



Marketing & Communications Committee Meeting

August 18, 2022, at 5:30 pm

Location: Virtual Only

Minutes – Approved 10/19/2022

5:31 pm Call to Order: Jeff Tilton called the meeting to order.

Committee Members Attending
(V=Present and Voting, A=Absent)

| P/V | Representative |
|-----|----------------------------------|
| V | Carol Caldwell-Edmonds, Co-Chair |
| V | Jane Campbell |
| A | Teelah Hall |
| V | Charlotte Reber |
| V | Jeff Tilton, Co-Chair |
| V | Paul Warden (joined at 6:06 pm) |

Other Lamoille FiberNet attendees: Val Davis

Public/Guests: none

5:31 Agenda Changes & Public Comment

No public comment or agenda changes.

5:32 Approval of minutes July 21, 2022

Jane moved to approve minutes; Charlotte seconded. Approval was unanimous.

5:32 Communications and Communication Plan Update

- Milestones: if the direction of our progress changes, we should draft talking points, mostly for the Governing Board and Town Managers. On Tuesday, Val, Lisa and Sean will start drafting the talking points, and Val will send the draft to the Marketing & Communications Committee before sending it to the Governing Board or Town Managers.
- Website: Jeff drafted a website proposal; committee members should review and give feedback by September 8, 2022.
- FPF and other Resources: We've gotten good responses to our early August post which announced that we are looking for board members. Late August post will be on the 8/25 presentation by Val, Christine Hallquist and Rob Fish at the Gihon Meeting Hall on the process of deploying fiber in Vermont — the meeting will be streamed to give the public greater access. Ideas for posts in September or the future:

- The flow of federal dollars into the State and CUDs
- “Your Internet: How fast is fast enough?” to educate the public on speeds and what users can/can’t do with the various speeds. This post also could help community members who are getting fiber from other ISPs, as the households are trying to understand which speeds/packages they need (for example, Mansfield Community Fiber recently offered service in Waterville, Belvidere and North Cambridge).
- Late October: warn the public meeting for the budget presentation
- Q4 annual public forum: by statute, the budget needs to be sent to the town Selectboards by October 21st, then presented in a public hearing on or before November 15th. The presentation could be a PowerPoint or PDF that includes an Executive Summary and/or briefly recaps our progress in addition to presenting the budget.

6:10 Meeting Wrap-up & Adjourn

Carol moved to adjourn; Charlotte seconded. Approval was unanimous, with no abstentions.