



Marketing & Communications Committee Meeting
March 15, 2023, at 6:00 pm
Location: Online Virtual Only
Draft Minutes

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
A	Paul Warden

Other Lamoille FiberNet attendees: Lisa Birmingham

Public/Guests: none

6:03 Agenda Changes

Carol suggested we include in (External Communication Tools) an exploration of a tool such as Constant Contact, and also a discussion of social media and hiring an intern to do our social media.

6:03 Public Comment - None

6:05 Approval of February 15, 2023 Minutes

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

6:06 Local ARPA Funds Outreach Materials, Schedule

- Jeff and Lisa verified that the phone number (802-696-9025) on the ARPA one-pager is correct.
- In the meetings re the ARPA match, it's been helpful to note that we have only 60% of the needed funds.

- Lisa is drafting a “dos & don’ts” sheet for these meetings and will send it by noon on 3/16.
- The towns that haven’t yet set a meeting date to review the ARPA match are:
 - Eden (Jane will follow up with Carey)
 - Stowe (Stephen told Lisa he’d like to wait)
 - Belvidere (They have formed an ARPA Committee, and Carol plans to meet with them.)

6:08 Discussion of external communication tools

- CUD Contact List
 - The contact list to date has been stored in a spreadsheet, and although the info@ email address was initially monitored, the monitoring lapsed for several months.
- Newsletter and Social Media
 - A newsletter app will manage our contact lists, subscribes and unsubscribes. Our previous research in 2021 settled on MailChimp for our newsletter app. Jane will get the Mailchimp login from Teelah, import our contacts and update the newsletter template and send a test newsletter to committee members before we send it to our current mail list. We will need to pay \$13/month for the Mailchimp account that allows for three admin accounts (Jane, Charlotte and Carol).
 - All agreed that any newsletter should be reviewed/approved by someone with a marketing background before sending.
 - Neither Mailchimp nor Constant Contact seamlessly sync with Teams but the committee agreed to stay with Mailchimp.
- Communications Intern
 - We will explore bringing on a Communications intern to:
 - Handle social media and newsletters (Carol offered to mentor the intern, and Carol and Lisa will draft the internship project and job description).
 - Coordinate and manage FPF posts.
- FPF posts
 - March Posts
 - Lisa will post the piece Jeff wrote on the Apprenticeship Program.
 - Lisa will also revise the VCBB piece about digital equity and post that for March.

6:48 Website finalization/updates/go live date

- FourNine is currently transferring the content to the new website.
- Lisa will research whether the old draft minute PDFs need to be uploaded to Sharepoint; Jane will remove the old PDFs from the current website backend (and if needed, will upload them to Sharepoint).
- Our new website will go live in May or June (ideally sooner rather than later), after committee review.

7:03 Committee Governance

- Committee meeting date
 - The committee’s third Wednesday meetings were set to align with the Executive Finance Committee meetings, which have changed to the second Wednesday of the month.

Therefore, Marketing/Communications Committee meetings will now be held on the second Wednesday of the month, from 6:00-7:00, starting with April.

- Committee Chair/Co-Chair position after election
 - Jeff will ask Paul if he'd be willing to Co-Chair the committee with Carol.

7:09 Wrap-Up and Adjournment

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