

NEK Community Broadband

Communication Committee Meeting Minutes

July 20, 2021, 4:00 PM - 5:00 PM

Attendees: Christa Shute (Exec Director) Christine Hallquist (admin), Jami Jones (clerk), Caro Thompson (chair), Kathleen Monroe, Nick Anzalone, Sarah Lyons

- Take Attendance and Approve Minutes from 7_6_21

Motion to approve the previous meeting's minutes. Motioned: Nick, Seconded: Kathleen, Carried (3-0-1) Abstained: (Sarah Lyons)

Old Business

- Select Board Business Plan Meetings update - Nick - 10 minutes
 - Nick gave an update from the Executive Committee, and emails from towns saying that they already had a selectboard meeting or that the materials were helpful.
 - Nick- Discussion for concern on .pdf formatting, and keeping the links consistent across multiple versions of the same doc. Christa presented a possible solution in the way that the permission levels within the drive and how docs are formatted.
 - Further discussion on the topic will take place at the next meeting.
- Survey of outreach methods for GB to complete to go this week - Caro 2 min
 - Caro- Survey is ready as a google forms doc. Sarah will be taking responsibility for the responses instead of Dale.
 - Caro will send the email text to accompany the survey to Jami, and Jami will send out the survey to the Governing Board.
- Proposed Logo - Exec. Committee response update & discussion on tag line - not everyone knows what "broadband" means. Do we need to have the word "internet?" Caro 10 minutes
 - Caro gave an update on the disapproval of the logo, and the continued need for work on the marketing/website with only \$3000 available of the one grant.

- Nick- Update on funding for logo and marketing package. The committee needs to be set for when the funding comes (perhaps mid Sept) according to the grant instructions (such as getting three estimates on the work).
- Caro- when will a decision be made about the funds?
 - Nick- unclear about a formal timeline, but may hear back in the next week or two.
- Nick and Mike will collaborate on the funding and logo as well as a scope of work for the Committee to review.
- Sarah- Are we making the branding/*website vendor selection* process public?
 - Nick- we do not have to make it a public process and there are connections that the committee can reach out to.
 - The committee will contribute to a spreadsheet of possible vendors and contact information.
- Caro- Discussion on language for the tagline.
- Kathleen- could use the phrase “high-speed internet access” and the word “fiber” should be included *somehow*.
- No further action was taken. Topic will be tabled until a vendor is found.
- Internal Q&A document - How do GB members find answers to questions? This idea of one reference document came up in early meetings. Discussion as to need/format. Caro - 10 minutes
 - Discussion over what questions are reaching the ears of the Communications Committee (via Nick and Christine).
 - Nick- gets more questions about where to find information. Would like to see how to generate more two-way communication between the board and the Committee Members
 - Topic tabled until next meeting.

New Business

- ARPA funding has been received. Update and discussion of media release and social media outreach. Christine & Caro - 20 minutes
 - Christine- Grant is for preconstruction, Network/Project Management, etc.

- Caro- In the next media release, we will introduce Christa and show her background as the smooth transition, and thank Christine for her role in the NEK.
- Sarah- Question, What is the schedule for information roll out?
 - Caro- Updates coming for July (arpa funding) and September (approved funding for the Executable Project Plan and a network design deliverable for the Concord project)
 - Nick- we want to roll things out at a sustainable pace.
- Meeting dates: Next on August 10? Every two weeks from there? - Caro - 5 minutes
 - The Committee will switch their schedule to August 10th at 4pm and bi-weekly from there.
- Items needed for the next agenda? - Caro - 5 minutes
 - Sarah- Question, can I see the logos?
 - Caro will send the rejected logos to the committee
 - Christa- suggested The pros and cons of the current logos for the vendor that will be working with us.
 - Nick- suggested a bullet list of criteria for a logo and what it ought to convey.
 - Sarah- suggested whoever designs the next logo to annotate the logo with its symbolism and purposes.
- Template for instagram/fb pages.
 - Caro will have it completed by the August 10th meeting.
 - NTIA has an app that is gathering information
 - Sarah- Question, what is the schedule for public engagement.
 - Nick & Caro- we have been measuring capacity with capability

Adjourn

Respectfully Submitted,

Jami Jones, NEK Broadband, Clerk

