



**Marketing & Communications Committee Meeting
January 18, 2023, at 6:00 pm**

Location: 31 Lower Main St., Morrisville, VT 05661

Minutes – Approved 2/15/2023

6:03 pm Call to Order and Roll Call: 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 6:10)

Other Lamoille FiberNet attendees: Val Davis, Lisa Birmingham

Public/Guests: none

6:03 Agenda Changes - None

6:04 Public Comment - None

6:04 Approval of November 16, 2022 Minutes (No December Meeting)

Jane moved to approve the minutes as presented, Charlotte seconded, motion passed unanimously.

6:08 Unfinished Business – Items from November Meeting

- Accessibility of PDFs
 - If we use the new templates, we should include Alt-Text
 - When we upload photos or images for the website or presentations, we should include Alt-Text
 - Jeff will ask Four Nine what staff/volunteers need to do to ensure accessibility.
- Front Porch Forum:
 - Renewal — The committee had already decided to renew FPF in its 10/19/22 Marketing & Communications Meeting.
 - Next FPF Posts
 - First January post: “How Fast Is Fast Enough” (Val)
 - Second January post: Our most recent fiber delivery (Val)

- Successive posts: need ideas and authors for other posts (once we have a partner, we can have a standard post encouraging people to become customers).
- Next steps: By Feb. 25th, each committee member will send Val some ideas for posts and will assist with writing; Jane can also help with writing.

6:13 2023 Priorities and Responsibilities – Update and Discussion

- Website
 - Four Nine is still working on the website’s Round Two draft.
 - We still need to find/provide stock images.
 - The committee discussed which template would work best on mobile.
 - The Four Nine invoice was paid in the 2022 budget; the 2023 budget still has about \$18,000 remaining for Advertising/Communications/Marketing.
- Outreach Plan – Local ARPA Funds for non-standard drops (deadline is May 2023 to receive matching funds)
 - Member towns are still having discussions about ARPA funds; most Selectboards are busy with drafting their budgets for Town Meeting.
 - Our letter to towns has not yet been sent.
 - Different towns have different ARPA contacts/committees.
 - Next steps: We will ask Board Members to contact each town’s ARPA contact by February 1. We can commit to using each town’s ARPA funds, and the VCBB matching funds, only for their community.
- Other initiatives or communication materials
 - Legislative update will likely not be needed soon. VCUDA hired Matt Coda as a legislative liaison, and our CUD and the other CUDs have sent VCUDA an update report to be included in a compiled VCUDA report.
 - Also, at the end of January, all the CUDs will be present at the State House (VCUDA coordinated this).
 - Our last fiber delivery arrived, and it needs to be moved to VEC’s Newport yard (Val is working on getting it moved).

6:43 Wrap-Up and Adjournment

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