

Approved \_\_\_\_\_, 2024

*DRAFT*

*DRAFT*

*DRAFT*

**Addison County Communications Union District (dba) Maple Broadband**

**Executive Committee Meeting Minutes**

**June 27, 2024**

**3:30 pm**

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

**VIA TEAMS**

**PRESENT**

Steve Huffaker (Ferrisburgh) - Chair

Shannon Haggett (Vergennes) - At-large

Jeff Glassberg (Waltham) - At-large

Ellie de Villiers – Executive Director (ex officio)

Cy Tall - Treasurer

Adam Lougee - Clerk

Marla Rawson

Kelly Lyon

Ashley Sandy

Doug Adams

Matt Hefley

1. Call to order

Recording announced. The meeting was called to order at 3:31 pm by the Executive Director. Members of the public present introduced themselves.

2. Public comments - none

3. Marketing RFP bid opening

The following 4 bids were received by the deadline and were read in the order received:

1. Place Creative

Brand audit and insights workshop	\$9,750	
Market research		
	\$14,500	
Marketing plan	\$19,500	
Implementation services	\$2,450 /month	10 hours of creative and \$500 monthly media spend, after that hourly

2. HMC

	\$35,000-\$50,000	
Strategic services discovery and distill		
Implementation services - design	\$65,000-\$80,000	
Implementations services - deploy		TBA
Total	\$100,000 - \$130,000	

3. LONDONmiddlebury

Strategic services - phase two research	\$8,235	
---	---------	--

Strategic services - phase three strategy development	\$14,040	
Implementation services Part A - ongoing reviews, validations, optimizations	\$150.00 / hour	
Implementation services	\$2,940 / month additional hours - \$115/hour	30 hours

#### 4. Broadband Marketers

Strategic services Part A	\$25,000	
Implementing services	\$5,000 /month, and then by the hour	Two individuals with hourly rates of \$125 / hour and \$75 /hour

The fifth bid below was received after the deadline:

#### 5. Junapr

	\$10,000 / month	Range of hourly rates from \$250/hour for CEO to \$75/ hour for coordinator
--	------------------	---

Ellie dV. told the bidders that the next step is to do the bid leveling. After that the committee will reach out to bidders with any questions and potentially meetings. She thanked the bidders for being present at the bid opening and told them they will receive feedback regarding a decision one way or the other in the next few weeks.

4. Other Business - none

9. Future meetings/ adjourn

- Governing Board meeting: July 9, 2024

- Next EC meeting: July 11, 2024

The meeting was adjourned at 3:40 pm.

Submitted by Sharon Tierra, Minute-taker