



Marketing & Communications Committee Meeting
August 9, 2023, at 6:00 pm
Location: Virtual Only
Draft Minutes

6:01 pm Call to Order: 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
V	Jeff Tilton
V	Paul Warden
A	Bradley Horstman

Other Lamoille FiberNet attendees: Cameron Kennedy, Intern; Matthew McCabe, Board Member
Public/Guests: none

6:01 Agenda Changes & Public Comment

Paul joined the meeting at 6:30 pm

Jeff suggested adding a website update, hearing no objection, Carol approved adding that update.

6:03 Approval of Minutes July 12, 2023

Jeff moved to approve the minutes, Paul seconded; motion was passed unanimously.

6:06 Upcoming Outreach:

Legislators' letter of support:

- Outreach has been completed; letters were due to VCBB by 8/7. Carol noted that the effort to generate letters was successful.

FPE:

- August 15th FPF or before 8/31: Grant approval & Cameron asks board members to post re fall intern position on FPF and their personal social media, giving them a deadline so applications will arrive well before the 9/1 deadline (back-up option: Fall Intern Position)

- September 1st: Grant approval and ISP partnership FAQ (back-up option: report on grant review if no approval)
- Cameron will contact FPF to see if it's possible to add one additional post one month, and if it's possible, what is the cost.

PR re ISP Partnership:

- As per outline previously reviewed by the committee, PR will happen after approval of our construction grant.

Social Media Report

- Cameron submitted a report regarding the use of Social Media in Lamoille Fibernet's outreach, including recommendations for moving forward. Committee discussion highlights:
 - Good to have a plan — will help give a consistency to our communications
 - Good to aim for expanded engagement, via our posts and other local organizations/leaders we follow, and public presentations (e.g., Rotary Meeting)
 - Frequency: 30-60 minutes per week for posting and for interacting or following other local organizations
 - Keep posts image-heavy, directing our public to our website and newsletters
 - Maybe use the favicon in images
 - Theme should focus on how fiber will change people's lives — use people's stories/testimonials (videos/quotes)
 - Ask board members to follow/interact with our social media

Website Update

- Jeff reported that FourNine's estimates for the work we've requested (below) are within the approved budget for website work, so we gave them a go-ahead:
 - Give us a high-resolution version of the favicon for more widespread use
 - Change the website contact form to offer both the option for a) getting answers or more information and b) the option of joining our newsletter mailing list (two plug-ins).
- Unfinished Business
 - Carol asked whether the committee needed to address any factors — beside the timing — for the partnership PR; there were no other factors to address.

6:56 Meeting Wrap-up & Adjourn

Jeff moved to adjourn, Paul seconded; motion was passed unanimously.