



Marketing & Communications Committee Meeting
October 11, 2023, at 6:00 pm
Location: Virtual Only
Draft Minutes

6:00 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	Matt McCabe
A	Bradley Horstman
V	Jeff Tilton
V	Paul Warden

Other Lamoille FiberNet attendees: Lisa Birmingham

Public/Guests: none

6:03 Agenda Changes — None

6:03 Public Comment — None

Paul arrived.

6:04 Approval of 9/13/23 Minutes

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

6:05 Outreach

Website News Posts

Carol asked the committee for input on overall procedures for posting news on our website. All agreed that it's okay to post news on our website that is directly related to our CUD even if it isn't only Lamoille FiberNet news (e.g., VCBB news or statewide announcements or news that mentions Lamoille FiberNet). The committee had previously agreed that our social media posts should cover a broad range of broadband-related news, including news related to other CUDs (e.g., CVFiber just lit up their first customers), and all agreed that we would either be sharing other CUDs' posts or including a specific mention of Lamoille FiberNet.

Front Porch Forum Posts

Carol mentioned posts suggested by board members (i.e., if someone is building a new house, or if the service will be underground), and she noted that, due to our design/build schedule, those ideas need to be saved for the future. Lisa noted that our communications goal at this time is to build awareness and share the construction schedule once it's ready.

Upcoming Front Porch Forum Posts (Items with * also get posted on the website)

- *10/15: Profile of Fabian that Randy wrote and what he can/cannot tell you. (Jane/Carol/Lisa will edit)
- *11/1: Highlights of and notice of the annual report (11/15 is the public meeting) with board photo (RFQ for Accounting will be posted to website but not FPF or social)
- *11/15: Profile of another board member, e.g., Sam (Matthew will write)
- *12/1: Contract signed (maybe with a focus on one aspect)

Communications Task List

The committee reviewed the list of tasks (e.g., drafting/posting agendas or minutes, posting on website or FPF), assigning a leader for each task, noting that each leader's responsibility is to ensure the task happens, i.e., the leader can delegate.

7:00 Wrap Up and Adjournment

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