

NEK Community Broadband

Communication Committee Meeting Minutes

August 10, 2021, 4:00 PM - 5:00 PM

Attendees: Christa Shute (ED), Jami Jones (Clerk), Caro Thompson (Chair), Sarah Lyons, Nick Anzalone, Kathleen Monroe

Quorum is 3

- Review and Approve Minutes from 7_20_21
- The minutes will include “the website vendor” as a descriptor of the public process.

Old Business

- ARPA Media Release Status - Need a quote from Christine? Help with Distribution needed - Caro 5 minutes
 - The Committee will draft what Christine said and send it to her for approval before the media release is drafted.
 - Deadline for the press release: Monday

Kathleen Monroe joined at 4:08pm, quorum is now 4

- Discussion over how to send the releases to the legislatures, Sarah will take over sending the emails to the legislatures using the media@nekbroadband.org. Caro and Christa will get Sarah the information to access the media@nekbroadband.org and have responses forwarded to Christa
- Nick- could we put together a set of directions for the media release in case others need to take over?
- Caro- yes.
- Caro will put together instructions for the media releases.
- Survey of outreach methods for GB to complete - Caro still needs to do an introduction. Knowledgeable person about Google forms needs to check to make sure it's ready to send - Is there someone who can do that? - Caro 5 min
 - Kathleen- tried to access the form, but was unable to complete it.
 - Nick- it is a different link to edit it vs putting it out. Nick would be willing to fix the link so that everyone can access the survey to answer it.
 - Christa- could we put the document into the Shared Drive and share it from there?

- The Committee should think about who they want to have access to their drive.
 - The topic will be put on the Agenda for the next meeting.
- ARPA funding match for website development - Nick 15 minutes
 - Looking to extend the funding to \$9-10K including the match to fund the website rebuild
 - We need 3 quotes. Next steps will be a scope of work.
 - Nick will combine the logo, the current wireframes and iteration into the scope of work to give to the prospect vendors. He will send it to the committee for feedback.
 - Discussion over when Caro and Nick can meet with Evan and what should be contained in the scope of work.
- Instagram format and draft topics review - Caro 15 minutes
 - Caro will send out a format and draft topics to be reviewed by the Committee.
 - Nick- The public business plan could be good content fodder.

New Business

- Washington Electric's most recent newsletter reports they will provide "middle mile." Discussion of the value of helping the public understand terminology.
 - Discussion over how the NEK will convey the understanding of "middle mile" and what Washington Electric is doing.
 - Christa- A standing line item in the agenda around public communications, creating a high-level educational game plan to who we provide, how we provide it, and to what extent()
 - Christa- would like to review the document and discuss it with WEC.
- Public Version of the Business Plan Discussion- Christa
 - The CUD had to provide a redacted version of the business plan to DPS as part of the grant reporting. Redacted portions were mostly timing/maps/numbers.
 - The public version takes out the maps and some numbers. Says "edited for public consumption." Has been sent to Caledonia Record & Vermont Digger as a public records request

- Does the committee want to do any further editing?
- Christa will send a link to Caro, it is also in the guidance doc as a link at the bottom. A copy is also in the presentation folder.
- Items needed for the next agenda? - Caro - 5 minutes
 - Shared Drives- Christa
 - Scope of Work for Website/logo- Nick

Adjourn- 4:53pm

Respectfully Submitted,

Jami Jones, NEK Broadband, Clerk