



**Marketing & Communications Committee Meeting**  
**November 8, 2023, at 6:00 pm**  
**Location: Virtual Only**  
**Draft Minutes**

**6:02 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	Matt McCabe
A	Bradley Horstman
V	Jeff Tilton
A	Paul Warden

**Other Lamoille FiberNet attendees:** Mark Schilling

**Public/Guests:** none

---

**6:03 Agenda Changes — None**

**6:03 Public Comment — None**

**6:03 Approval of 10/11/23 Minutes**

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

**6:05 Outreach**

Task List

The group worked on assigning the remaining open task positions. The decision was made that the PR calendar would be archived, and no longer updated as it does not provide much value. The *Task List* was completed except for two items relating to internal communications. These will remain open until the group determines the optimal internal communication procedures.

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

\*11/15: Profile of Sam that Matt will write.

\*12/1: How we are reducing overhead/sharing resources with LCPC- Jeff will write.

**6:31 Next Steps and Responsibilities**

The committee recognizes the need to identify the barriers to effective internal communications amongst the board and staff members. Jane will draft and send to the group a questionnaire, the findings of which should help direct further discussion for the committee. It will be sent out prior to the next meeting of the Governing Board. The committee will review the results and discuss the implications on the internal communication plan at the next MCC meeting.

#### **6:39 Governing Board Meeting Highlights**

Jane will provide a short narrative on the Committee's work to be included in the GB Meeting Packet. Jeff will submit a brief website update noting the following: Four Nine changed some formatting presets and drop-down list properties per our requests, as well as changed the home page to display the three most recent news postings (as opposed to only the one most recent).

#### **6:43 Next Committee Agenda**

- December Newsletter
- Internal Communications/ Questionnaire feedback
- Search Engine Optimization re: website/newsletters

#### **6:47 Wrap Up and Adjournment**

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