



LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT MARKETING & COMMUNICATIONS COMMITTEE MEETING

January 11, 2021 at 7:00 p.m.

MINUTES – Approved 2/8/2021

Attending Members

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

Call to Order

7:06 pm

Agenda changes & public comment

No changes to the agenda. No public comment.

Approval of previous meeting minutes

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

(Paul arrived after vote.)

Review of recent committee work and upcoming PR schedule

Recent PR:

- VCF Grant – went out a week ago
- Schools CARES grant – going out tonight (for Front Porch Forum posts, will use grant-funded ads)

Upcoming PR:

- CUD welcomes Stowe as new member – will go out 1/18
- Pole survey completed – 1/25
- Future grants – TBD
- Business plan completion – TBD

Lamoille FiberNet value proposition

The committee discussed which features of Lamoille FiberNet make it unique compared to other ISPs in the region.

Key strengths which were identified include LFCUD being local, not-for-profit, and committed to all addresses.

Customers' priorities were identified as access, high speed, reliable, affordability.

What differentiates us from our competition: we are not looking for profit, and we seek to include every address.

The committee also identified a need for defining high-speed and making it understandable in layman's terms. Carol will draft a write-up to the Executive Committee by end of day 1/14, based on the discussion and the committee's conclusions; other committee members will review and submit additions/corrections to Carol by end of day 1/16.

Adjourn

8:02 pm.