

LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT MARKETING & COMMUNICATIONS COMMITTEE MEETING

November 9, 2020 at 7:00 p.m.

MINUTES

Attending Members

Jane Campbell, Carol Caldwell Edmonds, Charlotte Reber, Lucy Rogers, Paul Warden

Also Attending

Lea Kilvadyova

Call to Order

7:02 pm

Agenda changes & public comment

Jane added discussion of CARES Act Round 2 funding and discussion of CUD outreach platform to the agenda.

No public comment.

Appoint committee chair and minute-taker

Lucy moved and Paul seconded Jane for chair. Vote 4-0-0.

Charlotte agreed to be minute-taker.

Set regular committee meeting date/time

Meetings set to be second Monday of the month at 7:00 for the remainder of the year at least.

Discussion of CARES Act Round 2 Funding

Jane and Lucy as well as others have put together a list of local organizations who can provide immediate connectivity service, several of which are eligible for the CARES funding. The list includes several libraries in member towns as well as both the Lamoille North and Lamoille South Supervisory Unions. A proposal from the CUD on behalf of these organizations could be ready as soon as this week. Paul moved and Lucy seconded that the committee recommend to the Governing Board that we pursue CARES Act Round 2 Funding for the proposals on this list which seem solid at this time. Vote 4-0-0.

Discussion of CUD outreach platform

Rob Fish of the Public Service Department shared in an email that Otter Creek CUD is contracting to build a digital outreach platform which can provide a wide variety of services and resources to CUD residents. Lamoille FiberNet CUD could buy in to this platform using grant funding, provided we pair it with funding spent on outreach and communications. After some discussion, the committee determined that while there might be some gems among the services proposed, the platform overall did not seem like something the CUD necessarily needs. Lucy suggested that the committee should consider the suggested strategy of using Front Porch Forum ads for outreach.

Lucy moved and Carol seconded that we not pursue the platform in the grant, and that we should put grant money towards a marketing strategy. Vote: 4-0-0.

Lucy will contact FPF to learn what the pricing is for county-wide posts.

Questions on update of recent work

None

Pole Survey Press Release

Jane will draft the press release and Paul and Lea will review before release.

A press release will also be drafted for the Feasibility Study. Since the Feasibility Study is technically owned by the LCPC, Lea will check whether the CUD can release a press statement on it or not and get back by next week. If yes, Charlotte will draft a press statement to be reviewed by Carol and Lea.

Press Release Procedures

Jane presented a draft press release template. The content of the template and process for press releases will be determined by the committee at a later date.

Jane was selected as the press contact to be listed on all releases. All press releases will also be posted on the CUD website.

Adjourn

7:58 pm