

## NEK Broadband

# Communication Committee Meeting Minutes

November 30, 2021, 4:00 PM - 5:00 PM

**Attendees: Christa Shute (ED), Jami Jones (Clerk), Carrie Glessner, Caro Thompson, Nick Anzalone, Kathleen Monroe, Jonathan Baker.**

Quorum is 4

- Review and revise/approve minutes from 11/02/2021.

**Motion to approve the minutes as written. Motioned: Nick, Seconded: Kathleen, Carried: (4-0).**

### Old Business

- Logo development - Carrie update
  - After some review, the subcommittee sent their revisions to Stride. Stride is getting back to us about a second round of logo design.
- Website development - Crowd Fiber, Stride Contract
  - Nick- Kristen has been working on the grant aspect for the NCIC. Evan and Nick have been working on a new scope of work for the Crowd Fiber integration.
    - Christa- Evan has had a convo with Stride about scope for the website development, they are modifying it and sending it to NCIC. The deposit will be credited toward our match and the balance will be paid by NCIC.
  - Nick- next steps for Crowd Fiber:
    - Christa- Does the VT e911 correspond with postal codes? There are discrepancies in the information that we are receiving in Crowd Fiber and need to decide what sort of information we are currently looking for and will need in the future pertaining to addresses.
      - Christa- Crowd Fiber is based on postal addresses, whereas e911 is based on emergency services getting to the house. Our information includes an esite ID that we can always go back to, however, if the other is based on postal and would have a higher likelihood to be able to send mailings, which way best

suits the needs of the NEK?

- Nick- the data discrepancy is an issue because we do not know what sort of information we will need on the other side of the data gathering. The second challenge is that there have been a few people telling us that their address is not in the system. They could be inputting a zip code that does not match what we have in Crowd Fiber (based on state information).
- Nick- the numbers on the dashboard say there are a lot more addresses in the Concord/Cares area than there really are. Duplicates with different zip codes.
- We may need to send notification to each address that service is coming to them according to the VCBB.
- After a brief discussion on mailings and how they are processed through USPS, the committee concluded to collect both the physical e911 addresses and the mailing addresses as well.
  - Nick will put the Mailing address into the survey and gather more information from Crowd Fiber. To let people know when service will be available in their mailing area.

## New Business

- Switching to Mailchimp for Media Releases and Legislator/Government offices Communication - Caro and Carrie
  - The switch will inform us who receives the letter as well as who opens it. The committee approved the switch to sending the media releases through mailchimp.
- Timing for general messaging [get.nekbroadband.org](http://get.nekbroadband.org)
  - Caro- what is the best timing for the general populace? When are we doing the push to get all of the towns signed up?
    - Christa- we have completed the work and will be bringing it to the Executive Committee. We will have to have targeted ways that we address people? Do we build entire towns at one time? The numbers make that challenging, while you are also building out a backbone. If we look at the map, we are putting in make-ready applications for half the district.

- Nick- it may need to be a broader communication because we are building in multiple places at one time.
  - Christa- would like to schedule a 3 hour strategy session to discuss the types of things that will impact construction, and how to communicate that to others. Would like to work with WCVT, a couple from Communications Committee, and a couple from the Executive Committee.
    - Christa- for the board, let's not make a push until we have a strategy for the push. Hoping to have a first draft for a communication strategy around February.
    - Kathleen and Caro said they would be willing to be a part of that Sub-Committee in January.
    - Nick- if people ask or do want to know they should go to [get.nekbroadband.org](http://get.nekbroadband.org).
- Annual Reports for Town Meetings - Carrie
  - Some towns are going to print in December. Others in early January
    - Caro- will be reviewing and posting the report for the Committee.
  - Is there a way to tailor the reports to groups of towns?
  - After discussion, the committee concluded to have those with questions refer to the Crowd Fiber website, while providing information on when they can expect the next update for the towns. Reports will be sent quarterly on progress. Roughly 4-6 months. Nick will look into using Crowd Fiber rather than Mailchimp, and Carrie will look at the interface to see how the information will be sent.
    - Nick and Carrie will collaborate about the mailings and updates via the Crowd Fiber distribution.
    - Caro- the town report will include [get.nekbroadband.org](http://get.nekbroadband.org) and quarterly updates "if you sign up." Caro will write up the copy to be reviewed by the committee.
- December meetings - need any adjustment because of holidays?

- 14th & 28th- The next meeting will be held on the 14th. The 28th is to be decided

## Adjourn

*Respectfully Submitted,*

*Jami Jones, NEK Broadband, Clerk*

A handwritten signature in black ink, appearing to read "Jami Jones". The signature is written in a cursive style with a large initial "J" and a long, sweeping underline.