



Marketing & Communications Committee Meeting

October 12, 2022, at 6:00 pm

Location: Virtual Only

Minutes – Approved 10/19/2022

6:00 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
V	Teelah Hall
V	Charlotte Reber
V	Jeff Tilton, Co-Chair
V	Paul Warden

Other Lamoille FiberNet attendees:

Public/Guests: none

6:01 Website Firm Selection

The committee discussed which content can be discussed in public and which should be in Executive Session.

6:05 Motion

Paul moved to go into executive session to discuss contracts, the premature disclosure of which might put the CUD or the firms at a disadvantage and in that executive session should be all of the current attendees. Carol seconded the motion; motion passed unanimously.

6:51 The Executive Session resulted in these questions for Jeff to ask the top web design firm contender:

1. Annual WordPress Service Contract (Post Launch): is that an annual fee?
2. How many plug-ins might we need (and ballpark costs), e.g.,
 - a. Having social media posts automatically show on our site
 - b. Having newsletter archives automatically (or manually) show on our site
3. Why is hosting so expensive?
4. How many comps will we get to see?
5. What are the annual costs post launch?
6. Is the SSL included in the hosting?
7. How much of the current website would be included in the migration?
8. Will we be able to use the staging site too?

The committee outlined the process that will be used for the website redesign:

1. Jeff will reach out to the top contender with the committee's questions, then he will report to the committee.
2. Pending committee final approval of the contender, the committee will then recommend its web vendor selection to the Executive Finance Committee (EFC) for approval.
3. Once there is EFC approval, the committee and Val will review/approve the draft comps, then a smaller working group will continue to work with the web vendor to complete the project.

6:57 Adjournment

Jane moved to adjourn, Paul seconded, motion passed unanimously.