



**WiredWest Board of Directors Meeting 09/22/12, 9:30 AM
Egremont North Fire Station, 175 Egremont Plain Road, North Egremont, MA**

The meeting was called to order at 9:35 am by Chairman Monica Webb.
Name tags and sign in sheet were made available at the back of the room.

Welcome and Introductions – Monica welcomed all the delegates and guests to Egremont and thanked our hosts. She highlighted the current activities, stressing that the most urgent item is the completion of the support cards.

Approval of minutes from August 25th, 2012 meeting – Reva moved that we approve the minutes with several changes (spelling corrections) and references to David Kulp, which should have been David Greenberg. Mary Ellen Kennedy seconded. 1 abstention (Jean Atwater-Williams); all others approved.

Grants update – MBI grant activities are proceeding on schedule, and we expect to make our deadline. Engineering is currently underway. Procurement has been provided Pro-bono thanks in large part to Nan Riebschlager and Becky Torres. Therefore, we will be requesting a reallocation some of the grant funds and put them toward the economic impact study. Monica also indicated that we will be having the Doug Trumbull fundraiser and that we have received 4 private donations totaling approximately \$1,000.

Regional delegate info sessions – a number of sessions have been held, the most recent in New Salem. All meetings have been well attended and informative with good feedback and excellent exchange of ideas and information. There will be another meeting this week in Great Barrington Glenn also stressed the importance of the support card, noting that we have had a good response (about 10% overall), but that many more cards are needed.

Support Card campaign status report and discussion – Monica indicated that support card mailings are still going out and that inputting of mailed returns is underway. There are a number of town newsletter articles and ideas for the promotion of the support cards on the WW website, including two possible “robo call” scripts. All items are customizable. Original deadline is Sept 30th, but that is not a hard deadline. Some of the newer materials are citing an October 15th deadline. A thank you email will be sent to all people who sent in cards and provided email addresses.

Some towns have stronger response rates than others and discussion surrounding what works yielded the following ideas: West Stockbridge approached the mailing with a goal of 50%, they did posters and a newsletter article; information sessions. Mail dropped on August 20th in a Town of West Stockbridge envelope with an explanatory letter on West Stockbridge letterhead. Also asked a couple of “heavy hitters” in town to promote responses. Patricia Soldati (West Stockbridge) provided her letter. Jon Hardie (Royalston) employed a “7 point strategy” with the community “owning the effort”. They personalized the materials, and multiple distribution points and multiple personal approaches. Kevin Donovan (Tolland) did a lot of electronic distribution; sent via email; and Selectboard minutes

subscribers; and homeowner associations; a “meet the fire chief” meeting; their goal is 50%. Kevin Kahill (Peru) is utilizing the “dump” to get pledge cards signed. Also collecting at the town hall. Many folks are asking “WHEN?” – a good answer is 18-24 months AFTER we obtain financing (for which a high level of return of support cards are extremely important). Monica will be making a list of “best ideas” and will send out to delegates. She stressed that using key points and people of influence in the town seem to be the best way of getting the word out.

Discussion of protection and use of personal information from support cards – because WiredWest has stated “WiredWest will not share your personal information”, we cannot provide the information outside WiredWest, but there is some question as to how we share the information within WiredWest. Names and street addresses are currently being provided, but phone numbers and emails are not currently shared. Discussion ensued about how information should be shared. Delegates felt that information should absolutely not be shared outside WiredWest. One delegate suggested a link with an NDA in order to obtain the list; Another delegate said he was uncomfortable even receiving names and addresses. Jim clarified that he currently distributes names and addresses for the purposes of “scrubbing” the data. Another delegate suggested an opt-in or out of mailing. Another suggested an initial mailing asking how they might wish to be contacted. Another said the personal info should be sacrosanct and that even delegates should not have the information.

Committee Reports:

- **Sales** – Glenn Cardinal (and Jim Drawe) met with Berkshire County School System Business Managers to explore what their needs are and what WW may be able to provide. He is also looking at all the CAI’s and school districts in terms of their specific needs and technology landscape.
- **Marketing** – Monica followed up on the CAI’s being approached. Monica has done a draft email that can be sent to anchor institutions to clarify what is currently happening in regards to the MBI network and other providers who seem to be attempting to preempt the MBI network. Jonathan Taylor requested a proposal be created for towns to enable WW to serve as the ISP on the MBI network. Monica invited Bill Stathis to speak to MBI timing. MBI has “weathered the storm” with regard to EPA issues that arose. CAI’s will be turned over to Axia in 37 segments: sSome in March, some in April, and others in June. List is not yet public, but is being developed. About a week ago, Monica did a radio interview last Sunday. The link is on the WW website. Other media links are on the web-site as well. Also, promotional garments, etc. are available for purchase. Bumper stickers were suggested.
- **Town Liaison** – town of Huntington has signed the cooperative agreement. That brings us to 40 towns. Savoy and Lanesboro are still working on joining.
- **Finance** – Jim spoke to the financial considerations of open access and the challenges that model has to be financially feasible and that it does not work with a start-up network. He also distributed an operating statement through 8/30/2012. It does not yet reflect expenses for the support card mailing. The income projections need to be adjusted based on the availability of the MBI/Axia network. A question was raised as to whether we are subject to 30b. The AG’s office indicated informally that we are exempt from 30b procurement requirements. We are seeking a written opinion. An RFP is being written for a Financial Advisor. The EC and Finance Committee are hoping to meet with some financial advisors recommended by the DOR. The cost to become and ISP has been initially estimated at \$50,000. We will be seeking LOI’s in order to borrow funds so that we could be an ISP.
- **Governance** – Steve spoke to and clarified how the OML applies to the WW based on his attendance at and communications with the MA Attorney General. We are exempt from the

OML with regard to trade secrets and proprietary, competitively sensitive, or confidential information. Criteria for such information is to be developed for the organization. Steve also addressed the issue of “Municipal Space” on telephone poles and because this space is not universal and that it is not transferrable to another entity, it is unlikely that this space could be utilized by WW, although we continue to investigate.

● **Technology** – Kevin reported that Matrix is on track with the engineering for delivery of cost estimation and high level design by mid October. Some redundancy is included in their design. Make ready is one of the biggest costs of the project. We are doing a test to verify the accuracy of the information provided. A list of businesses in each of the towns should be provided to Bob Rocke (delegate from Otis and Technology Committee member) so that our businesses’ unique needs can be incorporated into the design. Kevin also addressed the issue of coordination of information. Kevin requests that any delegate who is discussing what WiredWest is doing with regard to any vendors, please keep in touch with the EC and/or Tech Committee to be sure all information disseminated is coordinated.

Other Director Input – Support cards are critical and we are hoping to get 50% take rate for the purposes of financing. Towns that are heavy with second home owners can do a mailing to the second home owners’ mailing address. We continue to have conversations with Steve Kulik to explore the State Treasurer to be a guarantor.

Confirm Schedule of next BoD meetings

- October 27th in Charlemont
- **No November meeting**
- December 1st in Worthington
- January 5th in Royalston with a snow date of the 12th (tentative)

Adjourn - meeting adjourned at 12:35 p.m.