

NEK Community Broadband

Communications Committee Meeting

Minutes

May 13, 2021 4-5pm

Agenda

Agenda Review-

- Jami will send the Action items via email after the meetings

Status of Ongoing Projects

- Status of ARPA email (summary of discussion with Evan) 5 m
 - Draft is here:
<https://docs.google.com/document/d/1POwNUfXKo2ckvaPzLYLoot-tcqK9HBr6o8D1jIXVMgU/edit?usp=sharing>
 - In process, but will need to get further update next meeting
 - Timeline is the end of 2024.
 - Discussion was held over potential timelines of the WEC build.
 - Christine will confirm the funding for the WEC builds (if ARPA funds affect the builds in the towns)
 - Questions on funding for the website and marketing/advertising from ARPA funds
 - Christine is putting 10K for marketing and communications for the last 6 months of the year, the website will be a separate line item.
- Update on website design 20m
 - o Looking for updates from towns and committees on their input for the website
 - o Ways the communication committee members could help: are to chase the towns for their descriptions, photos, and links.
 - Mike will be sending out the next set of emails.
 - Kathleen volunteered to do 5 town descriptions if we cannot get responses from the individual towns.
- Proposed date for next/follow-up Starlink survey of 53 respondents 5 m
 - o Proposed waiting until May to finish crafting the questions.
- Update on question of hiring committee assistant 10 m
 - o What are the tasks that our current board may be willing to accomplish?
 - o Propose a freelancer for project by project basis (content lead- Carey Crosier)
- MailChimp; newsletter 5m
 - o We currently have a free mailchimp account.
 - o Can be found in the "Drafts" folder.
 - o Mike checked with Evan about the content that does/ doesn't need to be in the newsletter.

- o Evan has volunteered to write a welcome section for the newsletter
- o Caro will send the legislators list to mike for the mailchimp
- o Discussion over how and when to communicate the upcoming news of the NEK CUD.

New Business-

- May 12 launched FCC temporary program to help households struggling to afford Internet service 5 m
 - o Is it something that the NEK wants to inform the public through the communications avenues?
 - o Mike will reuse his email about the FCC, hone out the pertinent information and prepare something to be disseminated among the governing board.
 - o Kathleen will send the CC her information about the FCC.
- Facebook live interview 5 m
 - o Tabled to next meeting.
- Our common usage name: NEK Broadband or NEK Community Broadband
 - o Caro will draft some thoughts for the committee to consider 10 m
 - o Will go to the Executive Committee for revision around Caro's email.
 - o Discussion around hiring someone for a logo as a strong recommendation.
 - o Caro will make the revisions to the Common usage name document and send to Executive Committee.

Adjourn

Action Items

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- Caro will draft some thoughts for the committee to consider 10 m
- Caro will make the revisions to the Common usage name document and send to Executive Committee.

Respectfully submitted,

Jami Jones, NEK Community Broadband Clerk

