

ORANGE COUNTY BROADBAND AUTHORITY MINUTES

APRIL 24, 2018

At a Regular Meeting of the Orange County Broadband Authority held on Tuesday, April 24, 2018, beginning at 3:45 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.

RE: NEW BUSINESS

RE: APPROVAL OF MINUTES

On the motion of Mr. Frame, seconded by Mr. Goodwin, which carried by a vote of 5-0, the Authority approved the March 13, 2018 Organizational Meeting minutes, as presented.

RE: CONTRACT WITH EDDY COMMUNICATIONS FOR A PUBLIC INFORMATION AND COMMUNICATIONS PLAN

Stephanie Straub, Financial Management Specialist, explained that the Authority had recently participated in an exercise with Jenn Eddy of Eddy Communications to explore the development of a Public Information and Communications Plan for the Broadband Authority. She presented a scope of work for the first year of development, which included press release development, media inquiry, messaging support, and visual identity and website development.

Ms. Straub stated that staff was requesting authority to execute a cooperative contract through Virginia Tech Contract # VTS-733-2018, which would include a contract period of one (1) year under the terms and conditions of the original contract. She indicated that funding was available for the services in the Broadband Authority's budget.

Discussion ensued among the Board regarding: whether or not the services listed in the scope of work would be completed in sequential order; the idea of completing work as needed; developing brand identity; message development as the biggest priority; awareness and support components; and ensuring the work is ordered and completed appropriately.

On the motion of Mr. Frame, seconded by Mr. Goodwin, which carried by a vote of 5-0, the Authority authorized staff to execute a contract with Eddy Communications Corporation for development of a Public Information and Communications Plan for the Broadband Authority for a period of one (1) year, per the terms of the original contract with Virginia Tech.

Ayes: Johnson, White, Goodwin, Crozier, Frame. Nays: None.

RE: OTHER BUSINESS

R. Bryan David, County Administrator, explained that staff had been diligently working on completing the VDOT permits for the fiber install and that a groundbreaking celebration would be planned at an appropriate time.

RE: ADJOURN

On the motion of Mr. Frame, seconded by Mr. Goodwin, which carried by a vote of 5-0, the Authority adjourned the meeting at 3:58 p.m.

James K. White, Chairman

R. Bryan David, County Administrator