



Marketing & Communications Committee Meeting

April 17, 2024, at 6:00 pm

Location: Virtual Only

Approved May 15th, 2024

6:01pm 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
V	Paul Warden (joined at ~6:20)
V	Jeff Tilton

Other Lamoille FiberNet attendees: Lisa Birmingham

Public/Guests: none

6:01 Agenda Changes - None

6:01 Public Comment – None

6:01 Upcoming Front Porch Forum Posts

We discussed that the upcoming May 1 post will be the Q&A with CCI. In Mid-May we will post an update on construction. On June 1 we will post an update on our annual meeting (e.g. new members, officers, construction updates, etc.). All committee members were in agreement with this series of posts.

6:06 Internal Communications

We discussed the SharePoint cheat sheet prepared by Paul, as well as whether we will be using SharePoint in the future. While we do have the option to downgrade our SharePoint subscription to “online only” in an effort to save costs, we will likely be using SharePoint for the foreseeable future.

Following the Sharepoint discussion, the committee celebrated that we have successfully completed our Internal Communications Evaluation. Hurray!

6:15 info@lamoillefiber.net email monitoring

Picked up from our last meeting, discussing how we want to make sure people who email us receive a response. We discussed having individuals monitor the email each month, but there was substantial concern that the workload would be too high. We determined that the best approach would be to set up an auto-response email – when people contact info@, they receive an automated reply that 1) directs them to the newsletter signup page, 2) directs them to a Phase 1 buildout address list (which will be on our site sometime soon), and 3) provides them with the emails of the representatives from the various towns. The first two points handle the vast majority of inquiries, and the last point tells folks who to talk to if they have bigger questions.

6:32 On-Boarding “Scavenger Hunt”

We discussed an idea for SharePoint training, wherein one of the less critical pieces of the on-boarding process requires the new board member to access SharePoint, navigate through the folder structure to the required location, and complete some sort of task. To start, we will use the Governing Board Bio as the “non-critical” task that the member must complete. The committee was broadly supportive of trying this approach.

6:37 Phase 1 Addresses on the Website

We discussed how we can put the Phase 1 build addresses on the website. There was some concern that providing this information might create more confusion than it resolves. Ultimately, we determined that the transparency it brings, and the workload reduction for not having to monitor the info@ email, is worth it. However, we will explore our options. One is to wait until the VCBB map is online, then to link out to the map. Another option is to contact FourNine and ask how they recommend we complete this task. We will evaluate both of these options before next meeting.

6:50 Approval of 03-20-2024 Minutes

Paul moved to approve the minutes as presented, with the addition that at 6:55 pm Jeff seconded and the motion passed unanimously.

6:51 EC Fiber Documentary

We discussed whether to share the EC Fiber documentary on our social channels. While it does show fiber infrastructure being built, we are not mentioned in any capacity. We did not feel it would advance any of our goals. We determined we would not share it as an organization, but organization members are free to share it however they would like.

6:55 Wrap Up and Adjournment

We discussed next steps related to the info@ email, drafting the scavenger hunt amendment to the on-boarding materials, contacting FourNine about addresses on the website, and what topics we might want to discuss at the May meeting.

6:59 Carol Caldwell-Edmonds moved to adjourn, Paul Warden seconded, motion passed unanimously.