



**Marketing & Communications Committee Meeting**  
**February 15, 2024, at 6:00 pm**  
**Location: Virtual Only**  
**Approved March 20, 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
V	Jeff Tilton
V	Paul Warden (Joined at 6:09pm)

**Other Lamoille FiberNet attendees: none**

**Public/Guests: none**

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**6:04pm Roll Call-** Jane Campbell called the meeting to order.

**6:04pm Agenda Changes-** No agenda changes.

**6:04pm Outreach-** What to do about negative PR/Forum posts? Carol brought up that there are some questions about what services will be available and community members may be confused about what Fidium is asking them to sign up for. A Q&A will be put together for a future FPF/SM post to clarify some of these questions with input from Fidium. This will be posted when service questions become more relevant. The Feb newsletter will summarize the “building momentum” FPF post so that it’s fresh for Town Meeting.

**6:24pm Website SEO-** Matt summarized his research on how we should use SEO with our site and newsletter. The website or article should have key words that are repeated so that they create several “hits” in searches. Hyperlinks are important both to outside sites and links to our site. The task will be to assess how much value we get from maximizing SEO and if it is necessary to meet our goals. Identifying keywords will also be important: unserved/underserved vs. words that people will be searching (i.e. “internet in Eden”).

**6:32pm Internal communications-** No new policies will be needed. We should share analysis and recommendations with the board and then should become standard practice with

prioritization. Pre-meeting: a lot of people do not have time to review information between meetings.

**6:40pm Approval of 01-10-2024 Minutes-** Jane moved to approve Draft Minutes from the Jan 10 MCC Meeting. Paul seconded. Motion passed unanimously.

**6:41pm Next Steps-** We will decide which survey findings to prioritize. Q&A document pertaining to service questions will be developed and available for editing. Paul will put together a “what questions do you have regarding LFN/CCI as a result of Town Meeting?” for early March FPF. Jane will work on a profile of Carol Fano for the late March FPF.

**6:50pm Next Meeting-** will be March 20<sup>th</sup>, and thenceforth on the 3<sup>rd</sup> Wednesday of the month at 6pm to align with the rescheduled EFC meeting nights. Items for discussion will be tending to the info@ inquiries moving forward and what LFN needs to say publicly about the CCI merger.

**7:01pm Adjourn-** Paul moved to adjourn. Matt seconded. Motion passed unanimously.