



Marketing & Communications Committee Meeting

June 16, 2022, at 6:00 pm

Location: Virtual Only

Minutes – Approved 7/21/2022

6:10 pm Call to Order: Carol Caldwell-Edmonds called the meeting to order.

Committee Members Attending

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

P/V	Representative
V	Carol Caldwell-Edmonds, Co-Chair
V	Jane Campbell
A	Teelah Hall
V	Charlotte Reber
A	Jeff Tilton
V	Paul Warden (arrived 6:10)

Other Lamoille FiberNet attendees: Val Davis

Public/Guests: none

6:11 pm: Agenda Changes & Public Comment

No agenda changes.

6:13 pm Approval of 5/9/2022 meeting minutes

Charlotte moved and Jane seconded approval of the minutes. Approval was unanimous, with Paul abstaining.

6:14 pm Schedule Update for Key Milestones

Val reported that:

- we are in the second round of RFP responses, working with three finalist responders, who have until the 20th to respond – final contract to be completed July 7, 2022.
- Today we receive an almost final version of the ISP agreement we are negotiating, and the final version will still take some time.
- Lisa is working with compliance and by middle of next week, we should be caught up with our financials.

6:17 pm Communication Plan Update

Press releases & postings

Final ISP contract will need board approval, and it probably won't be ready until the late July Front Porch Forum posting. The committee agreed on these topics for upcoming FPF posts:

June 18	Good things take time (explanation of our current progress and the upcoming steps needed for design and construction, which may start in Oct/Nov)	Val
Late June	New staff position (if June 22 nd Governing Board approval)	Jane
Early July	Fiber to be delivered in August; and our help for NEK's need for fiber (include storage and logistics, e.g., reels of .5 to 1 mile/each, and we need 800 miles total).	Val

Other article ideas:

The committee also discussed the possibility of a posting to help the public to understand the term "overbuild," but decided there are better posting ideas. As part of that discussion, Val noted that if other vendors leased fiber to Lamoille FiberNet, we could provide service sooner, but in his estimation, that is unlikely to happen.

Talking Points Presentation

Carol offered to update the generic PowerPoint presentation for discussion at our July 21st meeting. In the meantime, Paul will use Val's upcoming article for a Johnson Selectboard update on June 20th.

Communication Materials/Media – Photography, Video, etc.

The committee agreed that all committee members could use their phones and cameras to take photos and upload them to the Teams [photo folder](#). Val said that if you are 200' from a public road, you can take a photo and use it without model releases as long as the photo is not for advertising. Discussion points included needing model releases, rules for including children in photos, and whether newsletters, website, etc. would be defined as advertising. All agreed more research, and possibly model release forms, are needed before the committee asks governing board members to contribute photos.

Website Updates

The committee agreed to table this topic so it could be discussed when Teelah is present.

Committee Structure and Priorities

The proposed committee changes would slightly change the Marketing & Communications Committee responsibilities. The committee agreed to table this agenda item until the proposed changes are finalized.

Jane moved to table the Website Updates and Committee Structure and Priorities agenda items until a future meeting. Paul seconded, and approval was unanimous, no abstentions.

6:47 pm Meeting Wrap-up and Adjourn

Jane moved to adjourn, and Charlotte seconded. Unanimous approval; and meeting adjourned 6:47 pm.