

NEK Community Broadband

Communication Committee Meeting Minutes

April 27, 2021, 4:00 PM - 5:00 PM

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

Agenda & Project Review

- Review project summary spreadsheet, adjust prioritization - 5 min
- Status update for ongoing projects - 15 min
 - Communication Guidelines
 - ARA email/discussion with EC
 - One to two sentences to send to specific towns that might have a good connection with work that we are planning to do anyway.
 - As one option that we could support. An open-ended question, but indicates the capacity that the NEK could have to help the town with their build.
 - Quarterly select board updates
 - The Executive Committee could partner with Caro to give the Quarterly Selectboard updates. The first update will go out in June.
 - Outreach to new (non-member) towns
 - Nick put together a spreadsheet to track the progress. Multiple towns have joined the CUD since the last Governing board meeting.
 - Website
 - Put together the updated wireframes in the website folder. They continue to evolve, feedback would be helpful.
 - Looking to put together some funding, products requirement doc, and vendor selections process.
 - Have 12-13 towns information and will be re-pinging the towns, getting the committees to put together a blurb about their committee. The Homepage is a continued work in progress.

Old Business

- Starlink survey - 5 min
 - Recapped 2 weeks ago, the summary of the survey is in the "reference folder" with a spreadsheet by question. To be shared with the 53 respondents. Will be doing a follow-up survey in a couple of months.

New Business

- Yearly schedule of tasks - see Draft Stakeholder Outreach Methods document - 10 min
 - Agenda: Kathleen
 - Chair Meetings: Caro Thompson
 - Spreadsheet Updates: Mike Gaiss (owner), but everyone should be giving updates to the “new things.”
 - The Committee Update: Kathleen
- Spreadsheet-
- Division of labor - what tasks are not covered? What could we ask others to do? - 15 min
 - Facebook posts- receiving comments/messaging. Is there someone who could be owning that? Caro would be interested in posting to the page. Nick will continue to post to facebook, if others can send him information or info-graphics. Caro will have some topics to be posted by next meeting
 - Nick will look into the integration for instagram to reach a younger audience.
 - Caro will help to figure out the Calendar for the year and the lead times, and Nick will post them to the group calendar.
 - Who is the target audience for a newsletter? Will have more of an idea for the plan in June.
- Potential of hiring an assistant to do some tasks - 10 min
 - Depending on the funding we may be able to hire a social media marketing manager.
 - Could we develop the onboarding process for the person or the scope for the person sooner rather than later?
 - May board meeting we will be communicating the town phasing schedule. Need to communicate the rationale well.
 - Use Caro’s document, and what would make our communication schedule successful? Run it by the Executive Committee. How many hours do we think it would be?
 - Could possibly come into contact with other CUDs to see what they are doing.
 - Email the Governing Board to like the facebook page, sign up for the newsletter, and connect the town’s facebook pages. And let us know how the towns communicate (bulletin boards, letters, posts?), mailchimp? Carrie will send out an email about subscribing to receive updates?
 - Add dates and amount of time the task would take to do them.
 - Nick will try to turn Caro’s document into a spreadsheet
- Timing of next meeting (right before GB meeting) - need to change? Thurs. 14 at 4pm

Adjourn

Action Items

- Caro will have some topics to be posted by next meeting
- Nick will look into the integration for instagram to reach a younger audience.
- Caro will help to figure out the Calendar for the year and the lead times, and Nick will post them to the group calendar.
- Carrie will send out an email about subscribing to receive updates?
- Nick will try to turn Caro's document into a spreadsheet

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.