



**LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT  
MARKETING & COMMUNICATIONS COMMITTEE MEETING  
April 12 at 7:00 p.m. via Zoom  
MINUTES Approved 5/10/2021**

**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 2/8/21 and 3/18/21 minutes**

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

**Committee 2021 goals and upcoming work**

Plaque for Lea: Paul will adapt language from website for plaque and will reach out to LCPC to see if they'll be willing to house it on behalf of the CUD until we have our own physical space.

**Upcoming PR:**

- 100/100 posted for first April PR
- Broadband options defined – Charlotte will draft by next week for 2<sup>nd</sup> PR piece in April
- Internet options available by area – Carol will draft for 2<sup>nd</sup> PR piece in May
- First PR piece in May – leave open

**To do:**

- Charlotte will research options for digital platforms for the newsletter, including which ones include a survey component. Jane will check in with webmaster about which options integrate best with WordPress.
- Chris will look into digital survey platforms

**Committee Quorum**

Lucy will be unable to attend M&C meetings until the legislative season wraps up and offered to step down temporarily if it would make it easier for the committee to form a quorum. Committee discussed and agreed that not having a quorum has happened rarely enough it is not a concern.

### **Proposed Budget Revisions**

- The FPF paid posting subscription was for only six months and is up soon; ask for \$2,000 in revised budget to renew it.
- \$1,000 for printing postcards: USPS Every Door Direct Mail
- Newsletter platform
- Survey platform
- Print/radio ads
- Which social media to use? Future agenda item

### **Adjourn**

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