



Date Approved: March 25, 2021

Maple Broadband Governing Board
Executive Committee Meeting Minutes
March 18, 2021
4:00 pm - 5:33 pm
VIA Zoom

Members Present: Magna Dodge, Steve Huffaker, Dan Sonneborn, Nancy Cornell
Others present: Cy Tall, Jancy Butterworth, Ellie Hagopian, Adam Lougee

1. Call to order

The meeting was called to order at 4:00 PM

Visitors Cy Tall and Jancy Butterworth were welcomed and introduced

2. Approve the Agenda:

Magna Dodge made a motion to approve today's agenda. Nancy Cornell seconded. Approved.

3. Previous meeting minutes (March 11) approval

Tabled.

4. Operations

Steve Huffaker and Dan Sonneborn provided a report:

a. Chair role - Ellie Hagopian will be the new chair of the operations committee.

b. Record-keeping spreadsheet - Dan Sonneborn has created a new tool

c. Office 365 licenses - Jancy Butterworth now has an Office 365 license

d. Volunteer to help - no new offers

e. Help request - no new requests

No significant new website traffic

Dan Sonneborn has created an operations Team in TEAMS. Any time there is a new request or volunteer, a card is created and Jancy will route the card to the appropriate person to issue a response

f. Pre-subscription - no new info

g. Info @ email monitoring - being done by Jancy Butterworth

5. Marketing report

Steve Huffaker provided a report

Marketing Committee met yesterday. Group will be working on a marketing plan.

The Marketing Committee decided to hold off cultivating enthusiasm (via Facebook, Twitter, Front Porch Forum, etc.) until we are ready

Steve Huffaker has a two-pager to send to folks who contact us because they need broadband. This has been placed in the FAQ on the website.

Steve Huffaker has scheduled presentations to all member select boards. First presentations are next week.

Magna Dodge asked about newsletters, or updates - group decided to do one, but not now.

Cy Tall suggested that there IS great information in the Feasibility Study that would be of interest to people - perhaps build up an email list now? Perhaps this is something for the Marketing Committee to consider.



The group talked about the following related to marketing; the possibility of a monthly update, perhaps one that can be posted/distributed on Twitter as well as other vehicles.

it seems wise to begin collecting email addresses. Mail-Chimp as a vehicle? (suggested by Place Creative). Dan Sonneborn noted that we already have collected over 400 email addresses. Using MailChimp would not be necessary. Collection could be done easily.

- we could create monthly 1 page updates and post these and create a place on the website for these so folks could also look at past updates. Nancy Cornell has written a March example that she has been using in soliciting letters of support for grants
- Ellie Hagopian suggested starting with laying out the content that we want to convey- These ideas should be conveyed to the Marketing Committee.
 - Dan Sonneborn will work with Place Creative to set up a way to collect email addresses. Steve Huffaker will arrange this call.
 - Ellie Hagopian will draft a calendar of possible content for public information.
 - Ellie Hagopian is willing to work with the marketing committee for a while to help get them going.
 - The group agreed that any information campaign needs multiple outlets.

Suggestion to discuss processes among the different committees in the near future. (e.g., does the Executive Committee need to approve decisions/proposals from the Finance, Marketing, and Operations Committees?)

6. Financial report

Magna Dodge and Nancy Cornell provided a report

Nancy Cornell provided an overview of grant applications sent or about to be sent:

Hannaford Charitable Foundation - \$50,000 (for operations) (sent)

USDA/RDBG - \$30,000 (for operations) (due at the end of March)

USDA CFTAT - \$150,000 (for preliminary High-Level Design) (due at the end of March)

Nancy Cornell screenshared the FY'21 budget developed at the beginning of January 2021 and has been using to apply for grants. That FY '21 budget appears at the end of these minutes.

Motion by Steve Huffaker to approve the FY '21 budget. Dan Sonneborn seconded. Approved.

Magna Dodge provided an overview of her work on financing and an update on the Finance Committee. Finance Committee met for first time on March 17. They reviewed current state of play.

Talked about funding needs and sources. Immediate need is funds for pre-construction costs.

Magna Dodge has held promising discussions with Middlebury College and with various members of the Vermont banking community. Middlebury College fully understands the importance of Maple Broadband's work and is eager to help.

Finance Committee member Hugh McLaughlin believes there may be a market for founder grants - i.e., encouraging people to donate funds. He is drafting a proposal/plan for this.

Question: Is the fact we are a not-for-profit, but not a non-profit, an obstacle to this?

Steve Huffaker will check on this with our attorney.

The group talked about the American Rescue Act funds that may be coming to CUDs and to Towns. There will also be state funds coming - but on both, how much and when is not yet clear.



7. High-level network design RFP

Steve Huffaker gave an update. Steve drafted the Request for Proposals and several people have reviewed. We have developed a list of 13 bidders who we would send it to. Will include a single page RFI (Request for Information) concerning what the vendor might do. RFP has gone through a technical review, including by RISI and ValleyNet.

Motion by Steve Huffaker to authorize him to send the RPF and RFI to the 13 bidders tomorrow. Nancy Cornell seconded. Approved.

8. Other business

- Steve Huffaker and Magna Dodge have talked with NRTC. Cannot redo our feasibility study as promised. Kevin Fitzpatrick was the NRTC contact in this conversation.
- Cy Tall will be in touch with Steve Huffaker and April Clodgo at ACRPC about bookkeeping for us.

9. Executive Session - None

10. Future meeting: March 25, 4:00 to 5:30 PM.

11. Adjourn: Motion to adjourn at 5:30 PM by Magna Dodge; Seconded by Dan Sonneborn. Approved.



Maple Broadband FY 2021 Budget

Revenues	2021 Proposed Budget	In Kind/Matching
Grants & Contributions		
Vermont Community Foundation Grant	\$ 26,732.00	
Total Revenue	\$ 26,732.00	

Operational Expenses	2021 Proposed Budget	
Accounting/Bookkeeping/Admin	\$ 25,000.00	
Office 365 Licenses/MS Teams	\$ 108.00	
Advertising & Marketing		
Dues, Fees & Subscriptions	\$ 180.00	
Insurance	\$ 415.00	
Legal	\$ 25,000.00	
Meeting/Travel	\$ -	
Postage	\$ -	
Professional Development & Training	\$ -	
Professional Services		\$ 764,020.00
Rent & Utilities	\$ -	
Supplies	\$ -	
Website & Email	\$1,000	
Case Management Software		
Supplemental Case Management Advertising		
Subtotal Operational	\$ 51,703.00	

Total Expenses	\$ 51,703.00	
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Net Surplus/(Deficit)	\$ 24,971.00	
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