

NEK Community Broadband Communication Committee Meeting Minutes

July 6, 2021, 4:00 PM - 5:00 PM

Attendees: Jami Jones (Clerk), Mike Gaiss, Caro Thompson, Dale Urie, Nick Anzalone

- Take Attendance and Approve Minutes from 6_8_21

Motion to accept the Minutes. Motioned: Dale, Seconded: Nick, Carried: (4-0)

- Discussion on material for the Mailchimp and lead for responsibility

New Business (rearranging the order for this meeting only)

- New working relationship between executive committee and communications committee. Caro - 10 minutes
 - Update on the meeting with Evan & Christine.
 - We have received ARPA funding. Some of which will be given to the Communications Committee, some for hiring executive director/project manager, etc.
 - Discussion on the RFP process and the ISP contract signing: the committee will be marketing/advertising the signing and will have a continuing discussion with the ISPs marketing/advertising people.
 - Caro will continue the meetings with the Chair/ViceChair, Administrator
- Timing of generating talking points for the engineering plan - Caro - 5 minutes

Old Business

- Review spreadsheet of projects in light of new working process with the executive committee.
 - Discussion on the efficacy of the joint spreadsheet.
 - Suggested (Mike): The agendas have been more useful.
 - Suggested (Dale): It may be useful to have a record of what we have done.
 - Suggested (Caro): Media release could be added to the spreadsheet.

- Suggested (Nick): Need something for alignment and centralization, but not so much content.
 - Caro will come up with a draft as a record of items produced (with links), and separately, what is in progress.
- Update on Talking Points for Business Plan, press release, Select Board quarterly report, Dale helping with social media - Caro - 5 minutes/Selectboard powerpoint update - Nick - 5 minutes
 - The Committee needs to give guidance on how to use talking points (from Evan).
 - Discussion on how to use the "Talking Points" doc. Each Selectboard will require differing information. Instruction: Give out the "Talking Points" doc. as reference material after the presentation of the Business Plan.
 - Discussion on a one-page "cover-letter" of the "Talking Points" doc- The 5 most important things the Governing Board needs to know.
 - "Talking Points" is a tool to be used for the Governing Board to be able to discuss the Business Plan in a similar, unified way.
 - Press Release is ready- thank you Kathleen, and they will also be used for the Quarterly Reports.
 - Caro will continue to work with Dale on the Social Media Content.
- Status of list of town clerks' email list outside the organization, but within the NEK - Christine and Jami - 5 minutes
- Survey of outreach methods for GB to complete - Caro Question: timing... now? And who will collate responses and add to the outreach methods document? - 10 min
 - Discussion on receiving responses through the Google Forms docs (Found in Communications folder>Drafts Responses found within the form, can be exported to excel): Dale will take responsibility for the survey.
 - The Survey will be sent out next week to the Governing Board.
- Website 2.0: Town and committee descriptions update - Mike - 10 minutes
 - Update: pulling together the last pieces, no committee groups. Will wait further until we have a timeline for the website.
- Starlink Survey (V2 - status of service with leaves on trees) - Mike - 5 minutes

- Update: received approval from the tech committee and Evan to move forward with the second portion of the survey.
- Mike will send the updated Survey to Caro for further feedback.
- LOGO design - use of existing "logo" and new design - Caro 25 minutes
 - Report on feedback on Jonathon's drafts from Evan and Kristen.
 - Further discussion with a goal of identifying elements where the committee is in agreement
 - Evan has sent the fonts and logo to Caro, to have a consistent look in the meantime. Caro will make a new .jpg.
 - Suggested (Mike): to continue using one of the logos as an interim, until we can hire.
 - Suggested (Nick): Change the website to reflect other taglines "Connecting the Kingdom"
 - Suggested (Dale): Stay away from the color red, green was favored.
 - Mike will contact Jonathan to update the logo with the green color.
- Discussion on branding/tagline "Connecting the Kingdom."
 - Suggested (Dale): A more global approach so others know that they will have internet when they come to Vermont.
 - Suggested (Caro): Indicates "reliable" service.
 - Suggested (Nick): "Universal Connection"

Motion that the communication committee approve the press release, talking points document, and the business plan "one-pager" pending review from the Executive Committee. Motioned: Nick, Seconded: Dale, Carried (4-0)

Adjourn

Action Items

- Caro will come up with a draft as a record of items produced (with links), and separately, what is in progress.
- Caro will continue to work with Dale on the Social Media Content.
- Dale will take responsibility for the survey (compiling information).
- Mike will send the updated Survey to Caro for further feedback.
- Mike will contact Jonathan to update the logo with the green color.

Respectfully Submitted,

Jami Jones, NEK Broadband, Clerk

