

MARKETING AND COMMUNICATIONS MEETING
January 10th, 2021 at 7:00 p.m.
Location: GMSS, 93 James St, Morrisville, VT
DRAFT MINUTES

7pm Call to Order: Jane Campbell called the meeting to order.

7:01pm Roll Call:

Carol Caldwell-Edmonds, Charlotte Reber, Paul Warden, Teelah Hall

Other members attending: Val Davis

Public/Guests: none

7:01pm Agenda changes & public comment: Move logo design to first item on the Agenda.
 Jane added "February Meeting" to the Agenda.

7:02 pm Consent Agenda:

1. Approval of 12/13/2021 Minutes

7:03pm Approve Minutes: Jane pointed out that Val Davis was not listed as attending and that our goal is to begin using MailChimp and not researching Constant Contact and MailChimp.

Teelah Hall motioned to approve minutes, Paul Warden seconded. All voted in favor.

7:06 pm Updates: Jane asked about Mansfield Community Fiber. Val responded to them. Teelah has not yet reached out to communities about doing presentations to select boards, but she will be doing that before the MC meeting.

7:10 New Logo: Waiting for Teelah to change the survey forms to be sent out to the community for their input on what the logo should represent. Teelah will edit survey and send to Jane to be sent to community members.

7:13 Upcoming FPF Posts - Val will submit article on Elmore once VCBB approves. Upcoming articles are "What is a CUD", "Speed of Light" and potential releases about partnerships.

Potential articles include updates on the VCBB and VCUDA and what they are. Val is going to talk with VEC and see if we can do an article about VEC storing our fiber. Carol Caldwell-Edmonds will write about the VCBB and VCUDA for early February.

7:23 Collecting Subscriber Information – This was initially going to be a survey form but after discussion we are going to put up a web page for people to respond. We will collect their current internet speed, address, nearest pole etc. Val will work on the logistics of getting the form together. We also need to mail out cards to unserved. Val is looking into mailing costs. We will contact town offices so people can drop off their survey cards.

7:47 Next Meeting : Next meeting scheduled for Jan Feb 14. Agenda items will include "Survey", Logo work. Website Refresh, Change our Media Policy. Articles for Feb and March.

7:51 Meeting Wrap-up and Adjourn

Paul Warden moved to Adjourn, Carol Caldwell-Edmonds seconded and all in favor. Meeting adjourned 7:51 pm.