



## LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT MARKETING & COMMUNICATIONS COMMITTEE MEETING

**February 8 at 7:00 p.m.**

**MINUTES Approved 4/12/2021**

### **Attending Members**

Jane Campbell, Carol Caldwell Edmonds, 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**

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

### **Recent committee work and upcoming committee work**

We now have 140 people on our email list now.

We also have two Front Porch Forum paid postings to make each month; Jane will check on deadline for postings and whether they are limited by month.

Upcoming possible PR:

- CARES Act deadline extension – waiting for details from Rob Fish
- Future grants – none currently known
- Business plan completed – should be completed a week from today; do PR after board reviews the plan.

The Technology Committee is doing initial work on technology definitions, which they will then give to the M&C Committee for putting into layperson terms.

Carol volunteered to write a draft of a “What is a CUD?” PR piece. Jane will share with her a basic primer she wrote for VCUDA for reference.

### **Lamoille FiberNet value proposition revisions**

Paul asked if the value proposition was intended to be public or not public; Jane said it was intended to be a conceptual touchstone for communications and any and all board members to

reference when trying to succinctly explain the CUD and its goals to people. It may or may not end up being used verbatim in our communications. Jane also noted that revising the mission of the CUD is slated for the February board meeting, and that the committee's value proposition could be helpful in that discussion.

The committee reviewed the feedback from the Executive Committee on the value proposition developed by the M&C Committee at the last meeting:

- "Future-proof" possibly too vague, can be defined on website but left out of value proposition.
- "Affordable" has many meanings and can't be guaranteed; perhaps "as affordable as possible."
- "Symmetrical" requires explanation, will be defined on the website.
- "Universal access" – key feature, but unclear currently if this will be reflected in the finalized business plan.
- "Public service" – key feature, exact terminology to be used unclear

Final value proposition to send to the Executive Committee: "Lamoille FiberNet: Using our local voice to bring reliable, high-speed symmetrical internet to every address in Belvidere, Cambridge, Eden, Hyde Park, Johnson, Morristown, Stowe, and Waterville – as soon as possible. Serving community, not profit."

### **Adjourn**

At 7:55 pm, Carol moved to adjourn, Paul seconded, approval was unanimous.