



Marketing & Communications Committee Meeting

October 19, 2022, at 5:30 pm

Location: Virtual Only

Minutes – Approved 11/16/2022

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

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

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 (arrived at 5:58)

Other Lamoille FiberNet attendees: Val Davis

Public/Guests: none

5:32 Agenda Changes

There were no agenda changes needed.

5:34 Public Comment

There was no public comment.

5:34 Approval of Prior Meeting Minutes (8/18/22, 10/12/22)

Jane moved to approve both sets of minutes as presented, Charlotte seconded, motion passed unanimously.

5:35 RFQ for Website Services

Jeff referred to the Four Nine web firm's responses to the committee's questions, noting that the WordPress fees, although high, could not be decreased. After their discussion with Jeff, Four Nine sent an updated proposal, which Val signed and sent today.

Jeff further noted that we will assemble a working group to work directly with Four Nine (most likely during business hours). Jeff will poll Four Nine and committee members on their availability, and all agreed the working group should include Val plus two others. Although the proposal included stock images, Val will ask Fabian to take photos of town halls, Mt. Mansfield, etc. while he is traveling around the county.

All agreed that we need to outline (for Four Nine) what makes Lamoille FiberNet unique and that our “Not for profit” aspect is the key differentiating point.

5:49 Marketing and Communications Plan Update and Discussion

Budget Reports & Updates

The update that accompanies the budget that is being sent this week to the towns is not intended for the town reports. Val will add report deadlines like this to the Outlook calendar for reference in future years.

Town Meeting Reports

Val is researching deadlines for Town Meeting Reports, and December 15th appears to be the earliest deadline. Therefore, Val will send the town reports by December 1st, and he also will individualize the reports so each town can see the portion of our work that will be for their specific town.

Front Porch Forum — Posts

Our FPF contract ends December 31, 2022. We did not submit postings in September, and postings cannot be carried into the following month(s). For October, Val will post a) an announcement about the public budget meeting and b) the “Things are happening” post. Jeff suggested setting regular deadlines for the posts.

Val offered these ideas for future posts:

- **ACP affordable connection program**
The nonprofit EAB (Equal Access to Broadband) is being created and is seeking federal funds, and the VCBB will allocate funds to the nonprofit. CUDs are likely to also be asked to contribute to EAB to help their customers submit the necessary applications. Lisa has data showing the number of qualified potential ACP applicants in each town. (We will do this post once we have service and/or when EAB is launched; we will also list ACP and EAB as resources on our website.)
- **Your Internet: how fast is fast enough**
This post could include Moore’s Law – the rate of change in technology is speeding up exponentially and could also include Nielsen’s Law concerning bandwidth requirements for homes, e.g., by 2025-2027, two gigabits will be required for the higher resolution TVs and multiple connected devices likely to be in each household. It could also include why connection speed benchmarks keep changing, e.g., from 25/3 to 100/100, etc.
- **Who’s getting what where when**
This post could explain the flow of federal dollars into Vermont, service thresholds, classifications, etc., and that our CUD is working to use the funds as efficiently as possible and to keep pricing down for our communities.
- **Great internet doesn’t come cheap**
This post would focus on why it’s expensive to build high speed internet, why it takes so long, how does it get built, and will it be affordable.
- **Website launch**
When our new website is ready, we will announce it in an FPF post.

Front Porch Forum — Contract Renewal

It was noted that although we can purchase individual FPF ads or ask board members to post in each town, all agreed that we should renew the same FPF contract for the next six months; even though it has limitations, it generates a great deal of response. Committee members also agreed that we need to add social and other digital media, and that our new website will use WordPress plug-ins that can populate website content to social media or vice versa.

Social Media

All agreed that we need to establish our Twitter, Facebook and Instagram handles now, even if we don't use them immediately, and that since the handles are also marketing tools, Jeff will ask Four Nine for help with setting up the handles. Once we launch our social media, we will need a vendor to handle our social media for us, to ensure it is both fresh and responsive. Our newsletter will also be a tool for both outreach and website content.

6:33 Wrap Up and Adjournment

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