



Marketing & Communications Committee Meeting

August 21, 2024, at 6:00 pm

Location: Virtual Only

Draft Minutes

6:01 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)

Public/Guests: none

6:03 Agenda Changes — None

6:05 Public Comment — None

6:07 Outreach —

FPF posts / Press Releases / Newsletter-all will focus on announcing funds available for drops and our survey

Discussion: beginning of “media blitz” to support the work of the ARPA town match fund workgroup.

ASAP Aug: (draft to send on to the EFC this evening) **Call to Action: Will you need to pay for installation? Please take our survey!** Links to the survey; goal: determine how many non-standard drops are in towns that contributed to LF for VCBB matching funds.

Newsletter will target ARPA Matching funds to the donating towns, letting people know there is money available.

6:44 pm Internal Communications—How to best handle answering public input related to the media blitz: Do we want main contact for answers to be board delegates or info@ email?

- Pros: Takes load off info@ email; forms community members’ relationships with board members.

- Cons: Answers may be inconsistent or not based on the most recent information, as some board members are more up-to-date on our CUD activities/answers than others.

... directly relates to the next topic:

6:50 pm Website— Matt could copy the "Board Delegates" section of the About page to the very top of the Contact page and list email contacts on the web (name@lamoillefiber.net versions only)?

6:52 pm Potential topics for the future

MCC follow up on call to action---individual posts drafted for each town in the matching fund to be used by that town's reps?

6:57 pm Approval of July Minutes

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

7:01pm Wrap Up and Adjournment

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