

NEK Community Broadband

Communication Committee Meeting Minutes

June 22, 2021, 4:00 PM - 5:00 PM

Attendees: Jami Jones (clerk), Caro Thompson, Dale Urie, Christine Hallquist (admin), Jonathan Baker, Nick Anzalone

Agenda Review

Take Attendance and Approve Minutes from June 8, 2021

Motion to approve minutes from the last meeting. Carried: (4-0)

Old Business

ACTION ITEMS Update

- Progress report - press release - Caro - 5 min
 - Evan reviewed the Talking Points document
 - Caro Suggested a press release every month because there is so much information to be given. Press releases would then be shorter, but build on one another.
 - Katherine and Nick have been collaborating on the Talking Points document.
 - Question: Press release is separate from social media?
 - Yes, the press release is given to the legislatures and the papers in the region. From that document social media posts can be culled. Public links are at the bottom of the page
 - Question: logo progress?
 - We want one and do not have money to get one. Caro has a contact in Morrisville that she will reach out to. Something with a simple and professional appearance.
 - Jonathan will look and see if he has some logo ideas, previously submitted.
- Progress report - Select Board quarterly report - Caro - 5 minutes
 - Will have the drafts ready for review next week.
 - Question: should we be sending an update to all of the towns?
 - Committee can pull from NRTC Business Plan Model for the update
 - Wish to send to all the town clerks in the future
 - Christine and Jami will collaborate on town clerks email list
 - New towns should receive an update (from march).
 - Discussion over the types of feedback given in documents that would be

helpful.

- Talking Points for Business Plan - Nick/Caro - 5 minutes
 - A roadmap would be helpful to know what communications need to be pushed out by the deadlines.
 - Document has been reviewed and is close to finished.
 - Discussion over an abbreviated NRTC powerpoint deck for the Selectboards
 - Suggested for something simple and straightforward with good clarity.
 - Christine will send Nick the NRTC powerpoint and ask NRTC to correct the visuals in the deck.
 - Dale and Nick will refine and simplify the powerpoint.

New Business

- Requirements of Open Meeting Law - Caro - 5 minutes
 - The committee needs a physical location somewhere where people can attend. This location needs to have WiFi for Zoom access.
 - Nick offered up his address. 142 Easter Ave, St Johnsbury, VT 05819
- Sending the GB the Survey Carrie created asking about the ways in which information is best shared in each town. When? How does it get collated? Caro - 10 minutes
 - Caro will find the survey so that it can be distributed to the Board members. She will send it to the committee to be approved and collaborate with Jami on the deadline for sending.
- New State 10-year Telecom Plan PowerPoint created by Christine - 10 minutes
 - There will be a few more hearings to comment.
 - Nick has posted the dates to facebook, and will continue to post before the meetings.
- Establishing two-person teams for our main areas of activities so there is back-up. 20 minutes. (We talked about this in earlier meetings.)
 - Social Media - Nick is Lead - Need someone to do the graphics for Instagram?
 - Dale will be the second
 - MailChimp - Mike is Lead - Need someone in addition to Mike to know/learn how to use it. Volunteers?
 - Media Releases - Caro is Lead - need a back-up
 - Quarterly Reports to Select Boards - Who is lead? Might make sense for Caro since the quarterly reports and media releases often happen in parallel. Need backup.

- Other tasks? Should all communications be vetted by the committee?
 - Dependent on the size of the audience (Governing Board, Public, etc)
 - interCUD communications will be exempt.
 - Question: Examples?
 - Sending information to towns without reps
 - facebook/instagrams
 - Could cc the communications committee in outgoing communications that are put out externally.
- Discussion over logo goals
 - Connecting the kingdom on a global aspect
 - Professionalism and standardized
 - Including the differing counties

Adjourn

Next Meeting

- Kathleen's update on town descriptions for the website.

Action Items

- Caro- contact in Morrisville for logo design
- Caro-Draft of the Quarterly Report will be sent out next week for review
- Christine and Jami- collaborate on town clerks' email list to include clerks outside the organization, but within the NEK CUD region.
- Christine- send Nick the NRTC powerpoint and ask NRTC to correct the visuals in the deck.
- Dale and Nick- will refine and simplify the powerpoint for selectboard consumption.
- Caro- will find Carrie's survey so that it can be distributed to the Board members. She will send it to the committee to be approved and collaborate with Jami on the deadline for sending.
- Nick- will continue to post before the meetings.

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

