



**LAMOILLE FIBERNET COMMUNICATIONS UNION DISTRICT
MARKETING AND COMMUNICATIONS MEETING
February 14, 2022 at 7:00 p.m.
Location: GMSS, 93 James St, Morrisville, VT
DRAFT MINUTES**

7:04 pm Call to order: Val Davis called meeting to order

7:04 Roll call: Carol Caldwell Edmunds, Teelah hall, Charlotte Reber, Paul Warden

Other LFCUD members attending: Jane Campbell, Val Davis

7:05 pm Agenda changes & Public comment: No agenda changes or public comment.

7:07 pm Approve Minutes: Carol motioned to approve January 10, 2022, minutes, Paul warden seconded. All in favor.

7:06 pm Updates (Report): No comments or questions regarding the report

7:06 pm Committee's current and upcoming work: The LFCUD did both January posts. Val is writing a post focusing on a search for Fiber Technicians. Jane Campbell says that will go live as soon as its ready. Charlotte will write a post focusing on the Speed of Light. The Fiber Technician Training deadline is in April.

7:10 pm Survey to collect potential subscriber info: Jane Campbell stated that if the survey is created and sent out then it would use the entire CUD advertising budget for the year. This budget also includes advertising for job positions. Based upon Val's earlier conversation with VCBB, he believes that it would be possible to get additional advertising funding if the CUD depletes its current funding sooner rather than later. Carol brought up the fact that a Belvidere survey from 2020, was completed. She does not want the residents of Belvidere to become disinterested with the LFCUD due to the repetitive surveys. The committee feels that the survey should not be sent out too soon prior to connecting residents to the service. The committee will check back in April/May about when to send the survey out.

7:17 pm New corporate identity: A new logo will be implemented. The committee would like a simple combination logo that focuses on local community. A blue color scheme and sans Serif font will be used. Jane displayed a few samples that people were most attracted to. Carol does like the example that Val created; it would cost \$100 to officially use the assets in the design.

The design will need to be tweaked but the committee feels it is a good starting place. There needs to be the inclusion of commercial/small business into the logo.

7: 29 pm Changes to Public Relations Policy: Jane Campbell brought up edits she would like to make to the Public Relations Policy. These edits will create a more focused policy. Jane will take this policy recommendation to the Executive Board and will put it on the Board Agenda for March. Paul Warden motioned to approve; Charlotte seconded. All in favor.

Meeting adjourned: Meeting adjourned at 7:37 pm