



Marketing & Communications Committee Meeting

May 10, 2023, at 6:00 pm

Location: Virtual Only

Minutes – Approved 6/14/2023

6:00 pm Call to Order: Jane Campbell 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, Co-Chair
A	Bradley Horstman
V	Jeff Tilton
V	Paul Warden

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 April 12, 2023 Minutes

Jeff moved to approve the minutes as presented, Carol seconded, motion passed unanimously.

Paul joined the meeting after the April minutes were approved.

6:05 Planning for Partnership Announcement – Outreach, Protocols, Board and staff support
Discussion potential executive session

Jeff moved to enter executive session, as premature general public knowledge would clearly place Lamoille FiberNet CUD at substantial disadvantage, re: discussion of our contract with potential ISPs. Paul seconded; motion passed unanimously.

Jane moved that in that executive session should be Carol Caldwell-Edmonds, Jane Campbell, Jeff Tilton, and Paul Warden, and Lisa Birmingham and any other board members who show up to the meeting while we are in executive session. Carol seconded; motion passed unanimously.

6:27 Executive session ended. Co-Chair Jane Campbell explained that no action was necessary as a result of the executive session.

FPF Posts:

- May 1: (Late) Announcement of ARPA matching funds pledges from member towns – Paul
- May 15: Report on the Lamoille FiberNet Annual meeting, welcome new board members – Carol
- June 1: The newly elected Chair/Vice Chair of the Lamoille FiberNet Board – Jeff
- Date TBD: Meet our staff – Jane

Website Update

Jeff updated the committee on the progress of the website, based on his conversation with FourNine staff. The site should be ready for a soft launch and review by Tuesday May 16th. Designers said to allow 48 hours for full functionality. Jeff is completing the FAQ; the committee members agreed to review the site and send feedback to Jeff.

Intern positions

Jane opened a general discussion about internships that the Marketing and Communications Committee would design to assist with: initiating our social media presence and the new website launch (summer); and then work on the expansion and growth of our online presence (fall). Carol is drafting the position descriptions and members gave specific ideas about the skills and requirements they see as essential for the intern positions.

Board Meeting Report — Committee Highlights

- The rollout of the PR plan
- ARPA: we'll have submitted the ARPA matches
- New website

Next Committee Meeting – Agenda

(keep meetings on the second Wednesday)

- Newsletter
- FPF posts
- Social Media
- Outreach with Vendor A
- Internships

6:57 Wrap Up and Adjournment

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