

Economic Development – Broadband Working Group

Meeting Notes

April 5, 2022 – 1:00 PM – Meeting Room Town Office

Attendees: Martha Howell, Ben Levek, Rachel Rubeor, Nancy Harrison, Rhonda Welcome, Renee Gray, Denise Rule

- I. Review minutes of March 23rd meeting – reviewed and approved.
- II. Today's Topics
 - Axiom – Mark will attend the April 21st meeting in person.
 - Renee will update Howard Small after the meeting with Mark.
 - Committee to request permission to use content from “Cutting the Cord” in our brochures and posters. Also ask about other promotional material available from Axiom.
 - Question for Mark – How does the concept of Lubec owning the utility work from a business/legal structure. What kind of legal entity will Lubec Broadband be/
 - Posters/Mailing Plans – Content and Who
 - In addition to possibility of using content from “Cutting the Cord” check with Sunrise County Economic Council (SCEC) about any promo material they may have.
 - Nancy to contact Fundy Bay Printing for pricing on high quality brochures (500) and glossy posters with graphics and text before the meeting on the April 21st
 - Survey Plan, Content & Work with SCEC
 - Ben spoke with Elaine Abbott at SCEC and updated us on what he learned.
 - SCEC will design the survey to meet Lubec's needs/interests – including use of Lubec's seal/logo. Any changes/edits must be sent to Elaine via email to accommodate the architecture of the survey.
 - The survey design will be for Survey Monkey and limited to 5-6 minutes max. Paper surveys will also be available and at the end of the recommended 6 weeks “open” period, the paper data will be hand entered into Survey Monkey for analysis.
 - A 15% response rate is considered good.
 - Consideration of incentives, i.e. gift cards. Discussion to be continued.
 - Survey Campaign – press releases, info on Town website, FB, Quoddy TV, posters, and airing on Shead radio station – Jane Lanctot and Jim Hoffman. Martha to speak with Jane and Jim.

- Ben and Denise to Tweak survey from SCEC and compare content with prior survey from Island Institute.
- Grants – Ben reported that Connect Maine grant applications for needed to be in by the 5th of each month. Ben will also be reaching out to Peggy Schaffer at Connect Maine.
- First Informational Meeting – Timing, Audience, General Content –
 - May 25th 2022 at 5:00 PM, before the Select Board Meeting – in Fire Bay.
 - Renee will request ARPA funds from Select Board, for printing brochures, and potential survey costs.
 - Renee will ask the Select Board for a letter of support to keep Whiting and the unorganized Territories in the loop.
- Review Influencer List – Denise to update list based on input from today’s meeting.
- Partners: Whiting, Trescott, Edmunds, and Washington County
 - Rachel noted that she has spoken with Jane Bell from Tide Mill Farms in Edmunds, and Kara McKimmon and Penny Guisinger from Cobscook Institute in Trescott regarding the possibility of partnering as representative from the unorganized territories.
 - Reportedly, Dean Preston Superintendent of the Unorganized Territories has also expressed an interest in participating.
- Timeline and Priority Documenting-
 - Elaine Abbott and Jen Peters will be meeting with us on April 12th at 3:00 PM
 - Meeting with Mark Oulette from Axiom April 21st
 - Posters and Brochures to be available prior to Informational Meeting – timing TBD.
 - Informational Meeting May 25th
 - Survey targeted for June 15th – ending in July.

III Next Steps

- Renee will contact Howard Small after the meeting with Mark from Axiom.
- SCEC – Ben and Denise will work on the survey questions and report back to the Committee prior to the April 21st meeting with Mark from Axiom. First draft of the

survey is targeted for May 15th. Survey “start” date slated for June 15th - time with publications of Quoddy Tides and the Fridge.

- Influencer List – Refer above
- Partners – Refer above

IV Next Meetings

- Elaine Abbott and Jen Peters – April 12th @ 3:00PM
- Axiom April 21st
- Broadband Working Group – May 5th @ 1:00 PM
- Informational Meeting – May 25th

Submitted:

Denise Rule