

NEK Community Broadband

Communication Committee Meeting Minutes

March 3, 2021, 4:00 PM - 5:17 PM

Attendees: Jami Jones (clerk), Christine Hallquist (admin), Carrie Glessner, Caro Thompson (until 5:02), Mike Gaiss, Kathleen Monroe, Nick Anzalone (4:13)

Agenda Review

New Business

- Fleshing out the Communications Guidelines - 15 min

- Need more specific plan for developing this
- Each of us choose sections to work on?
- Other ideas?
 - Website policy: when it is updated and what content goes onto it.
 - Caro will do the Media Release policy section
 - Kathleen will take the public communications section
 - Mike will take the front porch forum
 - Carrie will take social media
 - Nick will take the governing board email list

- Review Caro's Draft of a First Year Accomplishments Media Release - 10 min

- Caro delivered a very good press release.
- We still have expectations to begin the buildout this year.
- May need to make the wording more contingent.
- Grant applications go in at the end of march and will hear back by June.
- \$460K is definite funding toward the project and we are confident that we will be able to receive more funding for future projects.
- We have requested full design plans from NRTC in the contract.
 - This can be called a "network design."
- Language around "cash-flow positive" vs "profitable"
 - Want well informed language that people can understand.
- Who is the target audience? What is the objective behind a press release?
 - The citizens of the NEK and report the progress
 - Decimated via press release and could be put on media or front porch forum
- Will continue a distribution strategy discussion at the next meeting.
- Caro will update the draft and share it to the executive committee when finished.

- Website updates - what is needed? - 10 min

- Mike and Jami will schedule another meeting to discuss steps we can take.
- Clarify for the policy what is considered a little fix/ what would need to be taken to various committees.
- Statement that the website manager will keep the website up to date with publicly released information if it differs, then it will be brought to a committee.

- Adding a comment/inquiry form to the website - 15 min

- Who can field inquiries? (different kinds of inquiries could go to different people)
- What types of inquiries are there?
- What information should we collect?
 - There are inaccuracies being given by the state maps. A questionnaire would be helpful on connection speeds.
 - Intake form could include: where did you hear about information
 - Google forms or a survey monkey.
 - Need to make a list of questions to add to a google form
 - Contact info
 - Address
 - ISP
 - Internet speeds (speedtest.net)
 - Contact Forms/vs emails. Inquiries about when we will get broadband.
 - Crafting a message for instructional use
 - Could put information into the tickler file and with larger amounts of information could be put into the GIS mapping system.
 - Suggestion for info@nekbroadband.org for inquiries on the website. For technical inquiries engineering@nekbroadband.org
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- Starlink Survey - worth identifying ways to promote and encourage responses? (MJG) - 5 min

- Front porch forum push and guidelines (Mike)
- Have about 17 surveys thus far. Would like to have better Kingdom representation.
- Forward to the EC on how to enable the GB to be able to talk to people about it.
- More info on the CUD?
- Keep it Starlink focused?
- In the beta, unsure of how many new beta users there are.
- Mike will follow up.

- Logo contest (if time) - 10 min

- Review action items

Other Business

Action Items

- Caro will update the draft and share it to the executive committee when finished.
- Mike and Jami will schedule another meeting to discuss steps we can take.

Adjourn

Meeting Adjourned at 5:17pm

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

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