

NEK Community Broadband

Communications Committee Meeting Minutes

May 25, 2021, 4-5pm

Attendees: Jami Jones (clerk), Kathleen Monroe, Jonathan Baker, Caro Thompson, Christine Hallquist (admin), Nick Anzalone

Agenda Review-

- Review and approve minutes of May 13 meeting

Motion to accept minutes, Motioned: Nick, Seconded: Kathleen, Carried:(3-0).

- Caro will send an email to Evan to propose the acceptance of Jonathan Baker, Malcolm Doak and Dale Urie to the Committee.
- Review Active Projects:
 - Any changes to priority that would call for a change to our agenda?

ARPA email (discuss & approve) 5 m (Nick)

- Executive Committee affirmed encouraging the board members to receive the emails
- Christine is creating town specific documents for the selectboards that are pertinent to the current spendings and budgets.
- We would have more clarity on who could receive pointed ARPA “advertising” when we understand where the NEK is going in the Phase 1 buildout.
- Accountability can be given by asking board members to email a response to the Committee/point person
- Nick will draft an ARPA email for the governing board members and will receive feedback from a couple of individuals

Motion to accept the ARPA email to be shared with the governing board members’ selectboards. Motioned: Caro, Seconded: Kathleen, Carried (3-0).

New Business-

- Quarterly update (Evan and Caro; review by Communications Committee at next meeting) due in June 10 m
 - Discussion of the process by which a quarterly update can be accomplished
 - Caro will coordinate with Mike Gaiss and Christine about how the committee can move forward with the quarterly report

- Anticipate a draft being prepared by June 8.
- Discussion of proposal for logo to Executive Committee.
- Outreach Scheduled tasks and division of labor (Caro?) 10 m
 - Discussion over the format of the Agenda
 - Time at the end to discuss priorities for the Agenda.
- Discussion of Facebook Live Interview (Nick) 10 min
 - General idea was well received, but was not discussed at the Executive Committee meeting.
 - Proposed waiting until after we have the phased plan so that we can receive questions (looking forward to public communication of that, late June).
- What is the communication strategy for after we have the business plan?

Other Business-

- Status of Communication Guidelines in hands of Policy Committee (Nick)
 - Nick will collaborate with the policy committee for an update on the Status of the Communication Guidelines
 - What are we trying to solve with Communication Guidelines?
 - Trying to get a summary of where the communications committee stands in autonomy?
- Facebook/Instagram ready to go. Instagram can only do photos. CTA: send content/suggestions for posting to Nick. (Nick)
 - Caro will have a plan for everyone to look at for some content creation
 - After, the committee can help with infographics
- Update on draft position statement on FCC Emergency Broadband Subsidy (Kathleen)
 - Mike and Evan have given some feedback
 - The Communications Committee will develop language around a possible post/email to the governing board.
 - Nick will post the second portion to the facebook page.
 - Discussion of regular scheduled communication emails to the Governing Board meeting- will be added to Next Week's Agenda
 - Week 1 will send out FCC info for the email. Kathleen will prepare the email.
- Update on progress in regard to crafting Starlink questions for next Starlink; governing board input/pow-wow (Mike)
- Update on response of Gov Bd/Town Reps to website info needed (Mike)

- MailChimp newsletter: Evan's welcome section; Caro's info sent to legislators (Caro and Mike)
 - 3 above topics will be moved to the next meeting.
- Overview of the spreadsheet
 - Newsletter-external (prioritization tabled)
 - Caledonia Record article-setting a precedent for how to respond to articles
 - Discussion over the CUD putting opinions in papers as a strategic approach to head off articles in communications.
 - Response would be warranted if there was erroneous/glaring information given.

Start Agenda for next time (Nick, 5 min)

Backlog (for next meeting)

- Update on question of hiring committee assistant 10 m
- Status of stakeholder outreach 10m (Nick)

Action Items

- Caro will send an email to Evan to propose the acceptance of Jonathan Baker, Malcolm Doak and Dale Urie to the Committee.
- Nick will draft an ARPA email for the governing board members and will receive feedback from a couple of individuals
- Nick will collaborate with the policy committee for an update on the Status of the Communication Guidelines
- Caro will have a plan for everyone to look at for some content creation
- Nick will post the second portion of the FCC affordability info to the facebook page.
- Week 1 will send out FCC info for the email. Kathleen will prepare the email.

Respectfully submitted,

Jami Jones, NEK Community Broadband Clerk

