during the webinars.

Mr. Espindola suggests that maybe we could for the second one.

Mr. Cox stated that on the website you are always able to ask a question.

Mr. Frates stated that those come to me. I haven't received any yet.

Mr. Espindola made the motion to adjourn. Seconded by Ms. Garde. 4-0 via roll call vote.

Respectfully Submitted

Lisa M. Rose,

Recording Secretary

Mr. Espindola made a motion to adjourn at 8:05 p.m. Mr. Powers seconded it. Roll call vote was taken and 4-0 unanimous.

Respectfully Submitted

Lisa M. Rose,

Recording Secretary

