



MARKETING & COMMUNICATIONS COMMITTEE MEETING — MINUTES

Jan. 15, 2025, 6:00 pm — Virtual

Call to Order: 6:04 pm

Attendance: Committee Members — Jane Campell, Carol Caldwell-Edmonds, Jeff Tilton, Paul Warden

Additional Attendees: Lisa Birmingham, Consultant

Agenda changes & public comment: None

Outreach

- Front Porch Forum Subscription: Although MCC had suggested that that our FPF subscription could be allowed to lapse as a cost saving measure, the additional funds now available (construction savings) means the Long Drop Program (LDP) can be expanded to all 10 towns so outreach is needed. It was in the budget and the decision was made to renew.
- Front Porch Forum Topics: Several topics were discussed, including Fidium information correction, VoIP and Old Equipment, etc. Ultimately it was decided that the Expanded Long Drop Program should be the focus of both January posts — and both February posts. February posts might include a “thank you” for early LDP applicants and reminder of deadline to apply. The draft posting was discussed with some edits; Lisa will finalize.
- Other Media: In addition to FPF, it was decided to publicize the expanded LDP in the News & Citizen, Stowe Reporter, LF Newsletter and website, and with a press release. Specific assignments were not made.
- March outreach: Lisa suggested a “Construction is Coming” post (Phase 2) and that Hyde Park, Morrisville, Stowe and Wolcott will need their own targeted outreach.
- Future topics: VoIP/Old Equipment, how MCC and Fidium/CCI integrate messaging, how MCC integrates with the triumvirate.

Long Drop Program Logistics

- Lisa suggested we need “mechanics” — a system to acknowledge and process applications as they come in.
- Carol said her understanding was that the MCC responsibility was to get the application out and publicize it — then to turn applications over to the LDP task force.
- Unrelated, Lisa also mentioned that each town should decide where they want Fidium’s free WiFi located.

Approval of Dec. 4, 2024 Minutes

Jane moved to accept the minutes as posted, Jeff seconded. Passed unanimously.

Adjourn: 6:55pm.

