



MINUTES OF THE MEETING OF THE
ROWAN COUNTY BROADBAND TASK FORCE
JUNE 20, 2018 8:00AM
ROWAN AGRICULTURAL CENTER, ROOM A

Coop Ext Director Amy-Lynn Albertson, Rowan County IT CIO Randy Cress, Commissioner Judy Klusman, IT Administrative Secretary Jane Moore, Rowan County School IT Clark Poole, Citizen Lee Simmons and Chief Chris Soliz were present.

Randy Cress stated we have some specific tasks. The minutes were sent out and you have a printed copy of the last meeting. I also looked back and realized that the original minutes had not been approved although there was discussion at the last meeting. I would like to see if you want to approve both sets of minutes. Commissioner Klusman made a motion to approve the May 16th meeting minutes and Lee Simmons seconded and motion passed unanimously. You do not have a printed copy of the original minutes but had previously received. Chris Soliz made a motion to approve the original minutes and Commissioner Judy Klusman seconded and passed unanimously.

Randy Cress stated I had sent out a copy of our review for today. I wanted to see if anyone has any additions or deletions to the agenda? There was no addition or deletion.

The primary focus of this meeting is to discuss and review the Broadband Task Force mailing insert. On Monday it was on the consent agenda for the Board of Commissioners meeting for the mailing printing and postage and was approved by the board. We are in the timeframe of looking at our mailing insert that is going to be going out. There had been a copy sent out for review. I will be getting this to the Tax Administrator today barring no changes so April can update and send over. There was no way to put it on a postcard as you can see it is one page back and front. In talking with Kelvin Byrd, Tax Administrator, he states that a lot of people will go online and pay tax bills and with a link they would also complete the survey reducing the amount of paper surveys we get back. That is the reason for the QR link for Survey Monkey and is the reason for it being at the top and prominent. IT will be taking the calls on the surveys. Randy Cress asked Chris Soliz on "What type of community is your residence in, rural or urban, we should be able to determine that with census information with the mailing address. I am not sure we would be able to answer that if a call came in. Chris, are you OK with removing Question 7 considering that? Chris states that he is fine with that as long as we are able to get that information and all agreed. Question 7 will be removed and will also be removed on the online survey.

We did reduce the number of Internet speeds to three and may get some questions on that being do you want a lot or just enough for basics such as email and watching net flicks. We can work with staff on how to answer those questions. This was reviewed by the State Broadband office. They are working with us and facilitating with the provider side so we are taking their recommendations on what is needed and what is working in other counties.

"PLEASE RETURN TO" on the form will be Rowan County IT and in talking with Kelvin Byrd, Tax Administrator, there is a chance the tax office may receive the forms with payments and vice versa IT may receive payments with the survey. They will work with us to send the survey to us and we will work with the Tax office sending payments back to the Tax office. I have also talked with Jeff Hall, Library Director and they will accept surveys at all of the library locations. I don't know that we need to accept at any other locations. It was agreed that library locations would be the only added location.

Recommendation suggested to add "Continue on next page" so we don't receive surveys back that have only been completed on one side.

We have the Purpose and Terms of use and Privacy statement. Randy advised that the survey forms will be going out on Friday, July 6th with the tax bills. The broadband play book suggests mailings be 30 or 60 days but pushing it to 60 days will allow time for forms to be received considering that people will be on vacation and may complete after return from vacation. All agreed that form should be returned in 60 days therefore we September 7th will be date to complete the survey and return. Rowan County IT will take calls at IT main public number re the survey. Randy Cress does not feel call volume will be too high but if it is, will address as needed.

Randy stated that this is the main items that are listed. Name and address to be filled in. If a County other than Rowan County is listed, we will not do anything with the survey. Some taxpayers that are not Rowan County residents receive tax bills. The goal will be that once we start receiving responses, data will be entered so we can work with GIS to start plotting the areas. I have been asked a couple times by the State Broad band Office if we have GIS to plot the areas and we do. GIS will do a good job on this and make it look really good.

