



Marketing & Communications Committee Meeting

March 20, 2024, at 6:00 pm

Location: Virtual Only

Approved 04-17-2024

6:01 pm Call to Order: Jane 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: Lisa Birmingham

Public/Guests: none

6:01pm- Agenda Changes: None

6:02pm- Public Comment: None

6:03pm- Outreach: The upcoming FPF (early April) will feature the open Treasurer's position. Jane will put together blurb. The job description should be posted to website as well. The post featuring Board Member Carol Fano will be the late April posting, and a Q&A regarding drops, etc. should be posted no earlier than May first. Next meeting will figure out the late May posting.

The newsletter will also feature the answers to the questions that arose from town meeting discussions.

The question document should be looked over by the group before the end of March. It will then be sent to CCI for editing/answers to be used in FPF and newsletter.

6:17pm- Internal communications/Priorities: Teams and SharePoint training continues to be a priority. Changes to subscriptions and licensing (one town per license?) may be in the works. A "cheat sheet" for using SharePoint will be developed by Jane.

Onboarding "buddy system" will be put on hold. A pared down welcome letter, followed with a telephone conversation with the chair should be priority. Someone should be assigned to help with installing/logging into the e-mail app, etc. May organizational meeting will be in person which should help with new board member orientation. A brief presentation on public body/meeting laws

may be considered. Internal Communications Recommendations should be completed by May meeting.

6:43pm- Approval of Prior Minutes: Paul moved to approve minutes from Feb. 15th. Carol seconded. Motion passed unanimously.

6:45pm- Other Business: We should be prepared to comment should CCI/Searchlight/PUC questions arise. Lisa will circulate a comment based on the motion to support VCUDA's Intervention. To reduce the ED's workload and to ensure inquiries are being responded to expeditiously, Jeff and Matt will take turns monitoring the account on a monthly basis, responding to easy questions and directing technical questions as necessary. A further discussion regarding the info@ account at a future meeting is necessary.