



Marketing & Communications Committee Meeting
December 6, 2023, at 6:00 pm
Location: Virtual Only
Approved January 10, 2024

6:02 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
A	Paul Warden

Other Lamoille FiberNet attendees: Lisa Birmingham **Public/Guests:** none

6:03 Agenda Changes — none

6:03 Public Comment — none

6:04 Outreach – Front Porch Forum:

-“Move to LCPC Shared Office Space” announcement will be posted later in the month (second Dec posting).

-Pending timing, executed CCI contract announcement will be used for early Jan post, but will have a “progress update/what to expect with Q1 preconstruction work” posting as backup (Lisa will prepare) - VCUDA will be publishing a summary of the momentum of CUDs statewide. Lisa will tailor and use for second Jan. posting.

(PAUL JOINED AT 6:08p)

-Topics for near-future posts: Deeper dive on the plan for drops (later in Q1). Board member profile on Randy (Jane will write) for early Feb.

Task list: draft minutes should be posted as recorded by the appointed taker, edits and changes can be applied as necessary when the minutes are approved.

Website/SEO improvement: Carol looked into how Yoast can be better used to maximize website SEO. Carol updated the posting how-to document to include search terms in the appropriate box. Jane will create a Word doc that can be used to copy/paste into the SEO optimization box.

Internal Communications: There was a great turnout with the survey. Preliminary findings suggest members that are newer are more likely to feel behind or overwhelmed with catching up vs. the “founding board members.” It is apparent that more effort needs to be made to standardize reports/correspondence/agendas etc. as well as training on how to use Office/Sharepoint. More time is needed to analyze survey. MCC update for Jan GB meeting will include going over survey results.

6:03 Approval of 11/8/23 Minutes

Jane moved to approve the minutes as drafted, Jeff seconded, motion passed unanimously with abstention from Paul.

6:31 Next Steps and Responsibilities

FPF articles will be drafted as noted above.

6:39 Governing Board Meeting Highlights

MCC update will highlight the great turnout with the survey as well as a look-ahead at further discussion in January regarding what we have learned from the responses.

6:43 Next Committee Agenda

Next meeting will be on Jan 10th (normal, second Wednesday of the month). Continued discussion on survey results. Ideas on SEO (Matt will look into best approach to SEO for our application/better understanding of Yoast.)

6:47 Wrap Up and Adjournment

Jane moved to adjourn, Paul seconded, motion passed unanimously.