Randy advised we will have September 7th entered for the date, have Question #7 removed and add "Continue on next page."

Outreach of the survey will be 55,000 to 60,000 residents. Original cost estimate was \$1,200.00 but Randy Cress asked Kelvin Byrd how we received that good of a deal and when checked it is around \$4,000.00. It would have been \$30,000 for a one off mailing.

The electronic survey will be mobile ready and will be the same information and have Question #7 removed and duration of survey will match the printed form. Does anyone have any suggestions or we will leave it exactly as it is. It will be put on the Broadband page and made

active before we do the mailing. Randy suggested that if committee members live in Rowan County, they go ahead and complete form online so we can tweak if needed. Commissioner Klusman asked how soon this would be up? Randy replied the link is already live but has not been published. We will publish the link the week of July 6th so people will have it when they receive their survey. I can have April Everett, Webmaster, publish on the page that the link is now available. I also suggest that we use social media, and I will have April add it to our social media pages. If you have your own social media pages, publish the link on your social media as you have your own followers. Publish the link that goes to the Broadband page so they can read before filling out the form. Clark Poole states he can talk with Rita Foil about the social media page for the Rowan Salisbury Schools to post. Randy replied that would be great and the more we can spread it around the better. April Everett can contact Rita Foil and Clark advised that Rita is off on Fridays. April can also make a graphic that can be used. Chris Soliz asked if this should also be sent to all Directors asking them to publish on their social media pages. Randy, replied yes that would be great if they have a social media page. Commissioner Klusman said it would be good to send an email to all of the Fire Departments, there is actually a list with every volunteer Firefighter somewhere. Chris replied I have a list and will send it out to all.

Randy states "Let's define more of a timeline, July 6th the mail outs will be mailed. We will be off on the 4th so if you are off, send out between July 5th and 6th. Survey reports for an online report will be easy to run but with mailings being scattered throughout the week it may be on a weekly basis.

Glenn Knox, our appointed rep from the state Broadband office, has moved into more of a technical role. Angela Bailey and Jim Corrin, who will be our contact, go around the state with Broadband. I have advised them this is what we are doing and do you have any suggestions. It was too late for them to be at this meeting but they are excited after talking about the survey. I have looked at the calendar for the next meeting which is July 18th and will be right after the mailing. Do you see anything we need to discuss in July, or do we need to propose not having a July meeting and moving that to August? All agreed.

Jim and Angela may want to reach out to you one on one and get some ideas as they have worked with other counties. Angela is over the entire area and Jim is for our region. I wanted to make sure you are OK if I give contact information and that way they can work with us on next steps and when we are meeting back in August looking at the survey results so we will be a lot more prepared. We will still have a little more time so if we need to do another push for getting the surveys in. We will know what we need to do in the future such as getting Internet providers in or do we need to look at the data and have anything else prepared.

Clark Poole asked if using social media we want social media to send them directly to the online survey. Randy answered they need to go to the Broadband page so they can read the extra information and the page will have survey links showing prominently if everyone is OK with that. The minutes will be on the Broadband page and they can do their own research.

Glenn will be talking with Angela and Jim also and they will reach out to you. They are excited, I think they like to have counties that are doing what we are by having an established taskforce. It gives them a lot of hope that they can get behind. One of the questions was "Can we receive the list of WISPs" and that will be one of the questions I will follow up with.

Lee Simmons asked if anyone has been contacted by any of the carriers on any of the questions. Randy replied there have not been any new since the very first when two carriers that are listed inquired.

Randy states that with looking at not having a July meeting we are looking at August 15th for our next date and asked Amy-Lynn Albertson if the room is available. She replied it is but she will not be available. Amy reserved room for August 15th 8 AM to 10 PM. Randy states State Broadband office should have Jim here and Angela might be able to join us as well.

Meeting adjourned.

Respectfully Submitted

Jane H Moore