

NEK Community Broadband

Communication Committee Meeting

Agenda

November 20, 2020 - 1pm - 2:30pm

Attendees: Katherine Sims, Carrie Glessner, Mike Gaiss, Caro Thompson, Jami Jones (clerk), Christine Hallquist (Administrator)

Agenda Review - 2 Min

Introductions - 3 Min

Updates - 10 Min

- Recent communications, challenges and feedback
- 5G, people are concerned about whether or not Fiber means 5G.
- How do we communicate the information to the every-person? Discussion on a high level narrative arch of where the CUD is going and how do we provide frequent updates to the towns. The NEK needs to continue connection with the towns and focus a little more on the broader audience
- Possibility: a pamphlet that we could update regularly that we could give to people who ask.
- NEK would like to communicate progress and the good things that have happened. There is a lot to be said about what has been accomplished.
- The committee is working to bring about a way to disseminate communication (physical and electronic).
- Towns may not know what exactly the CUD offers or may have misconceptions about what broadband is.
- Suggestions for a newsletter/mailchimp for the NEK CUD.
- Town clerks/Select boards may be able to put it up physically and put it onto their town facebook page. The town reps may be able to help with this sort of communication.
- Ask the town clerks/ the selectboards to help them stay updated.
- Question was given: How many board members know the terminology for the NEK CUD lingo? Caro would be willing to pull up resources for understanding for the governing board members and the towns
- What is the CUDs responsibility and what is not the CUDs responsibility when it comes to information? I.e. they do not know who is providing or what the NEK does.
- The committee could help with giving out information for other broadband

opportunities to the towns. (perhaps another pamphlet of FAQ resources and information)

- The suggestion was made to have a workshop to help the CUD reps know how to answer the questions that their town members may have.

New Business - 40-70Min

1:15 - Develop Statement of Purpose

- VEC statement can be used as a reference/ starting point
- Keep things simple, and not try to overcommit, but do a few things well and then evolve further from there.
- Editing will be done on Google Drive.
- Christine's Role: does a lot of communication, but would like the feedback from the communications committee on how speeches or messages are taken by the press. Christine will give updates, but would like the communication committee to add interesting perspectives so that the towns can be adequately prepared to speak to their members.
- There is a need to be able to give the town reps something to be able to give to their towns to help communicate information about the CUD.
- Summation: newsletter/outreach, and update for board members.
- Facebook/ Social Media could be another outlet for information, currently Nic Anazole.
- The Communications Committee would be the "quality check" the advisors to the board about what communications go out from the CUD.
- VEC will be posted into the google docs and will be refined and repurposed for the NEK CUD.

1:45 - Develop Communication strategies

- Keep the content simple and visually appealing, along with new information, include "old business" or things that everyone should always know about the CUD. Physical flyers or newsletters could be kept to the physical flyer. The more consistent things may need to be electronic.
- Emphasis was a mailchimp/e-newsletter that anyone can sign up for, but not necessarily a forum that would need to be overseen.
- A Brand kit: mission statement, timeline, structure of the CUD.
- We should have available resources for board members, could be on the website. The challenge may be how to keep things simple so that someone who doesn't have an understanding doesn't need to page through a bunch of documents.
- Christine will discuss with Michael Strait on any information or resources that he has already built.
- Would like to get bidirectional communication happening with a zoom call that lets people come in with questions and receive updates. Community facing. Digital literacy, partnering with libraries (Americore Member role).

- Discussion of purchasing a membership account for the CUD for Front Porch Forum for the CUD to be able to post directly to the important forums.

2:05 - Develop Timeline

- Goal: Bring the purpose statement to the December 10th Governing Board meeting for approval, completed by December 4th for the Executive Committee.

2:15 Assign responsibilities

- Mailchimp leader: Mike Gaiss
- Social Media Account: Nic Anzalone? (Christine will confirm)
- Having a board group to exchange information between parties.
- Christine will post the VEC version to the google drive and the Communications Committee will repurpose that.
- Nomination for Carrie: from Mike Gaiss.
- Carrie is willing to be the chair until May 2021.

Other Business

Next Meeting: Every 3rd, Monday 21st @1pm-2:30

Motion to adjourn. Motioned: Mike Gaiss, Seconded: Carrie Glessner

Information on how to access the remote meeting:

- By telephone: Dial 1-929 205 6099. When prompted enter the meeting ID: 929 688 0711.
- By computer: Join the meeting by clicking here :<https://us02web.zoom.us/j/9296880711>
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<https://us02web.zoom.us/j/9296880711>

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