

Broadband Study Committee
April 8, 2021 - 6:00p.m.

Fairhaven Staff Appointee:

- Derek Frates

Committee Members:

- Bob Espindola
- Sean Powers
- Alyssa Botelho
- Stephanie Garde
- Cathy Melanson
- Jeff Christensen, EntryPoint Networks
- Devin Cox, EntryPoint Networks

Agenda Items:

Sean Powers opened the meeting at 6:08p.m. All members were present except for Cathy Melanson.

Jeff Christensen from EntryPoint was present.

Devin Cox, from EntryPoint was on vacation and not present.

- **Review Minutes from March Meeting** - Derek Frates advised the minutes were not turned in as of yet, therefore they passed on reviewing.
- **Review First Webinar** - Mr. Christensen stated there were 25-30 people on the first webinar and that Stephanie Garde did a great job. Sean Powers stated he wanted to address that people wanted to hear more general numbers perhaps in the Question & Answer section.

Mr. Espindola stated he received some feedback on interest to explain what the municipal light does and why people would sign up for MLP. He says the complete message needs to be told, especially at the Town Meeting. Mr. Espindola suggested a small video be set up and played at Precinct Meetings before the Town Meeting occurs so people are familiar with the subject beforehand.

Mr. Frates suggested slide show that he can help put together. Mr. Espindola stated the Finance Committee wants to fully understand what's behind the MLP. He said it would be helpful and effective if Stephanie Garde is involved; a short clip from people from the community should be utilized as well.

Mr. Christensen said he can put a short video together and perhaps put it professionally made. Mr. Espindola stated that Derek and his staff do some great work putting together some videos. Mr. Frates explained the videos he is doing with the Fairhaven Police they are doing now and the hometown trails.

Mr. Christensen was happy that Mr. Frates and his crew would be able to produce a video. He agreed a variety of ten people would be great for the video as well. Alyssa Botelho offered Kyle Bueno as a good candidate to do the video as well, he is very charismatic and knows a lot of people.

Mr. Frates stated it should be 3-5 minutes. Mr. Powers to reach out to a few people who would be interested in participating.

Mr. Christensen asked how many people have responded to the webinar and emails. Mr. Powers said about twenty. Mr. Christensen will write out a script and forward to the committee for review. He said they should could include snippets.

Mr. Espindola recommended discussing the first step and then discussing MLP to move forward.

Mr. Christensen stated they heard New Bedford is starting this process and potentially bringing them into that process. He also said they are meeting with Westport on April 9, 2021.

Mr. Espindola stated the federal stimulus monies is pushing broadband, sewer and water as easily funded projects.

Related to the stimulus money for broadband projects, Mr. Espindola stated because they have already started this process, they could possible be in line to receive that money. Mr. Espindola stated they may want to show a mapping of how things would be branching out with the broadband.

Mr. Christensen reviewed the mapping they've done for another small Town.

Yard Signs:

Mr. Christensen stated they reviewed the yard sign. He said they stated they would use the local group and need to work on a point person to send the information in. Mr. Espindola confirmed they can use their budget to fund the yard signs. Mr. Espindola stated he could be the point person.

Mr. Frates stated he needs to set up the W9 form to the sign company to get paid for the signs. The other option would be to have Entrypoint to pay for it and possibly just bill the Town of Fairhaven.

Mr. Christensen stated they would contact the local sign company, pay them and then bill the Town of Fairhaven. Although he said they have exhausted their contract.

Mr. Powers stated that Devon just finalized the last sign and not ordered as of yet.

Discussion on where to get the signs. Mr. Frates stated they could use the town credit card and they don't need to use a W9 or vendor.

Bob Espindola made a motion to spend up to \$500 on lawn signs and to order the first 100 signs immediately and was seconded by Sean Powers. The motion passed unanimously via roll call vote.

Mr. Christensen stated they would coordinate that order through Mr. Frates.

Mr. Christensen stated they could send an email out who took the survey and ask if they will put a lawn sign up; as well as those that participated in the webinar.

Mr. Espindola thought they looked for people in each part of precincts to be a 'champion' for this project.

Mr. Christensen suggested an email sent to ask for volunteers who wanted the yard sign as well as put out yard signs. The effort would be to help with community outreach and education as well as connect this effort to Town Meeting to better understand the MLP.

How to educate the Town Meeting members??

Mr. Christensen stated his main interest is how they educate Town Meeting members? This is the key thing to ask questions in a forum. Town Meeting is June 12, 2021. He said they are happy to do 2-3 webinars to get questions and answers.

Based on the last one, Mr. Espindola stated it was well received and should they do the same kind of webinar.

