NEK Community Broadband
Communication Committee Meeting Minutes

October 19, 2021, 4:00 PM - 5:00 PM

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

- Review and revise/approve minutes from 10/5/21.

Motion to approve the previous meeting minutes. Motioned: Carrie, Seconded: Sarah, Carried: (4-0).

Old Business

- Logo development - Carrie, Christa and Evan are primary team members
  - Sarah will provide feedback to the subgroup.
  - Christa gave an update- The CUD has signed the contract with Stride and paid the deposit. Next meeting with Stride will be Nov 1st, 2nd, or 3rdChrista would like to get more input from the committee on questions about the company positioning, logo design/branding, etc. The next meeting of the subgroup may meet on Friday.
    - Each committee member will answer the questions individually and send them to Jami to be compiled. The deadline being Thursday evening.
- Website development changes and next steps - Caro, Christa and Evan are primary team members.
  - Kathleen will provide feedback to the subgroup.
  - Nick- someone could look at the generated feedback from the website response document, compare it with the wireframes, and see where we can add in the Crowd Fiber aspects.
    - Wireframes are skeletons for the pages on the website.
    - Sarah will set new eyes to the wireframes. Deadline: before

November.

- ○ Christa-would like to incorporate the Crowd Fiber assets into the website.
    - ■ Sarah- more information on Crowd Fiber integrations would be helpful.
    - ■ Christa will forward the follow-up email from Bailey (Crowd Fiber) to Sarah.
- ○ Nick- Where to put the address widget is an immediate need, and what are the similarities/differences from the sites, and what features do we want to include from Crowd Fiber.
- ○ Kathleen joined the meeting at 4:32pm (quorum is now 5).
- ○ Carrie- What is the end goal?
    - ■ Christa- we need to have collated information to know the different options and different decision points that we have in order to present them to Stride.

New Business

- Brainstorming for job description if funding received for a Marketing/Business Development position
    - ○ Christa needs more clarity from Waitsfield on the subject, the funding for the position is unclear.
    - ○ Areas where the committee could use employed support:
        - ■ Copy, updates/posting to a blog, newsletter, social media, marketing
        - ■ Carrie will be working with the Mailchimp
    - ○ Sarah- we should be intentional about the information that we send out that would be valuable.
        - ■ We do not want to overload people's emails. Smaller updates/daily developments could be put out on social media as daily posts rather than via long-form (email).

- ○ Christa- Crowd fiber question: can the people in the zone be notified. Does crowd fiber interact with mailchimp?
    - ■ Caro- We should also send consistent communication as well as changes in the zone. How does Crowd Fiber interact with Mailchimp?
  - ○ Caro- Can people choose when and how they are subscribed?
    - ■ Carrie- yes, people can choose and we can also subdivide them within mailchimp to be able to communicate to specific groups based on any criteria including geographic.
  - ○ Sarah & Carrie- the employee could handle the more marketing/outreach and the committee could handle working with the board members and town reports.
  - ○ Caro- Should the Committee do the newsletter?
    - ■ Carrie- It would be good to have an employee to interact with all of the content that is a daily concern. The Committee would handle those things that would not be considered "daily interactions."
    - ■ Christa- could potentially have funding available in March.
- ● New Shared Drive Structure - Any questions?
  - ○ Caro- When creating a document, they end up in the email's personal drive rather than the Committee's drive. How do we initiate a document within the drive, rather than in the individual email drive?
    - ■ Be in the gmail associated with NEK "groups," Go into shared drives, into the folder you wish for the document to exist in, and then click the +new button in the left corner to create the doc into the folder you are in.
- ● Items needed for the next agenda?
  - ○ Nick-FB, do we want everyone to be able to post to the page?
    - ■ Christa- CUD should also have a LinkedIn profile.
  - ○ Christa- does the CUD provide information/solutions for everyone, or do we focus on providing infrastructure for everyone?

- - ■ May be introduced in a larger group for input
  - ○ Nick- we need to update our mission, as it says "e911" addresses, and also needs to also say "with utility service."
    - ■ Christa will present it to the Executive Committee/Board.
  - ○ Caro- if the questions come up over and over again, we can add it to the Internal FAQs.
    - ■ Christa- Questions/Answers will be forwarded to Jami and will be added to the FAQs.

Adjourn

Respectfully Submitted,

Jami Jones, NEK Broadband, Clerk