

NEK Community Broadband

Communication Committee Meeting Agenda

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

Agenda

Agenda Review

Take Attendance and Approve Minutes from 6_8_21

Old Business

ACTION ITEMS

- Progress report - press release - Caro - 5 min
- Progress report - Select Board quarterly report - Caro - 5 minutes
- Talking Points for Business Plan - Nick/Caro - 5 minutes

New Business

- Requirements of Open Meeting Law - Caro - 5 minutes
 - We need a physical location somewhere where people can attend. This location needs to have WiFi for Zoom access.
- 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
- New State 10-year Telecom Plan PowerPoint created by Christine - 10 minutes
 - How should we use this?
- 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?
 - 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?

Adjourn

Next Meeting

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

Information on how to access the remote meeting

By telephone: Dial 1-929 205 6099. When prompted enter the meeting ID:
<https://zoom.us/j/93813006328>.

By computer: Join the meeting by clicking here :<https://zoom.us/j/93813006328> You may be prompted to enter a meeting ID:<https://zoom.us/j/93813006328>.

By smartphone, tablet, or other device: Join meeting by clicking here:
<https://zoom.us/j/93813006328>

To ensure smooth access, we recommend that you test your remote meeting software in advance of the meeting. **If you have difficulty accessing the meeting, please call 802-258-0674 or email clerk@nekbroadband.org .**

Role of the Communications Committee

The Communications Committee has a mission with three tenets to facilitate effective communication between Board members as well as between the Board and the public. The Communications Committee will:

- 1) Identify stakeholders, their information needs, and the best ways to facilitate two-way communication with each group.
- 2) Work with the Governing Board and all other committees to produce internal and external communication strategies that define frequency, triggers for communication, content guidelines and prioritization, and responsibility for distribution.
- 3) Create internal and external communication pieces as dictated by these strategies.