

## Meeting Notes

Date: Dec 16, 2022

From: Adam Monell (Hunt EAS)

Project: Town of Dryden Broadband Phase 2

Project No.: 1122.044

Re: Broadband Committee Meeting

Summary:

The following items were discussed during a Broadband Committee Meeting held on Dec 16, 2022 .

### 1. Financial Updates

- a. Bonding – Funds should be available end of January
- b. Future procurement
  - i. Bidding of labor
  - ii. Anixter available on OmniaPartners
  - iii. Purchasing requirements to secure labor directly
    - 1.
  - iv. Equipment vs Labor
- c. Pending Grants
  - i. USDA ReConnect R4 – \$1.65M
  - ii. TCRF – They are reconsidering but at a lower amount than requested (\$100K-\$150K)
  - iii. ARC POWER 2021 –
- d. Plan for colocation
  - i. FirstLight looks like they will become a collocation partner and also has been approved to provide a redundant circuit
  - ii. Also entertaining proposals
    - 1. Crowne Castle
    - 2. RD Labs (SF)
    - 3. Town of Caroline

### 2. Schedule Updates

- a. FirstLight Service (Redundant) – Install by March/April
- b. Ciena – Working through condensation issues at Freeville PoP, should have the climate control unit installed next week
- c. Subscribers
  - i. Finger Lakes Automotive - **Installation Complete**

- ii. Embassy Inn
    - iii. Village Library
  - d. Target Customers
    - i. Cayuga Climbs – **Interested**
    - ii. Hallwoods Rd (5)
    - iii. Laser Brewer
    - iv. Terrapin Tile – **Interested**
    - v. Shady Grove TP (18)
    - vi. Pinckney Trailer Park – **Interested**
    - vii. Brewer’s Taproom – **Interested**
  - e. Up for Discussion
    - i. Varna – north side of Rt 366 between Monkey Run Rd and 13
    - ii. Hillside Acres (205) – this is a bid opportunity, should someone from the Town negotiate
    - iii. MDU on 366 – Richard Walmack
  - f. Points of Presence
    - i. Pinckney Rd – construction complete, equipment installed, programming complete
    - ii. Dryden (V) Collocation – construction complete, still needs power, split vault to be installed, equipment to be installed, programming to follow
    - iii. Freeville – construction complete, equipment to be installed after climate control installation, the equipment is programmed and ready to be installed
    - iv. Yellow Barn Rd – construction not started
- 3. Marketing Plan
  - a. Pilot
    - i. Sean Muldoon has been providing marketing to businesses
    - ii. Appointments should be scheduled
    - iii. Door hangers for businesses and residential
    - iv. Yard signs within service area
    - v. Calls to businesses
    - vi. Additional Outreach Opportunities
      - 1. Duke
      - 2. Congers TP (80)
      - 3. Village Route
      - 4. Bone Plain Rd
      - 5. Yellow Barn Rd
      - 6. Mt Pleasant
      - 7. Upscale Remodeling
    - vii. Residential Marketing
      - 1. 200 Residential customers identified
      - 2. Hunt’s plan is to send out postcard to these identified residential customers
      - 3. We additionally have a few email addresses from the target area to reach out to
      - 4. Yard signs within the service area
    - viii. Updates

1. Mail Chimp – monthly update
  2. Social Media – create account for the Town
    - a. will need regular posts
    - b. encourage following
    - c. Current FB page – create separate page for Dryden Fiber
    - d. Additional Accounts – Instagram, Twitter (suggest turning off comments)
  3. Website blog
- b. Additional discussion items
- i. Varna on the northside of Rt 366 between Monkey Run Rd and 13. Businesses have been marketed but should we create a flyer or door hanger for the residents
  - ii. Hillside Acres (205) – this is a big opportunity; we need a coordinated plan to approach the owner
  - iii. MDU on 366 has been marketed, one response received
4. Collocation Plan
- a. FirstLight – entertaining proposal
  - b. Crowne Castle – reaching out to discuss this now
  - c. Additional outfit out of Boston Area
  - d. STN – Collocation option?
5. Website
- a. Signups via phone will be done by Netegrity, Option 2 forwards to Netegrity
  - b. Signup from the website will also be processed and scheduled by Netegrity
    - i. the current plan is to use a Google Form – integration with the website still needs to be evaluated
  - c. A plan is needed to respond to requests with detailed information and updated information
    - i. Hunt/Netegrity are working on scripts to provide to the Town and Netegrity in order to coordinate responses.
    - ii. Looking to have drafts by next meeting
  - d. Service Offerings Page graphics and signup link
  - e. Monthly updates – December 2022 for the first update
  - f. Branded email account drydenfiber.com
    - i. there currently is not one in place – Hunt to schedule a follow up meeting with Amanda, Jason, Ryan, Ken, & Adam
    - ii. This can be incorporated with the customer collection mechanism as well
6. Legal
- a. Dryden Easement Status - Nathan is working on getting this written up with his team
  - b. Website Privacy Policy Page – Nathan’s office can assist with this (Town Legal)
  - c. Terms of Service – Contract, Town Legal
    - i. Business Service
    - ii. Non-Profit
7. Additional Items

- a. IP Addresses – Auction (Netegrity)
  - b. Billing – Update, Amanda went with Stax
  - c. FAQ page – needs development
  - d. Support page – needs development
  - e. Committee Site Visit – Ken will be available Tuesday
  - f. FCC Registration – need to qualify for ACP
    - i. FRN number acquisition complete
    - ii. Caution with creating additional compliance needs
    - iii. Login for FCC “CORES” system
    - iv. USAC Registration – once we have an FRN we can register and get e-rate for the library
  - g. Future Items
8. Next Committee Meeting **Jan 6, 2023** @ 10:30am.