

City of East Jordan DDA Special Meeting Minutes

Monday, June 13, 2016

I. Call to Order: 5:31pm

Present: McLeod, Atkins, Cathy, Teske, Miller, Worgress, Baker, Cannon, Russ

II. New Business

- A. Wireless Broadband – Memorial Park, Downtown, other locations
 - a. Cannon presented on City's involvement with Merit Broadband- Merit needs to bore a cable to hook to city hall. Won't be done until September or so. Cost of \$18,000 will be covered by city for physical hookup. Charter has declined running line to city hall leaving Merit as the only option. Charter has run a directional bore stopping at Hall Dental. Merit line would come from the Huntington Bank Parking lot and bore over to City Hall. A delay could arise from obtaining a permit from MDOT to bore under their property. The City is connecting a WiFi signal between Police Station to City Hall. That signal will be used for the summer on the Police Station's Charter account. Once Merit is hooked up in the fall the signal would be switched and Merit would go from City Hall to the Police Station.
 - b. In the long run Merit will provide a higher service signal vs Charter allowing for more expansion.
 - c. Directional boring will be handled by Great Lakes Energy.
 - d. Proposal to DDA- to set up an infrastructure of WiFi in the downtown district allowing for public WiFi as well as possible enterprise through business usage.
 - i. Initial set up is \$22,000
 - ii. Annual fee would be waived for first year for technical support
 - iii. Monthly costs would begin in 2017 and would range from \$80 to \$160/mo depending on amount of bandwidth used. Slower months would result in a lower fee, busier months would bump it. Aspen Wireless can control the bandwidth used in such a manner that it cannot be exceeded.
 - iv. Plans to cover costs could include advertising, different speed levels, or different access levels.
 - e. Teske suggests surveying the downtown businesses to determine if they would use the service or if they are already offering service to their customers.
 - i. Would this attract more visitors to businesses in town?
 - ii. This would provide an alternative to Charter for business access.
 - iii. Merit system has multiple lines coming in, preventing loss of service due to line issues
 - f. The Aspen Proposal given to the DDA includes only the infrastructure to cover the downtown area with a total 9 antennas.
 - g. Atkins proposed waiting to see how the city's experience with Aspen goes and consider setting up for 2017- Teske backed the plan and suggested Baker puts together a survey for downtown businesses.
 - i. We would need to determine what connectivity we could offer to businesses in town.
 - ii. Businesses would need to purchase physical components from Aspen then would pay for service through the DDA
 - h. Investigate the possibility of public WiFi vs offering to businesses.
 - i. Invite Aspen to come present to us exactly what they can offer
 - j. McLeod pointed out the use of public WiFi will often keep his acquaintances in an area for longer times.

- k. Russ pointed out the infrastructure will allow East Jordan to get a little ahead of other communities
- l. Atkins questioned how the clerical costs would breakdown if DDA is providing access to businesses. The proposal right now only covers public access. Any income to come off this plan would be via paypal or something such as that to access higher speeds.
- m. Atkins questioned Aspen's business credentials as due diligence. Cannon got connected to Aspen through the Traverse City DDA who used them for their public WiFi
- n. This proposal would cover the Main St area. When this is implemented it would be possible to expand to the 66 corridor area at a later date.
- o. A poll was taken for a timeline of installment:
 - i. Now: I
 - ii. When Merit Comes In: II
 - iii. Next Summer:
- p. Motion made by Russ to negotiate with Aspen for clarification on proposal and to begin infrastructure immediately following agreement seconded by Dan. Motion passed 6 to 1
- q. Tom will contact Aspen tomorrow.

III. Public Comment

Meeting adjourned 7:05pm

Submitted by Amanda Baker