

Approved November 10, 2022

Addison County Communications Union District (dba) Maple Broadband

Executive Committee Meeting Minutes

November 3, 2022

4:00 pm - 5:00 pm

Location: 14 Seminary Street, Middlebury, VT

VIA ZOOM

Recording announced.

1. Call to Order

The meeting was called to order at 4:04 pm by the Chair.

PRESENT

Steve Huffaker (Ferrisburgh) - Chair

Carl Siebecker (Shoreham) - Vice-Chair

Nancy Cornell (Starksboro) - At large

Dan Sonneborn (Bristol) - At large

Shannon Haggett (Vergennes) - At large

Ellie de Villiers – Executive Director (ex officio)

Magna Dodge - Chief Financial Officer (ex officio)

Cy Tall – Treasurer (ex officio)

Adam Lougee - Clerk (ex officio)

2. Approve the Agenda - MOTION to approve the agenda as posted was APPROVED by show of hands/voice vote.

3. Approve Minutes - October 20 - MOTION to approve the minutes as posted, was APPROVED by show of hands/voice vote.

4. Public Comments - none

5. Chair Report - Steve Huffaker

Steve H. said that Ellie dV. will draft the agendas and run the Executive Committee meetings beginning after the November 10 meeting. Ellie will also draft agendas for the Governing Board meetings, which Steve H. will continue to run.

6. Operations

- a. Fiber cable RFQ update - it was agreed at the Governing Board meeting yesterday that the scope of the RFQ be reduced and re-issued, based on the amount of guaranteed funding in 2023 to cover cable expenses.
- b. Executive Director engagement discussion - Magna D. and Steve H. have been working with Ellie dV. on the terms of employment as Executive Director. Recently, Ellie was drafted to be Board Chair of the Vermont Communication Union District Association (VCUDA), a volunteer position. Steve H. gave an overview of VCUDA and the organization's relationship to Act 71 and Vermont Community Broadband Board (VCBB). The Committee and Ellie dV. discussed the potential pros and cons, if Ellie were to work as Executive Director of Maple Broadband and also be the VCUDA Board Chair. Discussion to be continued in Executive Session.

7. Marketing - Dan Sonneborn

- a. Marketing calendar review - Pivot is providing more of a marketing task cadence rather than a calendar. Dan S. outlined the plan for the next several weeks. Template for the email newsletter has been approved. On November 18 the first newsletter will be sent to all who have signed up for it, through the website. Next step will be a direct mailer. Social media publishing will begin the same week as the newsletter. The marketing plan includes social media posts 2-3 times a week with "fun facts" and local stories, and a newsletter post every other month. When CloudFiber is ready to be integrated with the refreshed website, the plan will be reviewed.
- b. Website refresh - mock up is done and refreshed .website will be built next week. A search function is something that will be important to have on the website as soon as possible, but is not being integrated

right now, due to time constraints. Pivot is doing a narrow scope of work on the website.

- c. CrowdFiber update - Ellie dV. is done with her work with CloudFiber. She presented a demo of how CloudFiber functions. There are many ways to get to CloudFiber from the Maple Broadband website home page. The refreshed website with CrowdFiber integrated will be ready for the Executive Committee to test shortly.

8. Other Business

A presentation from Equal Access to Broadband (EAB) is scheduled at the end of the November 10 meeting. Magna D. asked that committee members who have not done so, should send their question and comments regarding EAB to Magna D, as soon as possible.

9. Executive Session

MOTION was made to find that premature general public knowledge of Maple Broadband's Executive Director employment negotiations would clearly place Maple Broadband at substantial disadvantage if it was disclosed to the public. Motion APPROVED by show of hands/voice vote.

MOTION was made to enter into executive session to the employment of a public official or employee, under Title 1, Section 313, 1B of Vermont's Statutes. Motion APPROVED by show of hands/voice vote.

The Committee went into Executive Session at 5:29 pm and came out at 6:05 pm.

10. Future Meetings: November 10, 3:30-5 pm (presentation by Equal Access to Broadband at 4:30 pm)

11. Adjournment -

MOTION to adjourn the meeting was APPROVED by show of hands/voice vote.

The meeting was adjourned at 6:05 pm.

Submitted by Sharon Tierra, Minute-taker