



**Marketing & Communications Committee Meeting**  
**August 21, 2024, at 6:00 pm**  
**Location: Virtual Only**  
**Approved 9/18/2024**

**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
A	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

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**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](mailto: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.