



Date Approved: February 25, 2021

Addison County Communications Union District DbA Maple Broadband

Executive Committee Meeting Minutes

January 14, 2021

4:00 p.m. – 5:30p.m.

VIA ZOOM

Steve Huffaker, the Chair of the Maple Broadband Executive Committee, welcomed the representatives of the Executive Committee, and alternate Lincoln delegate, Jancy Butterworth, to the meeting, called the meeting to order at 4:03 p.m. and took the roll.

Welcome/Introductions/Roll Call

The following members of the Executive Committee were present:

Steve Huffaker, Chair, Ferrisburgh;
Nancy Cornell, Vice Chair, Starksboro;
Billy Sneed, at large representative from Ripton;
Dan Sonneborn, at large representative from Bristol
Magna Dodge, at large representative from Cornwall
Also Present:
Arabella Holzapfel, Treasurer, ex-officio, Ferrisburgh
Adam Lougee, Clerk, (ACRPC)
Jancy Butterworth, alternate delegate from Lincoln

1. Approve the Agenda

Approved unanimously.

2. Middlebury presentation report and next steps

Steve reported on the January 12 presentation to the Middlebury Select Board.

It went well – They were impressed by all we have done. Very encouraging response.

Steve will share the Power Point presentation with the group.

Magna and Fred Kenney attended the presentation. Fred requested a presentation to the ACEDC in February.

Possible subsequent presentations include:

Middlebury Chamber of Commerce
Bristol Select Board

Community Development Block Grant (CDBG) These funds might be available as grants OR low interest loans?

Maple Broadband Member Towns

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Lincoln	Middlebury	Monkton	New Haven
Orwell	Panton	Ripton	Salisbury
Shoreham	Starksboro	Waltham	Weybridge
Whiting			



Magna and Steve and Adam will confer about next steps in requesting CDBG funds from Select Boards.

3. ValleyNet interview debrief

The group debriefed January 7 interview with ValleyNet.

Next interviews, ask folks we interview to reference our question numbers when they speak. This will make their presentations easier to follow.

Nancy and Steve shared update on informal discussions with Otter Creek CUD.

Perhaps we could consider sharing a project manager with OCCUD?

4. Operator question sheet validation

Any tweaks needed?

Adam suggested running our question document by our attorney – any questions they would want to insert?

Steve will do.

5. Grant discussion

Nancy provided an update on grant finding work she has been doing.

6. VCUDA update: VEDA presentation

Magna and Nancy attended the VEDA (Vermont Economic Development Authority) presentation at the VCUDA meeting on January 6. Sam Buckley is the VEDA loan officer who deals with broadband loans. VEDA currently only has \$10.8 million to lend to broadband and wants CUDs to have start-up funds before they obtain a VEDA loan. He is willing to share senior loan position and may be willing to share collateral. We cannot count CARES funds as the required start-up dollars unless we use them for pole study or engineering and design.

8. Report and discussion: Pre-subscription / Help request / Volunteer forms on the Outreach Site

Billy reported: There are forms on the site on these topics. Dan is working up an improvement to the pre-subscription form. Billy and Dan want to make sure we have exclusive proprietary control of that pre-subscription info. We also want to make sure the info is very secure.

Might ask RISI to change the forms.

Dan says once our website is up, it will be easy to have control.

Steve noted that before we take full control of the forms/data, he will want to contact RISI, so they feel ok about it.

So far, we have had over 300 people sign up.

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Adam asked how many of those would really sign up. Billy will sort and tell us by the end of our meeting today. Billy’s additional info was shared in the Chat of our Zoom meeting:

Here are recent pre-subscription commitment levels:

- I want to know more: 93
- I will likely subscribe: 96
- I will definitely subscribe: 87

Have also received 8-10 volunteers.
About 12 people submitted help requests.
Also have received some calls.

Dan noted that we will also want to dive deeper using analytics to help us know, for example, how many people saw form but did not fill it out. Not sure how much RISI can see the traffic.

Steve asked Billy if he can give us a report at each meeting.

9. Tasks & RACI — disposition of volunteers

Steve: Document is not ready yet – getting closer with input from all of us.

We need a subcommittee that takes on digital marketing.

Jancy has a strong background in social media.

Nancy raised questions about how much marketing we should be doing with the public right now and raised political concerns about using Facebook and Twitter.

The group discussed how to get more delegates and alternates involved in the work.

EC members expressed consensus that we need more help.

Adam described the subcommittee structure of the ACRPC.

Suggestion from Adam:

- At the next full board meeting, Describe/Define the subcommittees we already have.
- Ask who might like to be on which subcommittee – form to fill out by a specific date – folks give a ranking – 1-3.
- EC board takes info and form committees.
- Subcommittees report to the EC.

This would be a structure that gets delegates involved, gets us some help; EC still has some command and control.

The group agreed this is a model we should get going as soon as possible.

Magna suggested that the subcommittee plan goes to the full board before their meeting on February 3 so that Delegates and Alternates have time to consider the invitation to join a subcommittee.

Steve will do.

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Subcommittees (#s refer to rows on the draft Tasks & RACI document):

Adam will draft descriptions for each of us; He will send them to us in time for us to adjust them before they are sent out to the full board (on or around January 27).

EC members will review/revise their respective Subcommittee Descriptions and send them to Steve NO LATER than January 26.

Capital Raising – Magna (4)

Grant Writing – Nancy (5)

Community engagement - Billy (19, 20, 24, 25)

Digital Marketing – Steve (6, 7, 8, 9, 10,13, 21)

IT - Dan (1, 2)

Bookkeeping – Arabella (3 - will not need a subcommittee)

10. Other business

Whiting will be joining Maple Broadband! The 17th town to join.

Treasurer's report will be part of each EC meeting going forward.

11. Future meetings:

Jan 18 4:00-6:00 EC Interview with NRTC

Jan 19 4:00-6:00 EC interview with SERTEX

Jan 20 4:00-6:00 EC Interview with WCVT

Jan 21 – No EC meeting

Jan 25 4:00-6:00 EC interview with GWI

Jan 28 4:00-5:30 EC meeting

12. Meeting adjourned by consensus at 5:36

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