

NEK Community Broadband

Communication Committee

Meeting Minutes

March 16, 2021, 4:00 PM - 5:00 PM

Attendees: Jami Jones (clerk), Mike Gaiss, Christine Hallquist (admin), Kathleen Monroe, Carrie Glessner, Nick Anzalone, Caro Thompson

Agenda Review

Old Business

- Progress report - press release - 5 min
 - EC made some suggestions and it is in a final form, put up the media distribution list, going to put Christine's phone number on it.
 - Boiler plate on front porch forum to show who we are after the press release?
 - Caro will add a tagline of existing language that gives people an idea of who we are and then send it out to the media.
- Progress report - inquiry form for the website - 5 min
 - Identifying ways that we can not reinvent the wheel. Perhaps compare with CV Fiber survey to have comparative questions. However, we need to know what the goal of the survey is.
 - Primary goal: give people a way if they would like info from NEK Broadband in the future.
 - A way to generate a mailing list to be able to disseminate information.
 - Email subscription sign-up to a survey, the first section is being more important than the survey. It is helpful information, but we do not want to set false expectations.
 - Jami and Carrie will work together to collect name, address, and email address.
- Website review and near-term/long-term improvement plans - 5 min
 - Drafts folder doc- website 1A, making basic clean ups and doing quick edits, doing back-ups, working on analytics, looking into security (long-term), build a 2.0 model.
 - Looking to meet with Evan and see where it goes from there.
- Communication Guidelines - 15 min
 - Received all of the pieces except for perhaps front porch forum guidelines.

Carrie is gathering them all into one place, and flag the questions to keep working on them.

- Flag the things that we would need input from others on, conversations about slack. Progress updates are fine, but no business conversations. However, how much energy and time would be spent trying to bring the records out of slack?
- Could get out-facing outlets cleaned up first.
- Suggestions of dividing out work between a less than quorum number (no more than 2 for the communications committee) steer clear of a reply all and only reply to the person who owns the document. Questions about the content of the document would be sent to the document owner and then the document would be brought back to the committee for approval.
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New Business

- How to prioritize our projects? - 20
 - There is a lot to do and in order to get it all completed efficiently.
 - What is the process of deciding whether a project is something that the committee should be involved in?
 - Discussion on looking at the balance process vs. doing.
 - Looking into making a smaller group to help decide on guidelines that create efficiently.
 - Taking time to take a look at the spreadsheet and decide which ones are in priority order. "Hide" the items that are completed.
 - Add a time at the beginning of meetings to review the document.
- Reaching out to Essex and Orleans to join the CUD - 5- min
 - Need to coordinate with Mike Strait.
 - Making a plan for 57 communities, and behooves us to have all of them as members.
 - Nick will follow up on Essex and Orleans outreach.
- Message to select boards regarding reappointment of representatives - 5 min
 - Nick will write up a clerk email, and a board email to find out who is interested for reappointments.
- Who can take over as Committee Chair in May?
 - Carrie will not be able to be the chair in May and will have limited capacity over the summer, will be able to get more involved in the fall. Put a plug out for the next governing board committee. Chair does the Agenda and organizes meetings, and updates the pipeline spreadsheet.
- Review action items
- Logo will be added to the spreadsheet for two people to work on it.
- Starlink survey: do we want to get our numbers up by putting the survey on Front Porch Forum, we have about 30-40. Mike could reach out to individual towns reps in

the “beltway” of Starlink.

- Mike and Caro will take a look at the language for the survey and identify the target list.
- Discussion of adding phone numbers to the Member List. Ask the Governing Board at the next meeting.

Adjourn

Action Items

- Jami and Carrie will work together to collect name, address, and email address.
- Carrie is gathering the guidelines all into one place, and flag the questions to keep working on them.
- Nick will follow up on Essex and Orleans outreach.
- Nick will write up a clerk email, and a board email to find out who is interested for reappointments.
- Mike and Caro will take a look at the language for the survey and identify the target list.

Respectfully submitted,

Jami Jones, NEK Broadband, Clerk