

Broadband Study Committee
February 25, 2021 - Minutes

1. Welcome and Media Notification: Mr. Powers opened the meeting at 6:04p.m. and read the media notification and zoom information.

2. Attendance: Present: Chairperson, Sean Powers, Alyssa Botelho, Stephanie Garde, Cathy Melanson, Bob Espindola and Derek Frates

Absent:

Wendy Graves, Interim Town Administrator was also on the Zoom.

From EntryPoint Networks, Mr. Devin Cox and Mr. Jeff Christensen (joined at 6:15pm) were present.

3. Review/Approve Minutes: 12/9/20 - Cathy Melanson made a motion to accept the minutes of December 9, 2020 and was seconded by Sean Powers. The motion passed unanimously.

Minutes 2/2/21 - Cathy Melanson - Stephanie Garde wanted to add that she had left at the same point that Cathy Melanson left. Bob Espindola made a motion to accept the minutes as amended and was seconded by Cathy Melanson. The motion passed unanimously.

4. Mr. Devin Cox stated as they were waiting for Mr. Christensen to join the call, they could discuss the community engagement plan.

Mr. Espindola discussed the community engagement plan, he said that the Selectboard asked Ms. Graves to see if there were funds available that was leftover.

Ms. Graves said she reached out and as long as it was the original proposal it would be okay to proceed. The amount leftover was \$65,000.

Mr. Frates stated that there was approximately a \$2,000 bill for Tom Crotty services and it was questioned where it would come out of. Mr. Espindola stated it should come out of that \$65,000. He said it should be enough to do a pretty good job to communicate with the community.

Mr. Cox said the best thing initially is to add more content to the website and add more depth to the Broadband information. They will write up some add some thoughts to upgrade and secondly to set up a series of webinars and then using social media, other means that the town has available to them. Flyers is a cheaper option as well. He explained the webinars and how they are managed, if correctly a lot of information would be sent out and be able to answer any questions in the forums.

Mr. Frates asked if they would set that up or have IT do it. Mr. Cox said it would be how the Town wants to manage the webinars. Entrypoint would see it as an extension, on-going continuation of the Broadband Master Plan and help the community understand what is being proposed.

Mr. Frates stated he could contact the IT department about webinar platform. He said they would need to do daytime hours because of all the night meetings. Mr. Cox even recommended a weekend afternoon webinar as well. Mr. Cox stated they would accommodate the Town whenever they wanted to start it.

Mr. Espindola stated they could possibly put in a flyer with the water bill, in early March. Ms. Graves stated she didn't have an exact date when the water bill goes out, but she said she thought it was mid April.

Mr. Cox said they could get a flyer available for that time frame. The question was to have a webinar earlier than that. Mr. Christensen stated he would like to do a webinar in March to the email subscribers.

Mr. Espindola stated he would like to see webinar start in March especially around the Municipal Light Plant, whereas there is a few people who don't understand it. Mr. Frates states they could send out the webinar information to the email list of subscribers. Mr. Cox will start working on the webinar.

Mr. Frates suggested March 18, 2021 in the afternoon. Mr. Powers suggested an afternoon group webinar and then an evening in April. Mr. Espindola stated to maybe ask the subscription list to ask which they would rather attend.

Mr. Christensen asked if there was a town rule if it was town related if it had to be on a town zoom account. They stated that it didn't matter. Mr. Cox would encourage emails and social media posts to get it out to everyone, no means to exclude anyone.

Discussion on how the zoom works, whether it's recorded or live. Mr. Frates stated that if EntryPoint was going to host the webinar then it could be any date. Mr. Espindola suggested March 11 and March 25, 2021 in the evening. Mr. Christensen suggested early evening. Mr. Espindola suggested the usual time frame for meetings is 6:30p.m., that would be his suggestion.

Mr. Christensen stated it would be nice to have a Fairhaven representative on the webinar as well. He could help organize it, but suggested Alyssa or Stephanie. Mr. Frates recommended Alyssa to talk about the younger generation and their needs. Mr. Powers stated they need to hit home about the infrastructure that currently exists.

Mr. Espindola discussed the format of the webinar and the poll feature. Mr. Frates reviewed how the poll feature is designed and how effective it is. Mr. Cox said they would work on the content and reach it out to members for discussion.

Ms. Garde said she would love to talk about it at one of the webinars. Alyssa Botelho agreed as well. Mr. Frates stated he could talk to Chris Camara from IT and get his input to help.

Mr. Christensen asked Mr. Espindola and Ms. Graves to vet the sign theory and how residents can put signs on their lawn in support of the broadband. Ms. Graves suggested pulling out the proposal and reading up on what it says.

\$36,232 before the \$2,000 bill for Tom Crotty remains in the account per Mr. Frates.

Mr. Espindola stated he would reach out to Mr. Crotty and see if there is any conflict with a yard sign supporting this type of network. Mr. Christensen said they just want to be careful on what it says.

Mr. Christensen asked for yard sign language.
Action Item: Track down prices for yard signs.

Ms. Graves left the meeting at 6:53p.m. to attend another meeting.

Mr. Christensen asked about different opportunities in March to get the word out, perhaps with a local radio station. Mr. Espindola suggested WBSM right here in Fairhaven. Mr. Espindola suggested getting an ad in the local newspapers as well. As well as put it on several community facebook pages through social media.

Review of Action Items:

March 11, 2021 - Webinar

March 25, 2021 - Webinar

Mr. Cox & Mr. Christensen - will get an outline out to everyone for webinar

Stephanie Garde and Alyssa Botello working on their discussion points for the webinar

Working on Yard Sign language & Prices

Interactive webinars as much as possible

Do anything on radio; facebook, online advertisements - Mr. Espindola will look into the Radio show.

Mr. Frates will look into the Facebook/Social Media Groups

Mr. Cox will send Email list to Mr. Frates

Mr. Frates - will set up EntryPoint with webinar information.

Language for the flyer will be done by Devin Cox

Ms. Graves is going to get a date for flyer for the water bill.

Mr. Espindola will look at discussing limitations with Attorney Crotty.

Mr. Powers asked about the Entry Point final report to be voted on. Mr. Espindola asked Mr. Frates to post on the website.

Mr. Christensen suggested a thirty minute check in prior to March 11, 2021 at 6:30p.m., all agreed to the March 4, 2021 date.

Mr. Powers made a motion to adjourn and was seconded by Ms. Melanson. The motion passed unanimously at 7:08p.m. via roll call vote.

Respectively submitted,

Patricia A. Pacella