



**LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT
MARKETING AND COMMUNICATIONS MEETING
March 14, 2022 at 7:00 p.m.
APPROVED MINUTES**

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

7:04 Roll call: Carol Caldwell-Edmonds, Teelah Hall, Charlotte Reber, Paul Warden

Other LFCUD members attending: Jane Campbell, Val Davis

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

7:07 pm Approve Minutes: Carol motioned to approve February 14th, 2022, minutes with changes noted by Jane in the packet, Paul warden seconded. All in favor.

7:06 pm Updates (Report): Val advised that there was no significant feedback from the press release. Largely positive feedback from legislators. Received a concerned letter from Stowe Cable. Val and Sean did an interview with VPR. Val received an email from Rick Rothammer and responded politely.

7:10 pm Front Porch Forum. Val will post press release and then the article on "The Speed of Light". Pending post for early April on the VCBB fiber training workshop and will repost that article in early May.

7:20 pm Reminder to board members to reach out to their town select boards for reappointment at April's select board meetings. Jane proposed that we draft talking points for select boards.

7:40 pm - Val is to post press release activity to the press calendar, Work on press release for our Google Fiber ISP partnership, Teelah will work on the Google press release, Teelah is also working on a website refresh. We will also plan on arranging interviews with major outlets.

7:50pm. Val will reach out to Google to find out if there will be an interface we can use and will also ask to see if we can review any marketing materials.

7:55pm Logo, Carol Caldwell Edmonds was contacting Great Big Graphics about a “donated” logo design. Teelah Hall was going to ask some of her associates to work some designs up. New logo ideas will be shared and we will go over them at the next MC Committee meeting .

8:00pm Meeting adjourned. Carol Caldwell Edmonds made the motion to adjourn, Paul Warden seconded. All voted in favor.

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.

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. 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.

Meeting adjourned: Meeting adjourned at 7:37 pm