

**ORANGE COUNTY BROADBAND AUTHORITY MINUTES**

**MARCH 13, 2018**

At a Regular Meeting of the Orange County Broadband Authority held on Tuesday, March 13, 2018, beginning at 3:00 p.m., in the Meeting Room of the Gordon Building, 112 West Main Street, Orange, Virginia. Present: James K. White, Chair; R. Mark Johnson, Vice Chair; S. Teel Goodwin\*; James P. Crozier, and Lee H. Frame. Also present: R. Bryan David, County Administrator; and Alyson A. Simpson, Chief Deputy Clerk.

\* Mr. Goodwin arrived at 3:07 p.m.

RE: ORGANIZATIONAL MEETING

RE: APPOINTMENT OF OFFICERS

The floor was opened for nominations for Chair. Mr. White was nominated to serve as Chair. There being no further nominations, the floor was closed.

On the motion of Mr. Frame, seconded by Mr. Crozier, which carried by a vote of 3-0-1, with Mr. White abstaining and Mr. Goodwin being absent, the Authority appointed Mr. White to serve as Chair for the remainder of the term as established in the Bylaws, through such time of the Organizational Meeting in 2019.

The floor was opened for nominations for Vice Chair. Mr. Johnson was nominated to serve as Vice Chair. There being no further nominations, the floor was closed.

On the motion of Mr. Crozier, seconded by Mr. Frame, which carried by a vote of 3-0-1, with Mr. Johnson abstaining and Mr. Goodwin being absent, the Authority appointed Mr. Johnson to serve as Vice Chair for the remainder of the term as established in the Bylaws, through such time of the Organizational Meeting in 2019.

The floor was opened for nominations for Secretary and Treasurer. R. Bryan David, County Administrator, was nominated to serve as Secretary and Treasurer. There being no further nominations, the floor was closed.

On the motion of Mr. Johnson, seconded by Mr. Crozier, which carried by a vote of 4-0, with Mr. Goodwin being absent, the Authority appointed R. Bryan David to serve as Secretary and Treasurer for the remainder of the term as established in the Bylaws, through such time of the Organizational Meeting in 2019.

RE: NEW BUSINESS

RE: APPROVAL OF MINUTES

On the motion of Mr. Frame, seconded by Mr. Crozier, which carried by a vote of 4-0, with Mr. Goodwin being absent, the Authority approved the December 19, 2017 Regular Meeting minutes, as presented.

\* Mr. Goodwin arrived at 3:07 p.m.

RE: PUBLIC INFORMATION AND COMMUNICATIONS PLAN DEVELOPMENT

Chairman White introduced Jenn Eddy of Eddy Communications, and explained that a process had been initiated to engage Ms. Eddy in the development of a public information and communications plan for the Broadband Authority. He turned the presentation over to Ms. Eddy.

Ms. Eddy indicated she would be gathering high-level, strategic input from the Authority on the following topic areas: value proposition; communication goals; target audience; threats; and communication channels. The goal was to ultimately develop and implement a communications plan to manage the information provided to the public, stakeholders, and interested parties.

Regarding value proposition, the Authority discussed the following: affordability of service; availability of service; viability of service; the fact that internet service was no longer a luxury, but a requirement; the efficient delivery of services; the desire to meet educational needs and public safety requirements; integration with the public safety system to serve multiple purposes; phasing of the project; managing expectations and not over-promising; the disinterest in serving as an Internet Service Provider (ISP); and the idea of differing solutions for differing communities.

Regarding communication goals, the Authority discussed the following: provision of the service to taxpayers for their benefit; the fact that the Authority was excited, eager, and informed; the idea that the infrastructure would be provided, but it would take time to develop into a robust system; the fact that internet was similar to any other utility; leveraging the investment for the public safety radio system to provide this service; the need to have a different business model for the County; the increasing demand for service; the need to be able to articulate the Authority's business plan; taking a business-like approach; public safety, education, and economic development components; and the Board's digital citizen initiative.

Regarding target audience, the Authority discussed the following: economic development prospects; realtors; developing the message for different audiences; use of relevant social media and other communication channels; development of a new Broadband Authority website to provide separation and distinction from the County's website; use of television and newspaper advertising; direct mailers; development of a package of information and talking points; and digital ads.

Regarding threats, the Authority discussed the following: legislative changes; management of citizen expectations; rapidly-changing technology; future-proofing; financing; and selecting a business model that allows for expansion.

The Authority discussed the next steps, which included the development of a scope of work and budget by Ms. Eddy, which would later be presented for the Authority's consideration.

RE: OLD BUSINESS  
There were no matters for Old Business at this time.

RE: INFORMATIONAL ITEMS  
There were no Informational Items at this time.

RE: ADJOURN  
On the motion of Mr. Frame, seconded by Mr. Crozier, which carried by a vote of 5-0, the Authority adjourned the meeting at 4:08 p.m.

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James K. White, Chairman

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R. Bryan David, County Administrator