

Town of Wilbraham

240 Springfield Street
Wilbraham, Massachusetts 01095

Broadband Advisory Committee
Chris Bovino
Tony Colapietro
Christine M. Goonan
Tom Newton
Robert Tourville
Bruce Williams



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BROADBAND ADVISORY COMMITTEE
Tuesday, Sept. 3 2019 7:00pm
MINUTES

Present: R. Tourville, B. Williams, T. Colapietro, C. Goonan, T. Newton

Absent: C. Bovino

Meeting in order: 7:10pm

I. New Business

Authentic responses from the survey committee will add
Captcha

Brief discussion on domain name.

Zoom: J. Christensen refining survey process and content:

Agenda – Wilbraham Broadband Committee
Community Survey - Wilbraham Broadband

- 1) Which questions (Review Devin Cox' Standard Questions)?
- 2) When? Last week of September is the target.
- 3) Demand Generation Plan (which mechanisms will we use?)
- 4) Assignments
- 5) Expected Costs (Survey Monkey, Fliers - \$20)

Notes: The last question should be the question about whether they would support the Town providing the infrastructure. The last question should highlight 1) Lower Cost, 2) Better Speed, 3) More Services, 4) More choices for Service Providers. Devin will get them a revised version of the questions for them to review. Next week we will finalize the questions. Tony will oversee getting the Survey Monkey tool in place (look at whether Wilbraham has a Survey Monkey Account).

Website <https://dcox51.wixsite.com/website>

- 1) Review current content
- 2) Timing for Release (End of September)
- 3) Steps prior to Release
 - a. Finalize Content
 - b. Improve graphics and aesthetic elements
 - c. Fix Contact Section
 - d. Devin will add explanatory video
 - e. Get funding
 - f. Get approval from Finance Committee
 - g. Finalize URL (Do we need Selectman Approval)
 - h. Convert WIX site into a paid site
 - i. Cost Explanation
- 4) Goals for Website
 - a. Education
 - b. Create demand
 - c. Drive people to sign up and heat map
 - d. Drive people to survey
- 5) How do we drive “show of interest” (heat map)?
 - a. Survey
 - b. Facebook
 - c. Twitter
 - d. Yard signs
 - e. Same as survey mechanisms
- 6) Tom will be webmaster
- 7) Expected Costs (Survey Monkey (\$60 - \$120), Domain Name, (\$20 year)

Notes from prior meeting: August 27th

Broadband@

Website Feedback: Strike the word utility on the Banner Page. Tom will be the Webmaster. Tony is available to help with website. On website section on Why Fiber – describe what fiber is not. Keep descriptions simple. Look into whether there is a legal issue to broadcasting local channels across the municipal network. The issue of wireless impact on health was discussed. Tony looked up a domain name of Wilbrahamfiber.com and it is available.

Jeff C will reach out to Patrice (OFS)

Potential Survey Demand Generation mechanisms for the survey include:

Fiber Website, Yes ??? (Tom)

Town Website, Yes (Bob, Tom)

The Times (Article, Link) Yes (Bob to talk to Bob Russell)

Public Library, Yes (Bruce) (Computer & Paper & Pencil Survey)

Senior Center, Yes (Computer & Paper & Pencil Survey) (Christine)

Email, Yes (Bob) (Christine will do data entry on current email)

Blackboard Direct (Selectman Tool), Yes (Bob) - SMS, Robotext, Yes ??? Some may not have unlimited text messages

Schools – Flyers, Yes (Christine)

Yard Signs, Yes (15 Yard Signs – Language, Printing, Placement) (Tony via Bob Russell)

YMCA – Yes – Put a Yard Sign There

We also discussed a raffle for participants. Look at possibility of broadcasting local channels in their own network slice.

Facebook – Tom & Bob

Twitter – Tom & Bob

Water Bills – End of November – Bruce

Data Entry – Christine

Decide on Domain Name

II. Old Business

8/27/19: Minutes motion to accept by T. Newton seconded by B. Williams.

Unanimously accepted

III. Citizen's Open Forum

K. Jurgens attended no questions.

Having no further business, the meeting was adjourned by unanimous consent at 9:05pm The Committee will reconvene on 9/10/19.

Submitted:

Christine Goonan – Secretary

Date : 09/03/19

Approved as to form and content:

Christine Goonan – Secretary

Date: 09/03/19