

# NEK Community Broadband

## Communications Committee Meeting Minutes

June 8, 2021, 4-5pm

**Attendees: Jami Jones (Clerk), Kathleen Monroe, Dale Urie, Caro Thompson, Nick Anzalone, Mike Gaiss, Christine Hallquist (Admin), Jonathan Baker**

- Review and approve minutes of May 25, 2021 meeting
- **Motion to approve the minutes. Motioned: Nick, Seconded: Kathleen, Carried: (6-0)**
- Any changes to today's agenda needed?
  - none

### Old Business - 30 minutes

- Update on appointment of new committee members - (Caro) **2 minutes**
  - Welcome Dale, Jonathan and Malcolm.
- Update Second - leaf season - Starlink survey (Mike) - **3 minutes**
  - Nothing new to report. Updated questions are in progress.
  - Mike will continue to work on the questions over the next 2 weeks.
- Update on response of Governing Board/Town Reps to website info needed (Mike) **3 minutes**
  - Mike has sent out emails to the towns repeatedly and has not heard much back from the remaining towns
  - The website is not overly urgent, but it is good to be prepared.
  - Kathleen could establish content with 5 towns and see if they would like to make corrections for the town's website info.
  - Mike will give Kathleen access to the town website spreadsheet on the drive
- NEK Broadband as our common usage name. NEKBB? - (Caro) as per Evan - **3 minutes**
  - For common usage NEK Broadband is fine, but no acronyms at this time.
  - Mike will make the necessary updates to the websites wireframes
  - The business model decisions made in the next few months will affect how the NEK uses branding.
- Quarterly Update to Select Boards - Status - Mike? - **5 minutes**

- Mike has gathered information and put the information into the Mailchimp Newsletter format.
  - Has discussed the information with Evan, Kristen and Christine.
  - Looking for the Newsletter near the end of summer.
- Would the content work for a quarterly update to the selectboards/legislatures?
  - It could work for that, but may need to be wordsmithed and edited to make sure the quality is there.
  - Caro will wordsmith the Newsletter, and email it out for the review of the committee.
- Website Update - Mike - **10 minutes**
  - Would it be helpful to have one or two committee members volunteer to be on a “website subcommittee” with Mike?
  - Will be waiting to see where funding comes in, to hire someone for web design.
  - Mike will be re-connecting with the Committees to get their blurbs for the committee page on the website

## New Business - 25 minutes

- Communication outreach about THE PLAN
  - Talking Points - brainstorm
  - Media Release
  - Facebook Live
  - Social Media
  - MailChimp newsletter? What email will it be sent from?
- Having a spectrum of content, but also should task the EC about the most important (3-5) things that the Communication Committee ought to inform people about repeatedly and consistently.
  - Supplement those 3-5 things with the talking points and “did you knows”
- Suggested to start with the questions shared at the Info Sessions with NRTC and the “talking points” doc. Nick will email it out.
- Question of a 5 year Business Plan?
  - A business plan, not a design. Depending on how the strategic planning and design goes, we could either stop and go, or continuously work. 5 years is the target within the CUD (to maintain the forward motion), but the NEK needs to communicate carefully about what goes to the public as an outward facing realistic timeline.
  - Suggestion of 7 years
- Difference between a Business Plan and a Design?

- The Business Plan is a start for the planning, but not the specific. It sets the trajectory for the CUD financially and strategically.
    - It gives us a framework to think about the CUD's decisions in the years to come
- When does the timeline start?
  - Engineering timeline is unknown at this time, because this is not an engineering plan, but a business plan that can be presented to the bank.
- What can we do with the Business Plan?
  - We can go out and get funding
  - We can start getting the Engineering Designs for Phase 1 with regular reevaluation.
  - We can buy materials that we know we will use.
- Nick will begin to start on the 5 main talking points to coordinate with the Comms Committee and Executive Committee about what needs to be communicated to the public about the Business Plan.
- What is the release date?
  - The EC is planning on making the Business Plan public, the exact date has not been reached.
- The communications committee would like to review the language of the Publicly Release Business Plan (18th from NRTC, Finalized by the 24th)
- The state wants the business plan before they release grant funding.
- Ought to avoid hard timelines in the business plan to make room for upcoming issues with availability. We do not want to set false expectations.
- What is the timeline for the Communications Committee? We do not want to be playing catch-up. Communication Committee releases and postings need to be in parallel with the Business Plan timeline.

### Topics for Two Information Postings to Governing Board for this Week & Next

- May be another period of "Public Comment" on the 10 year telecom plan.
- Jonathan will find/send the 10 year telecom info to Kathleen Monroe to craft. The CC will vet before sending it to the governing board.
- Christine will ask if she can offer us the presentation on the 10 year telecom plan that she prepared for Lamoille Valley.
  - Funding available around November.
- 10 year telecom plan will help guide the legislature on the direction they are headed.

### Some Topics for Next Meeting

- Drafting logo samples for committee review - discussion on process
- What might trigger hiring a freelancer for communication tasks? Which tasks?

## Action Items

- Mike will continue to work on the questions over the next 2 weeks. (Starlink Survey)
- Mike will give Kathleen access to the town website spreadsheet on the drive.
- Mike will make the necessary updates to the websites wireframes (in reference to the acronym)
- Kathleen could establish content with 5 towns and see if they would like to make corrections for the town's website info.
- Caro will wordsmith the Newsletter, and email it out for the review of the committee.
- Mike will be re-connecting with the Committees to get their blurbs for the committee page on the website
- Suggested to start with the questions shared at the Info Sessions with NRTC, Nick will email it out.
- Nick will begin to start on the 5 main talking points to coordinate with the CC and EC about what needs to be communicated to the public about the Business Plan.
- Jonathan will find/send the 10 year telecom info to Kathleen Monroe to craft. The CC will vet before sending to the governing board.
- Christine will ask if she can offer us the presentation on the 10 year telecom plan that she prepared for Lamoille Valley.

*Respectfully submitted,*

*Jami Jones, NEK Broadband Clerk*

A handwritten signature in black ink that reads "Jami Jones". The signature is written in a cursive, flowing style.