



Marketing & Communications Committee Meeting
September 13, 2023, at 6:00 pm
Location: Virtual Only
Draft Minutes

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
V	Matthew McCabe

Other Lamoille FiberNet attendees: Lisa Birmingham, Executive Director; Stephen Friedman, Lamoille FiberNet Board member
Public/Guests: none

6:02 Roll call

6:03 Agenda Changes: none

6:03 Public Comment: none

6:04 Approval of August 9, 2023 Minutes

Jeff Tilton moved to approve the minutes as presented, Matthew McCabe seconded, motion passed unanimously.

6:05 Outreach

(Paul Warden joined the meeting)

General PR

Discussion of strategy after 9/11/23 VCBP approval of ARPA construction grant with Fidium Fiber of Consolidated Communications as our ISP partner.

Already completed:

- Sent first newsletter
- Front Porch Forum post with same content on our website
- Aaron Calvin from Stowe Reporter/News and Citizen interviewed Lisa and Jeff

Immediate next steps:

- Issue a follow up newsletter emphasizing three steps people in Lamoille FiberNet's 10 member towns can take:

- Explore pricing, products and services on Fidium Fiber's website
- email Construction Project Engineer Fabian Bourgeois to determine if their address is in our coverage area.
- Pre-order service on Fidium's website with the understanding that pre-ordering generates a list of potential addresses; only checking with Fabian will ensure that customers know their address is on Lamoille FiberNet's coverage list.

Discussion followed about providing clarity for the sequence of building out the network to unserved and underserved addresses (Internet speeds that are less than 25 megabits down and three megabits up), addresses passed getting to all unserved and underserved, and the time between the build out and connecting specific addresses.

FPF

October 1st post will address the immediate next steps (above)

Press conference with the Governor

Discussion about locations for a press conference with Governor Scott. The governor's office will make the decision. Consensus that board members have until Friday to make any suggestions.

6:35 Potential Winter Intern Position

Discussion focused on the need for the MCC to review tasks for which the successful summer internship provided time savings and determine specific experience and background with social media needed for any future intern. To work toward that suggestions were made about MCC members taking on tasks for social media and outreach, and tracking the time we spend on those tasks. Consensus to wait before hiring another intern.

6:45 Next Steps and Responsibilities

- Send Lisa by the end of day Friday ideas for the press conference location.
- Give feedback on the link that Jane sends to a list of communications related tasks after this meeting within a week.
- When you get the final list of internship tasks, put your name on the ones you'd like to help with. Once the tasks are assigned, track our time.

6:50 Wrap Up and Adjournment

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