Ms. Garde stated the overall format went well. She said it was good to have Jeff present there for technical questions. She said the Q&A part went well; not a lot of complaints were expressed.

Mr. Espindola stated perhaps the person from Idaho could be there to share their experiences as well at the webinar.

Discussion on whether or not they could get the town meeting email addresses to send out the video and or webinar.

Mr. Espindola stated he would work with Mr. Christensen to work on the video.

ACTION ITEM: Communication through bondsman to give example of process, Bob Espindola to communicate for that information. Mr. Espindola stated they could come up with a budget figure.

ACTION ITEM: Mr. Espindola to contact the town moderator to get more information on promoting the webinar and/or video to town meeting members.

- **Plan Next Webinar:** Ms. Garde stated maybe an afternoon versus evening. Mr. Espindola stated an evening meeting is more well received. Ms. Garde agreed. Ms. Botelho stated evenings would be okay.

Mr. Espindola asked if they are looking at May or one in April as well.

Mr. Christensen agreed to one webinar and perhaps the video.

Mr. Powers stated shooting for early May would be good.

Looking at dates, the Committee agreed to Thursday, May 5, 2021 at 7p.m.

Mr. Christensen advised of a software tool that could be drop banners to emails. Not sure if it's too invasive. Ms. Garde asked if it would pop up in a browser. Mr. Christensen said they should be trying to use their budget. Mr. Powers said he would look to review marketing materials to see how they could push the webinar through marketing pushes.

Ms. Garde stated yes they could set up an event through Facebook and then use ads to push the webinar. She said it is a good way to spread effectively.

Mr. Christensen stated that Quincy has an RFP out for their network and also for a marketing/PR firm for community data. He thought maybe look at a PR/Marketing firm to do a presentation at their next meeting to utilize their budget. Mr. Espindola asked if Mr. Christensen could get that coordinated. Mr. Christensen said he could certainly do that.

Committee members weren't sure they knew anyone in Marketing they could reach out to. Mr. Christensen said they could reach out to a few locally.

Mr. Christensen said they will review these options at their next meeting and should schedule their next meeting right before the next Webinar, maybe the week before. Sync up the signs and the webinar, and he'll have information on the marketing. He said they could do a full meeting with one or two firms do a presentation.

Next Meeting: April 29, 2021 at 6:00p.m.

WRAP UP:

Yard Signs - coordinating.

3 minute video - in discussion.

Champions of other states to come and discuss.

Marketing options to be reviewed and presented at the next meeting.

Webinar scheduled for May 5, 2021.

Bob Espindola to talk to bond attorney about legal matters.

Mr. Espindola to talk to Town Moderator about the email contacts regarding the video or webinar.

Mr. Espindola to work with Mr. Christensen on the video and include Mr. Frates.

Alyssa Botelho will work on her part of the webinar.

RFP status with Ms. Graves? Mr. Christensen to review with her, he said at this point it would be to lock in the cost at this point. He will follow up with Ms. Graves. Mr. Espindola said he'd be interested in attending if he can.

Sean Powers made a motion to adjourn and was seconded by Stephanie Garde. The motion passed unanimously via roll call vote.

Respectively,

Patricia A. Pacella
Recording Secretary

Scope of Work:

EntryPoint's Consulting Services Group, will work with the Broadband Committee to develop a *Broadband Master Plan* and Feasibility Analysis for the Town of Fairhaven. The contemplated Scope of Work will be performed in coordination with Fairhaven's Broadband Committee and includes the following:

- ➔ Develop Broadband Strategy
- ➔ Conduct SWOT Analysis
- ➔ Assess Existing Broadband Infrastructure
- ➔ Conduct Market Analysis
- ➔ Prepare Community Engagement Plan & Timeline
- ➔ Assist with Early Community Engagement Efforts
- ➔ Coordinate Broadband Surveys with Residents and Businesses in Wilbraham
- ➔ Prepare Comparison of Municipal Broadband Models
- ➔ Prepare a High-level Fiber Optic Network Design and Materials Cost Summary
- ➔ Prepare Cost Analysis
 - Prepare Projected Capital Expenditures and Funding
 - Prepare Projected Income and Cash Flow
- ➔ Coordinate with Potential Project Partners
 - Middle-Mile
 - Internet Service Providers
 - Engineering
 - Construction
- ➔ Assist with Introduction of Potential Financial Partners for a Project
- ➔ Coordinate Planning for Financing Options

- ➡ Assist with Securing Legal Opinions to Establish Authority to Build Broadband Infrastructure
- ➡ Conduct Risk Analysis
- ➡ Assist with Preparation of RFP for Engineering & Construction
- ➡ Prepare Report Summary and Conclusions

