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