



LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT
MARKETING & COMMUNICATIONS COMMITTEE MEETING
May 10 at 7:00 p.m. via Zoom
MINUTES – Approved 6/14/2021

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.