



**Marketing & Communications Committee Meeting**  
**April 12, 2023, at 6:00 pm**  
**Location: Online Virtual Only**  
**Minutes – Approved May 10, 2023**

**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

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**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 1<sup>st</sup> and 15<sup>th</sup> 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.