

Burlington Telecom Advisory Board

DRAFT

April 8, 2015

Regular Meeting

Members: David Provost, Joan Shannon, Theresa Alberghini-DiPalma, Karen Paul and Tim Halvorson

Member's Absent: Clem Nilan

Others Present: Stephen Barraclough, Amber Thibeault, Nick Martin, Dawn Monahan, Jeremy Patrie, Stephen Richards (intern) and Stacey Trudo

Public Members: None

Meeting commenced at 5:33 p.m.

1. Agenda
2. Approval of Minutes from March 11th BTAB meeting

MOTION to approve the minutes from the March 11th Burlington Telecom Advisory Board ("BTAB") meeting, made by *Shannon*, seconded by *Alberghini*. *Unanimous*.

3. Public Forum

None

4. Marketing Discussion (*Wildfire*)

Current Grassroots Marketing

- Tabling at Co-op and UVM to generate awareness.
- Utilize relationships with other local programs.
- Door to Door during prominent move in weekends and throughout year.
 - *Provost*: provide further description of what is involved in door-to-door.
 - *Trudo*: team goes through list non-customer addresses and will leave door hangers if there is no contact with a potential customer.
- Direct Mail to potential customers
- Front Porch Forum advertising.

Event Marketing

- Gaming competition to target important segments of customers.

- Social media – win tickets to Lake Monsters game, etc.

Findings from recent survey will be discussed at the next BTAB meeting, which will be used to develop the marketing moving forward.

Discussion regarding other ideas for grassroots marketing:

- *Halverson*: Burlington Telecom access at Centennial Field? Use the jumbotron to advertise for Burlington Telecom.
- *Paul* suggested participation in the Have a Heart Campaign with UVM which develops welcome bags to UVM Students.
- *Shannon* suggested a You Tube ad on the jumbotron or Facebook advertising.
- *Alberghini* inquired as to what the plan is to advance the marketing share? *Wildfire* explained that this will be based on the survey results while *Barracough* explained that this is the time when we update all of our plans.
- Discussion regarding what the strategy is around messaging and branding and why Burlington Telecom chooses to advertise in Seven Days?
- *Halvorson* mentioned that we should talk to Burlington City Arts regarding sponsorships.
- Discussed sponsorship of the Vermont City Marathon.
- *Paul* asked if we have spoken with realtors and home financing companies. *Trudo* explained that we have spoken with realtors but not home financing companies.

5. Update on US Ignite Annual Summit (*Barracough*)

Burlington Telecom has approached a number of anchor institutions with the idea of funding a full-time BTV Ignite position. They have approached 9 institutions and have received 9 commitments. There are 1-2 candidates for the position that have been identified. Discussed the Gig Hack, which will occur in five cities including Burlington, which will bring Bill Wallace to town.

Discussed the US Ignite Annual Summit which was attended by *Barracough* and *Patrie*. Briefed committee on Genie infrastructure.

6. Possible Executive Session

MOVE by *Shannon* to find premature knowledge of this information will put the City at a competitive disadvantage, seconded by *Alberghini*. *Unanimous*.

MOTION by *Shannon*, to go into executive session based on the finding, seconded by *Alberghini*. *Unanimous*.

MOTION to adjourn made by *Shannon*, seconded by *Halvorson* at 7:22 p.m. *Unanimous*.