



Marketing & Communications Committee Meeting

July 12, 2023, at 6:00 pm

Location: Virtual Only

Minutes – Approved 8/9/23

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
V	Jeff Tilton
V	Paul Warden
A	Bradley Horstman

Other Lamoille FiberNet attendees: Lisa Birmingham, Executive Director; Cameron Kennedy, Intern
Public/Guests: none

6:03 Roll call & Welcome Cameron

Jane Campbell introduced the Marketing and Communications Intern, Cameron Kennedy, who will work with the Marketing and Communications team and the Lamoille FiberNet staff this summer. Cameron is a college student, lives in Vermont, and has experience working with social media as used by professional organizations, as well as writing for the web and print publications.

6:03 Agenda Changes: none

6:03 Public Comment: none

6:04 Approval of June 14, 2023 Minutes

Paul Warden moved to approve the minutes as presented, Carol Caldwell-Edmonds seconded, motion passed unanimously.

(Jeff Tilton joined the meeting)

6:05 Outreach

FPF

- July 15th — fall intern position (written by Carol C-E, Jane to post)
- August 1st — partnership announcement (Consolidated Communications Inc.'s Communications team will be drafting and LFCUD will also have input)

- August 15th — repeat fall internship position announcement
- Recommendation to ED: Premium or Basic Ads -- Lisa and Cameron will investigate what value the premium ads offer. Lisa will determine which to use and pay FPF by end of the month.

6:10 ISP Announcement

- Timing -- Discussion included the following: Consolidated/Fidium must approve content and timing of announcements. CCI (Consolidated Communications, Inc.) has a communications person, Nicole Elton, whom our M&C committee may contact directly. Lisa pointed out that we do need to ensure the message is from a local perspective and includes information about Lamoille FiberNet's role in the partnership. We will reach out to stakeholders as specified in our internal PR plan timeline after our talking points and FAQ are reviewed by CCI's PR.
- Drafts
 - Presser (Jane/Cameron drafts, Lisa must approve)
 - Social (Jeff/Cameron drafts) Discussion of social media platforms and their integration to the website; consensus to use Facebook, Instagram, and Twitter.
- Newsletter
 - Revise the website subscribe form (add autoreply, link to Mailchimp) -Jane/Cameron
 - Goal is to set up the "subscribe to our newsletter" form on the website so that it is linked to our MailChimp account.
 - Anyone who fills out the form will be added to MailChimp contacts.
 - Jeff will contact FourNine about our favicon; he said he can also ask about the newsletter sign-up form.
 - Import/tag current contacts into Mailchimp - Jane/Cameron
 - Send test newsletter to board - Jane/Cameron
- Send newsletter quarterly after the initial ISP announcement—Lisa and CCI must approve content.

6:22 Twitter/Thread:

- Discussion about which to use:
 - Twitter cannot yet integrate with the website, so it is not automatically posted in the social media feed.
 - Thread, as a newer social media option within Facebook's tools—may have smaller audiences. Consensus to set up a Thread account so it will be ready to use, but to focus on Facebook, Instagram, Twitter.
 - Lisa cautioned that we need to ensure that keeping up with all social media posts remains sustainable over time. She also pointed out that the ISP partner will drive media outreach for customers to sign up.
 - Cameron shared insights about his use of both Thread and Twitter. Thread is so new it is too soon to understand its reach/strengths. Twitter is established and the # facility helps spread the word fast and easily.
 - Jeff pointed out the value of having a direct-from-customer input via Twitter/Thread so we hear about concerns.
 - Cameron suggested keeping a catalog of brief Twitter length posts for easy posting to keep content fresh.

6:38 Next Steps and Responsibilities (Jane/Cameron)

- Next FPF posts (Jane/Cameron)
- Newsletter prep (Jane/Cameron)
 - get contacts set up in MailChimp
 - Get newsletter to Nicole at CCI for review

- Jane to review timeline with Nicole

6:42 Board Meeting Report Highlights (Jane/Cameron)

- Welcome Cameron
- Wait on ISP announcement to contact stakeholders
- Outreach to legislators
 - Paul will draft the letter of support to be circulated to the list of senators for Lamoille FiberNet's area by 8/7/23.
 - Discussion about having one board member responsible for calling with the "ask" for a letter of support for the Lamoille FiberNet grant, which legislators then send on to the VCB. However, any board member is free to contact legislators to offer comments or express interest.

Next Committee Meeting will be on Wednesday, 8/9/23 at 6 PM.

6:50 Wrap Up and Adjournment

Jeff Tilton moved to adjourn, Paul Warden seconded, motion passed unanimously.