



**Marketing & Communications Committee Meeting**

**May 9, 2022, at 7:00 p.m.**

**Location: Online Virtual Meeting Only**

**Minutes- Approved 6/16/2022**

**7:00 Call to Order:** Jane Campbell called the meeting to order.

**7:01: Agenda Changes:**

Carol moved and Teelah seconded a motion to delete the agenda item of 2023 Committee Chair since co-chairs were appointed at the recent Governing Board meeting and add an agenda item of Meeting Schedule. Approval was unanimous, no abstentions.

**7:01 Roll Call:**

**Committee Members Attending**

(V=Present and Voting, P=Present, A=Absent)

<b>P/V</b>	<b>Representative</b>
V	Carol Caldwell-Edmonds
V	Jane Campbell
V	Teelah Hall
V	Charlotte Reber
V	Jeff Tilton
A	Paul Warden

**Other Lamoille FiberNet attendees:** Val Davis

**Public/Guests:** none

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**7:03 Approval of 4/11/2021 meeting minutes**

Teelah moved and Carol seconded approval of the minutes with the revisions shown in the additional meeting information that was sent to committee members. Approval was unanimous, with Charlotte and Jeff abstaining.

**7:04 Updates:**

The committee discussed recent mentions in local newspapers and affirmed a media strategy that will educate the public on Lamoille FiberNet's goal of creating an open network that fosters competition and provides value to community members. Other talking points could be:

- congratulations to Stowe Access on their continued build out, providing service in their region,
- the federal funds will only be used to reach un/underserved and will only be used for overbuilding as needed to reach those areas,
- private funding will be used to help the state meet its long-term goal of everyone have 100/100 service,
- in the case of Stowe, other options were explored yet the town wanted to be a part of the CUD effort,

- Stowe access or any other company can also operate on the network.

The committee also discussed the fact that, even though it's not the CUD's intention to be disruptive, Lamoille FiberNet's network will likely provide competition for existing providers.

### 7:11 Media Releases/Posts

Plan for upcoming media outreach is in the table below. The committee also noted that:

- Lamoille FiberNet may need to launch a presence on social media platforms sooner than planned.
- Front Porch Forum tends to be a hit or miss approach to outreach.
- Lamoille FiberNet may need to upgrade its Front Porch Forum level (Val will research costs) or ask Governing Board members to post individually to boost the CUD's presence for the ISP announcement.
- The community-wide survey will be revisited in the future.
- If Google Fiber agreement is finalized, we may need to work with them on marketing/outreach.

Release Date	Item	Who	Deadline
Early May - FPF	Treasurer position posted	Val	5/15/22
Late May	Open w GF announcement (if final and board approved), then do educational post on who we are, what we're doing, etc. <i>(See below for big media push re ISP announcement.)</i>	Carol CCE	5/26/22
Early June	GF announcement, (if final and board approved), plus repeat of educational post on who we are, what we're doing, etc.	Carol CCE	TBD
Early or Late June, depending on GF announcement - FPF	Comprehensive training opportunities via State Colleges	Val (he's on the training task force)	TBD

### 7:30 Rebranding

Late May - Rebranding	Update all letterhead, reports, templates, etc.	Lisa	5/13/22
	Design/Buy office signage	Val	5/13/22
	Website refresh – install Atahualpa	Val	5/13/22
	Website refresh - complete	Teelah	5/13/22
	PowerPoint Template	Val	5/13/22
	Prep newsletter for launch	Teelah	5/13/22

### 7:32 Newsletter

- The newsletter will be quarterly, and its priority audience will be community members who are un/underserved in terms of internet access within our 5800 addresses.
- The newsletter will include "read more" links to additional content on the website.
- The newsletter will be both electronic and, to better achieve our 40% take rate, will also be hard copy, and it will be augmented by hard copy postcards and posters regionally targeted when the CUD will soon offer service in that region.
- The printed materials will be widely distributed (Town Clerk offices, laundromats, libraries, general stores, etc.).
- The contact list will be kept in MailChimp rather than the current spreadsheet.

**7:38 Potential PR Plan for Launch**

Noting that the yellow highlighted items in the plan would be finalized when the ISP agreement is finalized, the committee made the following changes to the PR Plan that was included in the meeting packet:

- Include the AP in the public outreach.
- Include Town Clerks in the MailChimp contact list
- Val, not Larry, will contact other potential partners
- Val or MCC Co-Chairs will finalize the plan and distribute talking points to governing board members
- Include outreach for interviews with Val (VPR, WLVB, WCVT, WDEV, NVU Station; WPTZ, WCAX)

**7:39 Media Relations Policy Revision**

Carol moved and Jeff seconded a motion to recommend to the Governing Board to change the Media Relations Policy so that anywhere that "Governing Board and committee members must make it clear when expressing their own public opinion" appears, it will change to "Governing Board, committee members **and staff** must make it clear when expressing their own public opinion." Approval was unanimous, with no abstentions.

**7:51 Media Relations Procedures**

The committee reviewed the procedures and, reiterating the point that every public document needs proofing by a second person, determined no changes were needed. It was noted, however, that governing board members have different understandings of how the CUD is using OneDrive and Sharepoint.

**7:59 Meeting Minutes**

The committee agreed to return to volunteer minute-taking, with Jane as minute-taker, to help focus Lisa's time on other documentation.

**8:01 Meeting Schedule**

The committee's regular meeting schedule may change; Jeff will reach out to Paul and will create a Doodle poll if needed.

**8:06**

Jeff moved, Charlotte seconded to adjourn. Unanimous in favor, with no abstentions. Meeting adjourned 8:06 pm.