



Marketing & Communications Committee Meeting

June 19, 2024, at 6:00 pm

Location: Virtual Only

Approved July 17, 2024

6:00 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
V	Jeff Tilton
V	Paul Warden (joined at ~6:07)

Other Lamoille FiberNet attendees: Lisa Birmingham (Executive Director)

Public/Guests: none

6:02 Election of Officers -

Jeff Tilton moved to nominate Jane and Carol Caldwell-Edmonds as co-chairs, Matt McCabe seconded, the motion passed unanimously

6:05 Agenda Changes - None

6:05 Public Comment – None

6:06 Website Updates Discussion

Discussed whether to update the “Get Connected” page. Determined no action was required.

6:12 Next PR/FPF posts

The group discussed upcoming communications, particularly FPF posts. In late June we will provide an update on construction including maps and timetables. In July, we will provide additional information about the drop policy, using content from CCI as a template.

6:28 Newsletter

The group discussed the newsletter, and whether we should continue it. We determined there is no need for a Quarterly newsletter, so we will do town-by-town for a while.

6:31 Internal Communications – info@ email

We discussed what to do about monitoring the info@ email. Lisa currently tries to monitor it. We determined we will not regularly monitor this email. Our auto-reply will provide a list of reps and the Fidium phone number. It is not a good use of time to answer every email that comes into info@

6:48 Addressing Equity

The group discussed whether it is our committee's responsibility to address this issue. We determined it is a larger discussion that likely requires the full governing board. This will be a future agenda item.

6:51 Approval of May Minutes

Jeff moved to approve the minutes as presented, Paul seconded, motion passed unanimously.

6:54 Wrap Up and Adjournment

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