



LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT MARKETING & COMMUNICATIONS COMMITTEE MEETING

March 18 at 7:00 p.m.

Meeting location: Zoom

MINUTES Approved 4/12/2021

Attending Members

Jane Campbell, Carol Caldwell-Edmonds, Chris Foran, Charlotte Reber, Paul Warden

Call to Order

7:00 pm

Agenda changes & public comment

No changes to the agenda. No public comment.

Approval of previous meeting minutes

Paul moved and Carol seconded to approve the minutes. Passed without opposition.

Recent committee work and upcoming committee work

March FPF PR

- Starlink testing survey has been posted
- Paul has written an In Memoriam post for Lea which is ready to post

Upcoming PR:

- Vendor case statement - needed for the Partnership Task Force (Vendor Task Force to be renamed at next board meeting) with a clear and consistent list of features for when they are talking to ISPs. Their next meeting is 2nd week of April.
- In memoriam piece for Lea for the website - Paul will send copy of his FPF piece to the rest of the M&C committee to review / adapt.
- Business plan – not complete yet.
- Chart of internet options and which are available by area in CUD towns – suggested by Carol, who will also draft.
- Broadband options defined – the Tech Committee has put together a spreadsheet of definitions, Charlotte will draft from this by 3/31.
- 100/100 importance – Chris will draft by next week.

Review/Revise draft Public Relations Policy

Jane has written up a PR Policy. Some minor changes were made during discussion to clarify policy with regard to social media and to ensure that board members will clearly state when they are expressing personal opinions rather than representing Lamoille FiberNet's view. Carol moved and Paul seconded to approve the Public Relations Policy as printed with these corrections. Motion passed 5-0-0. The policy will be sent to the governing board to vote on adoption at the next regular meeting.

2021 Committee Goals and Timeline

The following goals were identified for the M&C committee:

- Gather/utilize data on take rate (across CUD and by town)
- 2x posts a month (interviews, PRs, Front Porch Forum, etc).
- Newsletter
- Legislators - Give official input x3 during each legislative session, keep them up to date on CUD's activities, keep current with specific data

Adjourn

7:45 pm, Paul moved to adjourn, Charlotte seconded. Passed without opposition.