



# Communication Committee Meeting Minutes

January 5, 2021, 4:00 PM - 5:00 PM

In-Person Location: 142 Eastern Ave, St Johnsbury, VT 05819

**Attendees: Christa Shute (ED), Jami Jones (clerk), Caro Thompson (Chair), Carrie Glessner, Kathleen Monroe**

## Agenda Review

- Review and revise/approve minutes from 12/14/2021.

**Motion to approve the minutes from 12/14. Motioned: Caro, Seconded: Kathleen, Carried: (3-0).**

## Old Business

- Logo development - Carrie update
  - No new updates.
  - Tagline brainstorming:
    - The Committee will continue to come up with suggestions for Stride.
    - Words to be considered in the tagline revolving around speed and community: *Fiber Fast, Our Community. Our internet. Our speed., Vast and Fast, The Kingdom's Fiber Fast Connection. Fiber Fast. Internet for the Kingdom.*
- Website development update
  - There was a break for the holidays and will have further updates for the next meeting.
  - Carrie will follow up on the parameters for website content and will cc Caro.
- Update on Marketing Strategy Session - in January?
  - Christa- Agenda items for meeting could include: how much do we communicate, to whom, and through what media? The strategy session

needs to be put together as soon as possible.

- Christa gave a short presentation on possible town presentations for the Fiscal Recovery Funds, and a possible path for the buildout.
- Nick- are there milestones or communication deadlines?
  - Not yet. There are a lot of people with different opinions on what needs to be communicated, what WCVT's role will be, or what a marketing person could do. Everyone needs to be a part of deciding those details.
  - Caro and Christa will meet and form a document that will indicate what ought to be spoken about at the strategy session. The committee will review the draft document and send input individually to Caro.
    - Document needs to have: Clear goals, categorized by groups, perhaps varied on who can be served now vs. those who cannot

## New Business

- Future media releases needed
  - We have lit our first 2 customers! We only have a few drops available due to supply and shipping and are awaiting more to come in.
  - Workforce development news is coming.
  - Christa- Create an op-ed for the legislature. We need to put out the positives while also communicating the ask that we have. We are now officially an internet service provider. We need to show the legislature that CUDs can get the objective done.
  - Caro- Will get started on the newest media release. We will continue pointing people to the [get.nekbroadband.org](http://get.nekbroadband.org) site for current updates in their area.
  - Nick- could the legislature help with the supply chain issues, what is the ask for the legislature?
    - Christa- people believe that we have received all of the funding that we need, and we are not even sure if we can cover half. The more funding the CUD receives the more places we can reach and the lower the prices we can possibly offer. Getting internet to the Kingdom is an expensive venture. A combination of towns' and the legislature's aid would be helpful.

- Caro- that communication could be separate from the media release.
- We would like to do a postcard mailing and a front porch forum to the Concord build area.
  - Concord, Lunenburg, Waterford may be able to get involved, and put a mailing list together for each tax property.
  - Do we want to include a map or specified information just for the Concord/ Lunenburg town meeting?
  - The application for internet includes a credit check (which is standard).
- Additional marketing needs for this and next month: look into the cost of a paid mailchimp account. We need to be able to reach the legislature, there is a funds matching of \$0.30 pertaining to the USDA ReConnect funds.
- Next Meeting will be Tuesday 11th at 4pm.

**Adjourn**



*Respectfully Submitted,  
Jami Jones, NEK Broadband, Clerk*