



Marketing & Communications Committee Meeting

July 17, 2024, at 6:00 pm

Location: Virtual Only

Approved August 21, 2024

6:002 pm Call to Order: Carol 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 ~6:30)
V	Pam McKenna

Other Lamoille FiberNet attendees: Lisa Birmingham (Executive Director)-joined at 6:35pm

Public/Guests: none

6:05 Agenda Changes — Carol recommended, and group agreed to add an agenda item to discuss new Act 133 rules pertaining to open meetings.

6:05 Public Comment — None

6:06 Outreach —

FPF posts

The group discussed upcoming communications, particularly FPF posts:

Previous: (early July) Follow-up/recap of Stepen’s article that was run in Stowe Reporter

Late July: (Jane will draft) What is Triumvirate? LFCUD/OCCUD/SoVTCUD’s roles in partnership.

Early Aug: (Carol will draft) Call to Action: Will you need to pay for installation? Town ARPA Donations

Press Release Topics

Will be similar to FPF: Sustainability and Town ARPA Match availability

Newsletter

Will continue to target specific towns when construction is underway. Additionally, will target ARPA Matching funds to the donating towns, letting people know there is money available

6:24pm Internal Communications—Using board resources to work on Adoption, Affordability, Equity, Access, etc. should be a full board discussion and decision.

6:26pm Letters of Support for Sustainability Plan—Jane drafted talking points as well as a sample letter to use for reaching out to local representatives for support. It was sent to the primary delegates of each town for distribution. Jeff will follow up with those board members and Lisa will collect the letters. This needs to be done by July 26th.

6:33pm Website—Jane added a page for “underground service” information, how to prepare for installation, etc. This does not display correctly on some browsers. Matt will investigate.

6:37pm Act 133—Beginning this month, some rules regarding open meeting laws changed, with the intent to make the work of municipal boards and other public bodies more transparent. Meetings will be recorded, and videos posted to the website for 30 days following approval of the minutes for each meeting. Task forces and subcommittees may now be considered public bodies and may be subjected to the same open meeting laws. More clarification is needed here.

6:48pm Next Steps and Recap—Carol recapped the next steps for Outreach and next topics to work on, including methods to reduce costs associated with Microsoft licenses. Lisa added that we are unable to “share” accounts but can grant access to someone who is not a licensee.

6:55pm Approval of June Minutes

Matt moved to approve the minutes as presented, Jane seconded, motion passed with four yea and one abstention (Pam).

7:01pm Wrap Up and Adjournment

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