



MARKETING & COMMUNICATIONS COMMITTEE MEETING MINUTES — Approved 7/16/25

April 16, 2025, 6:00 pm — Virtual

Call to order: 6:04 pm

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

Additional Attendee: Lisa Birmingham (*arrived at 6:14 pm*)

Agenda changes & public comment: None

Outreach

- Front Porch Forum
 - Mid-April: Reiterate Phase 2 build (map on website) should be done this summer and new 2000' drop policy, call Fidium (Jeff)
 - Early May: organization meeting, officers (Jane)
 - Late May: now that the network backbone is there, access includes adoption, affordability; encourage participation in town/regional plans to help ensure that telecommunications meet your community's needs (Carol)
 - Early June: hot spot locations
 - Mid-June:
 - Early July: additional (e.g., off-grid locations), if BEAD funding is successful
 - Late July: Victory lap (started at 28% unserved in Lamoille County; will be 1% unserved after Phase 2)
- Website
 - Phase 2 map on website 2025 build (Jane)
- ARPA Funding Status
 - Late June: Governing Board members' reports to ARPA towns (Lisa drafts)

Approval of Mar. 19, 2025 Minutes

Paul moved to accept the minutes with the addition of discussing possible non-renewal of Front Porch Forum at the end of this six-month period. Jane seconded. Motion Passed.

Update for Governing Board

- April posts focus on Phase 2 (with map on website) and new installation policy.
- Early May will focus on organizational meeting and 2025-6 officers.
- Late May will encourage participation in town/regional telecommunications plans

- Late June Governing Board members report to ARPA towns

Next Marketing and Communications Committee meeting will be May 21, 2025

Adjourn: 6:59 pm.