



MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES — APPROVED 4/19/25

Mar. 19, 2025, 6:00 pm — Virtual

Call to Order: 6:02 pm

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

Additional Attendees: Lisa Birmingham

Agenda changes & public comment:

- Change: approval of the minutes moved to precede the discussion about determining our audience and messaging moving forward
- No public comment

Outreach

- Front Porch Forum
 - By March 24th: Long Drop Program deadline 3-31-25 reminder; progress update
 - Late March: Long Drop Program deadline final reminder; progress update
 - Early April: General update, includes progress with applications for Long Drop Program and Phase Two network build
 - Mid-April: Long Drop Program progress update, includes announcing any application deadline extension for addresses eligible for Act 71 funds, based upon and subject to funding availability
 - Discussion about possible non-renewal of Front Porch Forum at the end of this six-month period.
- Website
 - Update with Phase 2 map when available

Approval of Feb. 19, 2025 Minutes

Paul moved to accept the minutes as posted, Carol seconded. Motion Passed; Jeff abstained.

6:25 pm Discussion: Looking ahead: audience and messaging: who, what, when, how?

General consensus about targeting communications related to Phase Two construction to those towns in that build out. Continued use of Front Porch Forum, newsletter, press releases, and our website will depend upon any organizational changes and funding announcements that come up.

Update for Governing Board

- Links to upcoming Front Porch Forum and website news posts
- Messaging plans for Phase Two Build out and Long Drop Program

Next Marketing and Communications Committee meeting will be April 16, 2025

Adjourn: 6:45 pm.