



**LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT  
MARKETING & COMMUNICATIONS COMMITTEE MEETING  
May 10 at 7:00 p.m. via Zoom  
DRAFT MINUTES**

**Attending Members**

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

**Other Attendees:** Teelah Hall

**Call to Order**

7:03 pm

**Agenda changes & public comment**

No changes to the agenda. No public comment.

**Consent Agenda**

- Approval of 4/12/21 meeting minutes
- June meeting site

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

Jane said that a site had been identified in Morrisville for an on-site meeting location beginning next month. For the time being, the M&C committee members will take turns being the person on-site at the location.

*Teelah Hall joined at 7:08.*

**Committee 2021 Goals and Upcoming Work**

Upcoming PR:

- Carol will hold off on her piece on ISPs until timing becomes more appropriate.
- House version of H.360 (adapted from VCUDA PR piece) – Jane will draft for first May piece.
- Importance of upload speeds – Charlotte will draft by late next week for second May piece.
- DPS capacity building grant (if we have any news on this by end of May).
- Other possible pieces:
  - Who's who on the CUD (post 5/11 election)

- Line extension information

Plaque for Lea: Paul has draft and design / quote which is within planned price range. Any edits from the committee should be emailed to him.

#### **Recommendations re survey platform**

Chris has been investigating possible platforms but was not present at the meeting to give his recommendation. JotForm, SurveyMonkey, and Google Forms were discussed as possibilities; since LFCUD will soon switch to Google Workspace or similar, the committee decided to table the decision.

#### **Recommendation re newsletter platform**

Charlotte investigated pricing and features for several platforms and recommended MailChimp. Carol seconded this recommendation and urged use of the \$15/month plan in order to access its analytics features.

Paul will look into templates for a newsletter for the next meeting. Jane will reach out to Larry about having a credit card for the CUD for services such as this which require one.

#### **Social Media**

Carol says she doesn't see this as a manageable workload for the committee to take on at this point, and all agreed. Following discussion, the committee will revisit the question next year.

#### **Adjourn**

7:48 pm, Paul moved to adjourn, Carol seconded. Passed without opposition.