

**SOUTH HADLEY ELECTRIC LIGHT DEPARTMENT  
BOARD OF COMMISSIONERS EXECUTIVE SESSION VIRTUAL  
JULY 28, 2022, AT 5:15 P.M.**

Present for the Board: Vice-Chair Denise Presley, Greg Dubreuil, Paul Dobosh  
Absent: John Hine, Kurt Schenker

Present for SHELD: General Manager Sean Fitzgerald, Administrative Assistant Kim Mendoza, Financial Manager Michael Conchieri, Marketing/Customer Service Manager Kelly Frazier

Guests: Darby O'Brien, Gainer O'Brien, Joe O'Brien from Darby O'Brien Advertising firm

The open session of the virtual meeting was called to order at 5:15 P.M. by Vice Chair Presley. It was voted to move into executive session, by a roll call vote (see open session minutes).

Mr. Fitzgerald introduced the team from Darby O'Brien Advertising who worked on the rebranding of the Fibersonic name and logo, then briefly reviewed the rebranding process that he and the O'Brien's followed to develop the new FIBERSPRING brand.

Mr. Fitzgerald, Darby and Gainer O'Brien reviewed the 7-8 month process they undertook to find a clean name that passed the exhaustive search parameters and was available to trademark. They had developed over 100 names before they created FIBERSPRING, vetted it, and found it was available.

Joe O'Brien said they were looking for a name that implied an upgrade, expansion (adding 2 towns), and continued growth. There were 20 other names that everyone liked but they were found to not be available after sending them to the trademark attorney.

A concept presentation was displayed with the new logo and conceptual branding for trucks and lawn signs. The next step is to present to the SHELD Staff on August 23<sup>rd</sup> and then to the public at the August 25<sup>th</sup> open session MLB meeting, followed by a town wide promotion campaign.

Mr. Fitzgerald said there was another municipal in Missouri using SpringNet.com for their fiber but he obtained written consent from them to use FIBERSPRING to ensure there would not be any trademark conflicts. He said he has applied for the trademark and SHELD purchased fiberspring.com and fiberspring.org. We need to stop using Fibersonic by December 31, 2022. He said he would present fiberspring to John Hine and Kurt Schenker before the August 25<sup>th</sup> MLB meeting. Mr. Dubreuil said they should probably take a vote in open session on August 25<sup>th</sup>.

Ms. Presley, Mr. Dubreuil, and Mr. Dobosh all approved of the new name and branding.

On a motion by Mr. Dubreuil and seconded Mr. Dobosh, it was unanimously

VOTED: to adjourn executive session and return to open session at 6:00PM, by a roll call vote: Mr. Dubreuil - aye, Mr. Dobosh- aye, Ms. Presley – aye.

Executive session concluded at 5:44 P.M.

A handwritten signature in blue ink, consisting of several loops and a long horizontal stroke, positioned above a horizontal line.

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Gregory Dubreuil, Light Board Secretary

Approved: August 25, 2022