



Marketing & Communications Committee Meeting

June 14, 2023, at 6:00 pm

Location: Online Virtual Only

Minutes – Approved 7/12/2023

6:02 pm Call to Order and Roll Call: Carol Caldwell-Edmonds 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, Matthew McCabe

Public/Guests: none

6:02 Agenda Changes - No agenda changes were proposed.

6:00 Public Comment - None

6:00 Approval of May 10, 2023 Meeting Minutes

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

ISP Announcement and Outreach – Selectboard Updates

MOU conversations went well in Johnson, Cambridge and Morristown, and Waterville’s also went fairly well, with some criticism. Randy is meeting with his Selectboard this evening, and Morristown will discuss their letter of support on June 20th. Carol will email the board, asking them to give feedback regarding their towns’ responses to the Marketing & Communications Committee as soon as possible.

FPF

- i) Premium or Basic Ads: The committee will ask the intern to research and make recommendations on Front Porch Forum's premium or basic ads.
- ii) June 15th post — Jane will draft a post on the VCBB's listening sessions, based on the VCBB's press release (VCBB will also accept comments after the deadline; VCBB is also trying to schedule a session in Eden, so the post will add "keep an eye out for a listening session in Lamoille").
- iii) July 1st — Jeff's piece on officers (ready)
- iv) July 15th — fall intern position (Carol CE)
- v) August 1st — fall intern position or partnership announcement

Newsletter

- i) Timeline for newsletter launch — all agreed the first newsletter will focus on our partnership launch.
- ii) Integration with website — we will post our newsletters as news items with a consistent icon ID for "newsletter news."
- iii) Integration with Teams — we either need another app or we can work to integrate it into Teams. Jane will follow up with Carol F. re integrating it into Mailchimp.

Social Media

- i) The social media soft launch has been done.
- ii) Social Media Retention: if our social media content is marketing related, it will need to be archived. Only transitory social media may be deleted. We will rely on the social media platforms to archive our posts, although our news posts and newsletters will continue to be archived in SharePoint as well as on our website, with the assumption that eventually we will delete the really old news/newsletters from our website (and FPF does not archive beyond one year).
- iii) Integration with website:
 - a. Facebook and Instagram are integrating as they should but right now, Twitter is not able to integrate into our website. FourNine is working with Twitter on a solution.
 - b. Jeff has been keeping our social media up-to-date, using content from other CUDs, VCBB etc. He will continue our social media until we are ready to transfer the admin credentials to the intern. We will need a protocol that ensures the credibility of the source of any content we post.
 - c. A Facebook Page, i.e., their business account, requires a personal account to set up the Facebook Page (it's currently Jeff's but the personal account can change).
 - d. Lisa will ask the intern to contact other CUDs and research the ins and outs of setting up a Facebook Page for our CUD.

Summer and Fall Internship Update

- i) Carol revised the summer internship job description: she deleted the references to starting/launching our outreach and she added references to using analytics and expanding our outreach.

- ii) Lisa gave a review of the applications we have received to date. She will ask applicants how they found out about the position.
- iii) The outreach for the position included Handshake as well as board members' individual outreach.

Website — Next steps and responsibilities

- iv) The intern will have the main responsibility for adding items to the website.
- v) We will need to decide who'll post minutes, agendas, news items, etc.
- vi) Lisa will ask the intern to set up a Yost account for SEO (the old website had Google analytics turned off due to the off-putting nature of the "cookies notice").
- vii) Lisa will renew our domain registration's annual fee and set it to auto renew with a credit card.
- viii) Perhaps Bradley or Matt can help with website data analysis.

Board Meeting Report Highlights

- i) ISP Announcement and Updated Talking Points (MC Comm members working on talking points will briefly meet after the June 21st Governing Board meeting).
- ii) Website
- iii) Intern Update

Next Committee Meeting

July 12th will be the next MC Committee meeting.

Wrap Up and Adjournment

Jane moved to adjourn, Paul seconded, motion passed unanimously.