



**Marketing & Communications Committee Meeting**

**November 16, 2022, at 5:30 pm**

**Location: Virtual Only**

**Minutes – Approved 1/18/2023**

**5:33 pm Call to Order:** Jeff called the meeting to order.

**5:31 pm: Agenda Changes & Public Comment**

No changes to the agenda; no public comment.

**5:34 pm Roll Call:**

**Committee Members Attending**

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

**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 6:03*)

**Other Lamoille FiberNet attendees:** Val Davis, Lisa Birmingham

**Public/Guests:** none

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**5:34 pm Approval of 10/19/22 meeting minutes**

Jane moved and Charlotte seconded approval of the minutes. Approval was unanimous, with no abstentions

**5:35 pm Website Redesign – RFQ and Contract Update**

Mock-up number two was the committee's top choice, with some elements from the number one mock-up. FourNine's mock-up designs focused on accessibility and function, and overall, they also preferred elements of number two. The ability to change the banner seasonally may also be a decision factor on which layout to use (mock-up number two may be easier to do this). Carol noted that the WiFi watermarks on the photo could be misinterpreted. Val noted that a local farm photo like Foote Brook Farm would be more appropriate.

Jeff will update FourNine on the committee's discussion and he will also ask them what the cost and impact on the website timeline would be to redesign the logo (each web design firm Jeff spoke with

assumed a logo redesign was needed), although the basic color scheme will likely remain. He will also let them know that while the committee preferred the number two layout, they preferred the number one content's emphasis (meetings, reports, mailing list) rather than service goals and operating principles.

Our current FourNine contract is for the first year of design and hosting. The FourNine contract needs to be amended to have the addenda required by the State, and to also include clarifying items recommended by Elijah from Primmer Piper (e.g., a cap on the pricing of the annual costs, schedule of service, appropriate levels of insurance). Val will work with FourNine on the amended contract.

6:03 pm Paul joined the meeting, and Jeff noted that from now on the Marketing & Communications Committee meetings will begin at 6:00 pm.

### **6:00 Review of VCBB Match program materials, planned outreach, advertising, other materials**

#### One-Pager

- Needs to clarify some of the terms (e.g., “service drops,” “distribution network”).
- Val will also add a sentence to clarify that the town's contribution can be \$10,000, \$20,000 or any amount up to \$100,000 and that it will be matched by VCBB funds on a 1:1 basis.

#### Timing of Outreach

The request needs to be submitted by May 2023. Also, some communities may have already allocated their ARPA funds or may be about to allocate their ARPA funds. Therefore, we will:

- contact each town to research the town's current ARPA funds allocation and to also research their town's pressing needs,
- send each town the letter now and request an invitation to present to their Selectboard. In our presentations for those meetings, we can:
  - help tailor the presentations to each town's needs,
  - include each town's Governing Board representative in the presentation/meeting, and
  - give concrete examples of what the funds could achieve (e.g., with an average cost of \$500 per drop, a combined \$5,000 contribution will connect 100 low-income households).

Val will give the Executive Finance Committee an update on the committee's decision in tonight's meeting.

### **6:23 Front Porch Forum— Potential Next Posts**

- *First November Post*: Enjoy your holidays – we're in the middle of an RFP process and about to make major decision on a partner. (Jeff to draft and work with Carol Caldwell Edmonds on the piece.)
- *Second November Post*: The flow of federal dollars into Vermont's rural broadband — who's getting what and for which regions and the served and unserved in our region. (Val will draft.)
- *Other Ideas*:
  - Our next shipment of fiber is getting ready to ship.
  - A piece on Moore's law of technology & Nielsen's Law, to show the increasing need for high speed broadband.

### **6:40 pm Meeting Wrap-up and Adjourn**

Jeff updated Paul on the website redesign discussion. Carol moved to adjourn; Jane seconded. Unanimous in favor. Meeting adjourned 6:40 pm.