

Approved September 1, 2022

Addison County Communications Union District (dba) Maple Broadband

Executive Committee Meeting Minutes

August 25, 2022

3:30 pm - 5:00 pm

**Location: 14 Seminary Street, Middlebury, VT
VIA ZOOM**

Recording announced.

BID OPENING

Two companies submitted bids.

Power & Tel provided 3 quotes as follows:

1. \$917,556 (Prysmian)
2. \$956,616 (Sterlight)
3. \$936,574 (Superior Essex)

Graybar provided 2 quotes as follows:

1. \$1,088,893.50 (Prysmian)
2. \$910,159.50 (Corning Fiber)

Next step is bid leveling, to be done by Steve H. and Ellie dV, who will report to the Committee at the next meeting.

1. Call to Order

The meeting was called to order at 3:45 pm by the Chair.

PRESENT

Steve Huffaker, Chair, Ferrisburgh

Ellie de Villiers, Vice-Chair, New Haven

Magna Dodge, at large representative from Cornwall

Nancy Cornell, at large representative from Starksboro

Adam Lougee, Clerk, Addison County Regional Planning Commission

Carl Siebecker, Representative from Shoreham

John Gautieri, Power & Tel

Tami Sherman - Power & Tel

Merry Shepherd, Pivot

2. Approve the Agenda

MOTION to approve the agenda as drafted, was APPROVED by show of hands/voice vote.

3. Approve Minutes - August 11, 2022

MOTION to approve the minutes as drafted was APPROVED by show of hands/voice vote.

4. Public Comments - none

5. Marketing

- a. Pivot Marketing Plan - Presentation - Merry Shepherd
Ms. Shepherd presented Pivot's marketing plan for Phase I pre-construction and service activation, identified the marketing goals, providing some messaging examples, a list of potential campaign tactics, and a general timeline for communication plan to begin 10 days prior to construction crew visibility. Merry S. said she is in the process of gathering information on the costs of the various marketing materials. The next steps for Pivot are:
 - 1. Approval of the style board
 - 2. Develop the creative assets
 - 3. "Unleash the hounds"
- b. WCVT Call Center Engagement - Maple Broadband will need to train the WCVT staff who answer Maple Broadband customer calls.
- c. CrowdFiber - Carl Siebecker has experience and is willing and able to assist Ellie dV. with CrowdFiber issues/decisions.

6. Financial

- a. Rural Business Development Grant - USDA - use for the grant (for salary of Executive Director) has approval from USDA. Executed grant agreement is ready for review and signing.
- b. WCVT construction grant - Maple Broadband towns - in process, not yet approved by Vermont Community Broadband Board (VCBB)
- c. Construction grant - movement on the part of VCBB and advocacy from Vermont Communication Districts Association on behalf of the Communication Union Districts, for changes in the current restrictive policies.

7. Operations

- a. Executive Committee member search - Ads for the position ran for two weeks in the Addison Independent and Front Porch Forum. Resume from Ellie dV. was only one received. MOTION to recommend that Ellie de Villiers be recommended to the Governing Board to be hired as Executive Director of Maple Broadband, subject to discussion and approval of an appropriate compensation package, was APPROVED by show of hands/voice vote. (1 abstention, Ellie dV.)
- b. Executive Committee member search - Carl Seibecker will be recommended at the next Governing Board meeting. Once a new member is in place, Magna D. will step down from the Executive Committee to assume her new role as CFO of Maple Broadband.
- c. Overbuild challenge process update - Steve H. Ellie dV. and Magna met with VCBB staff.
- d. Construction update - the target date to begin construction in Cornwall is September 19. However, a critical piece of equipment (cabinet) will not ship until November, and must be in place before customers can begin to be connected with internet service.
- e. GMP make ready report - Ellie dV. is working with GMP on make-ready.
- f. Insurance update - no update today

- g. Phase I hubs update - Maple Broadband representative in Shoreham (Carl Siebecker) and Orwell (Jim Robinson) are making good progress in working with their towns, getting permits, etc.
- h. Generator task group kick off plans - to be announced at the next Governing Board meeting, and the task force will consider all types of generators, not just those that run on fossil fuels.
- i. Ellie report - 6 more people filled out the interested in fiber form.

8. Executive Session - not needed

9. Other

10. Future Meetings: September 1

11. Adjournment

MOTION to adjourn the meeting APPROVED by show of hands/voice vote. The meeting was adjourned at 5:01 pm.

Submitted by Sharon Tierra, Minute-taker