



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

Sept. 13, 2021 at 7:00 pm

Location: Green Mountain Support Services, 93 James St., Morrisville, VT

DRAFT MINUTES

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

Attending Non-Committee Members: Val Davis, Stephen Friedman

Call to Order: 7:00 pm

Agenda changes & public comment: None

Consent Agenda:

- Approval of 8/9/2021 Minutes
- Updates

Carol moved to approve the consent agenda as written. Paul seconded. Passed unanimously.

Committee 2021 goals and upcoming work

- Front Porch Forum – Jane proposed next two posts be (1) Wolcott joining the CUD and (2) Val Davis hired as Executive Director, putting Val’s PR later in case he/we receive requests for interviews. General agreement.
- Newsletter – do we want to start in September as originally planned? Carol suggested waiting until we have a partner; can’t get money until we have a partner and until we have money we can’t really start. General agreement – tentatively in January – or sooner if partner selected before then.
- Selectboard presentations – Previously discussed the Governing Board members should meet with their Selectboards to update and them (using PowerPoint). Jane proposed the M&C Committee serve as the prod if presentations do not happen in timely manner, i.e., by the end of October. Board members to notify Jane when they have met with their Selectboard.

Budget Needs

- 2022 budget for Lamoille FiberNet is being drafted.
- MailChimp – discussed whether to purchase service with current DPS Pre-Construction grant; Jane suggested holding off until we launch newsletter. Agreed.
- Ideas beyond MailChimp, PPF, Postcards?

- Discussed direct mail postcards – Carol had success with this method in Belvidere. General agreement this is a good way to reach the under- and unserved population.
- Newsletter – Jane: print edition as well as electronic? General agreement on using both digital and printed.
- Teelah suggested budgeting for online ads – Facebook, Google, etc.
- Val suggested rather than trying to nail down every possible detail, that we budget so the money will be available when needed, whatever the avenue, and if we don't spend the grant funds, they can be returned. Suggested \$10,000 - \$15,000. General agreement.

PowerPoint

Developed for general use when presenting to Selectboards, etc., customizable as needed.

Carol has updated the mission statement in one version, will update in latest version.

Jane added the “ask for first refusal” slide – asking towns to consider Lamoille FiberNet if funding broadband.

Reviewed/revised “Progress in Stowe” slide for Stephen’s presentation to Stowe Selectboard. Stephen will verify content, especially bullets related to Stowe Access and CCI. Teelah will work on improving the graphic.

Op-Ed Article

Written by Stephen, intended for *Stowe Reporter*, etc. as follow up to Selectboard presentation, to inform and get people thinking about conduit needs and possible solutions.

Jane reviewed and made edits, inserting “Lamoille FiberNet” rather than LFCUD for branding and reworking to suggest Stowe residents contact Stowe Access or Consolidated directly for information, rather than contacting Lamoille FiberNet.

Carol asked about conduit costs – Stephen will verify whether costs shown are for pipe or pipe plus installation, etc.; will also verify Stowe Access installation charges.

Stephen asked whether Lamoille FiberNet has a legal (because of funding) or political (public relations) obligation to serve as an outreach “conduit” for all things broadband. Jane did not recall any such wording related to legislative funding. Both Carol and Stephen relayed anecdotes where they had gathered information and then directed people in the right direction to find answers – earning the gratitude of their neighbors. Val suggested that rather than trying to stay on top of broadband installations in all the member towns and serving as a direct source of answers, we could let it be known that we are a community resource with industry contacts and knowledge and are willing to help direct people to where they can find answers -- even if it is regarding competitive service. All agreed and generally discussed that our goal is to get everyone connected, regardless of the actual provider. How to let this be known? Possible FPF postings, by board members in various towns.

8:10 Motion to adjourn, Carol. Paul seconded. Passed unanimously.