



Marketing & Communications Committee Meeting
January 10, 2024, at 6:00 pm
Location: Virtual Only
Approved 02-15-2024

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
V	Paul Warden

Other Lamoille FiberNet attendees: Lisa Birmingham, Stephen Friedman
Public/Guests: none

6:01pm Roll Call- Jane Campbell called the meeting to order.

6:02pm Agenda Changes- No agenda changes.

6:03pm Outreach- Front Porch Forum December and early January posts “Move to LCPC” and “What’s going on behind the scenes” were posted on time. The early Feb FPF article will be a highlight of GB member Randy Tomlin.

Nicole Elton (CCI) is going over the announcement/media release regarding executing the contract with CCI, tailoring and editing, etc. While we have a general idea of when actual construction will take place, the details of which areas and when are still being decided, so the questions we will be able to answer will be regarding to which addresses are in phase I. Paul suggested adding a line about signing the contract to the release. The group agreed. We should not seek to have Lisa or board representatives doing media interviews until construction has commenced (April/May)

Newsletter- original plan was quarterly, we are slightly behind on that (Dec would have been on time). But, the CCI Media Release this month followed by releasing schedule details in a few months should allow quarterly timing. Media release will be excerpted on newsletter, linked to full article on website. Matt will work on generating the excerpt for the news article. Paul will add the excerpt to Mailchimp.

USP is not on website currently as it is a large and detailed file which also contained some confidential information. Stephen conveyed the necessity to communicate our role and responsibility as a CUD,

mostly that we will not be “all things to everyone” (households that are already “served” may not be part of our build). Lisa will draft a synopsis of the USP to use on the site, similar to NEK’s.

Internal Communications- The survey results have been broken down into categories for easier analysis. The members will each focus on one or two to analyze the data and brainstorm recommendations to improve in those areas. Carol noted that Excel can be used to assist with analysis. The category assignments are as follows:

Awareness: Jane

Training: Carol and Paul will work on “Teams/Sharepoint Training” and Jane will work with Matt on “Onboarding Training”

Pre-Meeting Info: Jeff

Meetings: The group decided this category should have lower priority and will focus on the above.

6:35 Standing Items- Jeff moved to approve Draft Minutes from the Dec 06 MCC Meeting. Paul seconded. Motion passed unanimously.

Next regular meeting will be Feb 14. Will update the GB with announcements (in case they missed) and to expect recommendations for targeting communication issues at the Feb GB meeting.

The group then spent time working through some clarifications on the “Talking points” and “FAQ” that will be issued to the GB once approved by CCI.

6:48pm Adjourn- Paul moved to adjourn. Jeff seconded. Motion passed unanimously.