



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

June 14, 2021 at 7:00 p.m.

Location: Held via Zoom

MINUTES Approved

7/12/2021

Attending Members: Jane Campbell, Carol Caldwell-Edmonds, Teelah Hall, Charlotte Reber, Paul Warden

Also Present: Christine Hallquist

Call to order

7:00 pm

Agenda changes & public comment

Addition: Communications plan for the ED search

No public comment.

Consent agenda

- Approval of 5/10/21 meeting minutes

Paul moved and Carol seconded to approve the minutes. Motion carried.

Communications plan for ED search

Jane provided a list of potential places to advertise for the ED position. Local papers and the Fiberoptic Association were suggested as additions to the list. Pricing needs to be determined for a number of these:

- Indeed.com – Paul
- VT Digger – Carol
- LinkedIn – Christine
- Seven Days, local papers – Jane

Both of our sponsored FPF posts for July will be used to advertise the position as well.

Teelah Hall joined the meeting at 7:18.

July meeting site

Still not confirmed. Christine will follow up with the Hyde Park town office and Paul will follow up with NVU-J about space.

Committee chair

Jane Campbell asked the committee to consider whether she should continue to serve as the M&C Committee Chair when she is now also the Governing Board Chair. She also has concerns about the workload of filling both positions. Carol and Paul expressed that they felt it was actually a benefit to the board for a single person to fill both roles in terms of serving as a public spokesperson.

To take workload off of Jane, the following Board Chair tasks have been delegated to committee members:

- Charlotte - Posting agendas and minutes
- Carol - Responding to the emails that come to info@lamoillefiber.net.
- Charlotte - Entering new contacts in our system (currently a spreadsheet).
- Teelah - Posting FPF posts and distributing press releases, and entering in our PR Calendar.

Committee 2021 goals and upcoming media work

Upcoming PR:

- June #2 – New board - Jane
- July #1 – Executive Director
- July #2 – DPS Grant or ED Search?

After reviewing the NEK mission statement and goals, the committee decided to review LFCUD's mission statement and value proposition by next meeting to determine any changes that need to be made.

Adjourn

Motion to adjourn at 7:49. Paul moved, Carol seconded. Motion carried.