



Marketing & Communications Committee Meeting
April 12, 2023, at 6:00 pm
Location: Online Virtual Only
Minutes – DRAFT

6:00 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	Charlotte Reber
V	Jeff Tilton, Co-Chair
V	Paul Warden (<i>arrived at 6:12 pm</i>)

Other Lamoille FiberNet attendees: Lisa Birmingham

Public/Guests: none

6:00 Agenda Changes - No agenda changes were proposed.

6:00 Public Comment - None

6:00 Approval of March 15, 2023 Meeting Minutes

Jane moved to approve as submitted, Carol seconded, motion passed unanimously.

Vision, Mission and Strategy Statements – P. Warden, Discussion

Proposed:

Our Vision: Every home and business in our territory will be connected to fast, reliable internet service.

Our Mission: To prioritize access to unserved and underserved addresses to symmetrical, high speed, and affordable internet service — as soon as possible.

Our Strategy: To use grant funding and public/private partnerships to finance the construction, operation, and maintenance of a cost-effective, robust, and sustainable network, while providing oversight and leveraging our resources to serve our communities' current and future connectivity needs.

Our Credo: Serving community, not profit.

Jane moved to recommend the updated Mission, Vision, Strategy and Credo statements to the Governing Board, Carol seconded, motion passed unanimously.

FPF Posts: April (2), May (2) – Prioritize content, delegate responsibility

- Return to schedule of FPF posts on the 1st and 15th of each month (first April post was submitted today).
- Can use ChatGPT for writing posts.
- Potential Topics for near future posts:
 - April 15: How reliable internet can help seniors live independently — Jeff
 - May 1: TBD
 - May 15: TBD
 - All committee members will add potential topic ideas to the “Potential Topics” Sharepoint document.

Website Update

The committee discussed potential changes to the draft pages for the new website, noting that the menus need to be user-centric and noting that the (upcoming) newsletters should be on the website. Jeff will pass the feedback on to FourNine.

Wrap Up and Adjournment

Jeff moved to adjourn, motion passed unanimously.