

# LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT MARKETING & COMMUNICATIONS COMMITTEE MEETING

December 14, 2020 at 7:00 p.m.

## MINUTES

### Attending Members

Jane Campbell, Charlotte Reber, Lucy Rogers, Paul Warden

### Call to Order

7:02 pm

### Agenda changes & public comment

No changes to the agenda. No public comment.

### Approval of previous meeting minutes

Lucy moved and Jane seconded to approve the minutes. Vote 3-0-0.

(Paul arrived after vote.)

### Recent and upcoming communications

Several events were identified as newsworthy and needing communication:

- Public outreach around Stowe's vote to join the CUD – abandoned since the Stowe Select Board was meeting same night to vote.
- Press release on second round of CARES Act funding - Lucy will write, Jane will review, for release by 12/21
- Press release on results of the pole survey – Charlotte will write, Jane will review, for release by 12/28
- Press release on VCF Grant - Jane or Paul will write, Charlotte will review, for publication early in 2021

### Potential "Friends of Lamoille FiberNet" listserv / newsletter

The M&C committee will continue to collect names and emails of people who respond to FPF postings for potential subscriber list. Jane will put the spreadsheet in the LFCUD Dropbox and check in with the rest of the board about collecting names.

Jane will look into updating the website to include a newsletter signup form. Newsletter itself will get discussed again in spring 2021 when the CUD has more news to report.

### Press Release Procedures

The procedure will remain the same as current process, with one person drafting the press release that includes key points and 1-2 others reviewing it. If other board members are involved in writing releases or quotes, final editing rights will remain with the M&C committee. Jane will remain the point of contact on all releases, and will send them out to relevant contacts. The M&C committee will maintain a general list of contacts to send releases to, with alternate or additional contacts to be determined on a case-by-case basis for each release.

The M&C committee is in the process of setting up a six-month subscription to Front Porch Forum as an organization account, which can post twice a month to all towns in the district instead of individual towns. Lucy is setting up the account and will follow up with the committee once it is ready. When the M&C committee decides to make a county-wide post, board members will NOT be asked to make the same post on their town FPFs.

For town postings by board members, the following language was developed for the start of each posting: "I'm posting this as a [town] board member of Lamoille FiberNet." Each posting will end with the standard tagline about LFCUD.

#### **Priority LFCUD communication audiences**

From a list of potential communication audiences, the three top priority audiences were determined to be 1) potential customers, 2) potential funders, and 3) legislators.

#### **Adjourn**

8:02 pm