



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

Location: Remote -

Meeting packet is available from info@lamoillefiber.net upon request.

Approved Minutes

April 11, 2022, at 7:00 p.m.

7:00 pm Call to order: Jane Campbell called meeting to order.

7:01 pm Agenda Changes & Public Comment: Teelah requested adding discussion of Conferences to agenda. No additional requests or public comments.

7:00 pm Roll Call: Jane Campbell, Carol Caldwell Edmonds, Teelah Hall, Paul Warden. Other Lamoille FiberNet members attending: Val Davis.

7:02 pm Approve Minutes: Paul moved to approve March 14, 2022 minutes; seconded by Carol. All in favor; no abstentions

7:03 pm Approve Agenda Changes: Teelah moved to accept Agenda with addition of discussion on Conferences; Paul seconded. All in favor; no abstentions.

7:04 pm 2023 Committee Chair: Jane reminded members of upcoming reappointments of committee assignments in May. Jane announced she would like to stay on the committee but will step down as Chair and requested recommendations. Committee discussed time commitments, every-other month meeting schedule, possibility of co-chairs. Jeff Tilton and Carol Caldwell Edmonds were identified as potential candidates as chair or co-chairs. Val noted Paul wanted to remain on Marketing Committee and Executive Committee.

7:05 pm Updates

- Jane noted that agenda identifies an FYI list of items (selectboard reports, newsletter roll out, logo, marketing strategy). Val reminded committee members to schedule



meetings with their Selectboard for reappointments and complete forms. Jane requested further comments and update on publicity in Cambridge.

- Val and Teelah updated committee on Cambridge FPF posts and presentation to Cambridge Economic Development Committee. Principal concerns raised related to local incumbent ISPs. Val Davis, Sam Lotto, and Teelah Hall represented LFCUD. Answered questions raised by Cambridge resident Larry Wycoff and Committee members. Cambridge Committee Chair noted appreciation for effort to answer questions, the work that has been done and excitement for the work going forward.
- Jane noted that the Board should anticipate continued and increased flak from multiple sides on a range of issues as Lamoille FiberNet progresses, including the ISP decision and the speed to build the network. Val offered to prepare and circulate Q & A that addresses common questions and concerns for Board members' use.
- Val and Teelah will present to Cambridge Selectboard on April 19.

7: 10 pm Logo Rollout:

- Reviewed graphics supplied by Great Big Graphics, a local business, and discussed entries from Hatchwise, a graphic crowdsource site. Carol raised the value of supporting local businesses, such as Great Big Graphics. Jane reiterated the criteria: modern and simple combination logo. Members discussed likes and dislikes of fonts, similarities to Northwest FiberWorx, and ways in which images could be interpreted or misconstrued. Consensus narrowed to Tree (Great Bug Graphics) and House with Fiber (Hatchwise) with tweaks.
- Jane recommended surveying board members and 5 people (per each committee member) who are not part of the CUD world. Carol recommended surveying the board ahead of general meeting then voting on it at the next Board meeting. Jane asked Val to put on the April 27 Board Agenda.
- Val will add logo discussion to Governing Board agenda and reach out to both Hatchwise and Big Graphics to instruct on revisions to fonts, etc. and get revised logos. Teelah will prepare poll while waiting for final logos. Further discussion on fonts for both logos, and adjustments to the Tree.

7:38 pm FPF & Media Posts

- Jane opened discussion of upcoming FPF posts and newsletter articles. Val is drafting FPF posts for April to inform all communities what LFN is doing, one on fiber speeds and one on Fibertech workshop. Discussion on ideas for May posts – including Fibertech workshop, ISP partnerships, logo announcement and new website and newsletter design.



- Teelah discussed timing and progress of website launch with potential branding guidelines, then presented mock-up of main page/web design with tagline, which received positive comments from all committee members. Committee members also recommended considering same font for the logos.
- Discussed timing for launching late April or early May and the need for updated graphics and information, Q & A about steps for building network. Discussed need to maintain momentum and regular quarterly newsletter publication schedule, and need for distribution on social media (Facebook, Twitter, Instagram). Discussed resources and responsibilities for maintaining. Discussed whether to delay launch of newsletter with new logo until ISP is named.
- Val raised need to reach and inform people who are not online because these are the people we want to reach; asked if print and mailing would be considered quarterly. Cost is not in budget; estimated at \$6,000 to print and post. Discussed opportunity to target mailings to people in build area to inform them what's happening. Leaving paper copies in Town Clerks' offices is also option. Discussed postcards or mailing inserts. Jane summarized consensus of leaning towards quarterly MailChimp Newsletter with smaller targeted printings, when needed.
- Discussed launching social media and newsletters together or separately. Noted previous discussions considered social media launch later in 2023. Discussed concerns of keeping material fresh, logistics. Jane summarized consensus that original timing of later social media is preferred. No formal decision needed.

8:01: Committee's current and upcoming work: Jane noted that Selectboard reports had already been discussed. Opened discussion on Marketing Strategy. Members discussed ways to hone message and mission in anticipation of selecting an ISP. Discussed ways to explain, appropriate analogies and need for talking points. Paul requested, and Jane agreed to circulate, current talking points.

8:07 pm Conferences (Additional Agenda item)

- Jane opened discussion on conferences; Teelah shared list of upcoming conferences April through July. Noted Rhode Island Fiber Broadband Association conference on April and potential for scholarships and recommended someone attend. Val noted that Lamoille Fibernet had joined the Association and that he was planning to attend. It is an opportunity to network and have discussions about technologies. Protocols and procedures, including operations and maintenance companies.
- Carol recommended sharing conference schedule with whole Board. Jane noted that she had inquired if any conferences were available as webinars and will let people know what she learns. Val offered to share what information and resources are made



available by FBA. Jane recommended that such resources be electronically available for Board member education.

8:15 pm PR Plan: Jane noted PR plan for the ISP announcement, which is part of Marketing Strategy, was not discussed yet; recommended postponing until May meeting because the group had already decided that the launch was pushed back. Teelah circulated a draft and will recirculate for comments at May Marketing & Communications Committee meeting.

8:16 pm Adjournment: Noting the end of the agenda, Jane reminded committee that new members and new chair will be elected at May (second Monday) meeting. Teelah moved to adjourn; Paul seconded. All in favor; no abstentions.

8:17 Adjourned.

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