

NEK Community Broadband Communication Committee Meeting Minutes

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

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

Agenda Review

Old Business

- Review FAQ and Internal Q&A documents, make plan for keeping them updated (15 min)
 - Edits and updates have been made to the document. The point person will be the person who is in charge of the document? Mike Gaiss.
 - Soon to be ready to be approved. Looking to finish it by the end of the week.
 - Final proof will go through Caro
 - The current FAQ has errors, do we need to pull that for the time-being while they are being updated.
 - Jami will have Evan add the new FAQ to the Agenda. The Committee will run the current draft to the executive committee, and trade out the previous document after the approval.
 - Have not received feedback from internal Q&A (in the draft document folder)
 - The committee will see this as the “parking lot” and will cull it on a regular basis.
 - How should people respond to the question, “When will I get internet?”
 - By July 1st we will have a better idea. We will have maps that will tell everyone when they will receive the internet.
 - Strategy for direct requests for information.
 - We will have a better idea of what a roll out will look like in 5 months. The CUD has complexities because of varying partners and interdependencies, we may not be able to do entire towns at once. The CUD has to balance what is fiscally responsible and serving addresses that have not been served. Lots of activity happening at the federal and state level that make us hopeful. The NEK should validate people’s frustrations. NEK is clarifying that picture and prioritizing what the public can expect. Asking people what they may be willing to pay. A commitment for future communication.
 - Can draft an email for Christine to use.
- Plan for creating communication policies (20 min)
 - What topics/issues should we cover
 - Christine will get the communication policy from EC Fiber-answer: does not have a communications policy.
 - Could be action oriented, guidelines of where to go with needs.
 - Needs:
 - Social media posting policy: who posts and what kinds of things get posted (Facebook, Front Porch Forum)

- Press releases: when, who has to approve? (communication needs to be timely and front-facing for the board of NEK, not an individual)
- Day-to-day questions: town meeting answers.
- Prioritizing questions: could the question wait? Is it in the FAQ?
- the board member's role in communications, board members helping to answer the questions they can or taking the questions to Christine when they do not know the answers, but not expect answers immediately. How does the member handle calls from a newspaper or press? (refer them to Christine)
- Governing board email list, when and what is appropriate to email to the whole board
- E-newsletter: no real response for a newsletter. May better serve us in the future. May look at templates and time periods in the future.
- Website: put talking points .pdf on website

New Business

- Front Porch Forum subscription (5 min)
 - Look into subscription costs and recommend to the Executive Committee.
 - What would we distribute? How much information can we manage after posting progress reports (i.e. questions, responses).
 - Once per year "press release"
 - Talking points-Nick will post "talking points" doc to fb, Jami will post to website
- Potential additions to "Communication Committee Project Summaries" (Mike) (5 min)
 - Guidelines for using GB mail list?
 - Monthly EC reports deadlines to keep them visible?
- Sharing Talking Points for Town Meeting document to wider audience (15 min)
 - Press release
 - Spokesperson?
- (If time) Upcoming projects: Social media + Newsletter
- Review action items for next two weeks
 - Do we have a logo?
 - Suggestion for logo competition and the governing board votes.

Other Business

Action Items

- Jami will have Evan add the new FAQ to the Agenda. The Committee will run the current draft to the executive committee, and trade out the previous document after

the approval.

- Nick will post “talking points” doc to fb, Jami will post to website (About tab)

Adjourn

Respectfully submitted,

Jami Jones, NEK Broadband, Clerk

A handwritten signature in black ink that reads "Jami Jones". The signature is written in a cursive style with a long, sweeping underline that extends to the right.