

**SOUTH HADLEY ELECTRIC LIGHT DEPARTMENT  
BOARD OF COMMISSIONERS EXECUTIVE SESSION VIRTUAL MEETING  
MARCH 24, 2022, AT 5:00 P.M.**

Present for the Board: Chairlman Gregory Dubreuil, Vice-Chair John Hine, Denise Presley, Ron Coutu, Kurt Schenker

Present for SHELLED: General Manager Sean Fitzgerald, Administrative Assistant Kim Mendoza, Financial Manager Michael Conchieri

The open session of the virtual meeting was called to order at 5:00 P.M. by Chairman Dubreuil. It was voted to move into executive session for a fiber financial update, by a roll call vote in open session.

Mr. Fitzgerald gave a brief timeline of the fiber project stating that the Board unanimously voted to approve fiber in October 2018 utilizing SHELLED internal funding. SHELLED then began a five-year fiber construction plan in July 2019. The Board received a financial update in October 2020 and voted unanimously in favor of financing the project with a \$12 million pooled loan through MMWEC's pooled financing program.

Mr. Conchieri gave a presentation showing the long-term financial forecast on the residential telecommunications business, which included installing the AMI system and the construction and operation of the fiber optic system, using a combination of internal and external financing.

As of December 31, 2021, 19 of the 32 fiberhoods were constructed and the project was currently slightly under budget and ahead of schedule. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]


Mr. Fitzgerald gave the Board an update on the Fibersonic trademark situation. He stated that all discussions should remain in executive session until we are ready to rebrand, which should start in the fall. [REDACTED] The timing for the rebrand aligns with new expansion into other towns, which is good timing for our new brand awareness campaign and letting South Hadley residents know that acquiring other towns will not slow the fiber construction in Town. The rebranding agreement with Darby O'Brien includes a new name, which should be ready in 30-60 days. Rebranding should be completed by December 31, 2022.

Mr. Fitzgerald said that the details about legal counsel would remain as executive session attorney client information. [REDACTED]

[REDACTED] Mr. Fitzgerald stated he would inform the Board before going public with the rebranding campaign.

On a motion by Mr. Hine and seconded Mr. Coutu, it was unanimously

VOTED: to adjourn executive session and move to open session, at 5:25PM, by a roll call vote:  
Mr. Hine – aye, Mr. Coutu – aye, Ms. Presley – aye, Mr. Schenker – aye, Mr. Dubreuil – aye.



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Light Board Secretary

Approved: April 28, 2022



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Paul Dobosh, Clerk

Approved to Release with Redactions: March 28, 2024