



**LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT
MARKETING AND COMMUNICATIONS MEETING
February 14, 2022 at 7:00 p.m.
Location: GMSS, 93 James St, Morrisville, VT
APPROVED MINUTES**

7:04 pm Call to order: Jane Campbell called meeting to order

7:04 Roll call: Jane Campbell, Carol Caldwell Edmonds, Teelah Hall, Charlotte Reber,

Paul Warden Other LFCUD members attending: Val Davis

7:05 pm Agenda changes & Public comment: No agenda changes or public comment.

7:07 pm Approve Minutes: Carol moved to approve January 10, 2022, minutes, Paul Warden seconded. All in favor.

7:06 pm Updates (Report): No comments or questions regarding the report

7:06 pm Committee's current and upcoming work: The LFCUD did both January posts but since one was late it counted as February instead. Next post will advertise our staff position and for the one following. Val is writing a post focusing on a training for Fiber Technicians. The fiber training application deadline is in April. Charlotte will write a post focusing on the Speed of Light for an early March post.

7:10 pm Survey to collect potential subscriber info: Jane Campbell stated that if the survey is created and sent out then it would use almost the entire CUD advertising budget for the year, if the current obligations are included. This budget also includes advertising for job positions. Based upon Val's earlier conversation with VCBB, he believes that it would be possible to get additional advertising funding if the CUD depletes its current funding sooner rather than later. Carol brought up the fact that a Belvidere survey from 2020, was completed. She does not want the residents of Belvidere to become disinterested with the LFCUD due to the repetitive surveys. The committee feels that the survey should not be sent out too soon prior to connecting residents to the service. The committee will check back in April/May about when to send the survey out and will then use the info that Paul and Val compiled re survey questions and Town Clerks. Teelah noted that paper mailers usually get 3% return, and that we will also want to distribute the survey locally.

7:17 pm New corporate identity: A new logo will be implemented. The committee would like a simple combination logo that focuses on local community. A blue and green color scheme and sans Serif font will be used. Jane displayed a few samples that survey respondents were most attracted to. Carol does like the example that Val created; others felt it was too residential or too reminiscent of the Windows logo; it would cost \$100 to officially use the assets in the design.

The design will need to be tweaked but the committee feels it is a good starting place. There needs to be the inclusion of commercial/small business into the logo. Committee members will create other samples or contact graphic design firms for samples on a pro-bono basis. All sample designs are due April 1st.

7: 29 pm Changes to Public Relations Policy: Jane Campbell brought up edits she would like to make to the Public Relations Policy. These edits will create a more focused policy and give the executive director more authority over communications. Jane will take this policy recommendation to the Executive Board and will put it on the Board Agenda for March. Paul Warden motioned to approve; Charlotte seconded. All in favor.

7:37 pm Meeting adjourned: Meeting adjourned by unanimous consent.