

NEK Broadband

Communication Committee Meeting Minutes

November 2, 2021, 4:00 PM - 5:00 PM

Attendees: Christa Shute (ED), (Jami Jones (clerk), Caro Thompson (Chair), Carrie Glessner, Nick Anzalone, Kathleen Monroe, Sarah Lyons

Not Present: (quorum is 4)

- Review and revise/approve minutes from [10/19/21](#).

Motion to accept minutes as written. Motioned: Kathleen, Seconded: Carrie, Carried: (4-0)

Old Business

- Logo development - Carrie update

Sarah Lyons joined the meeting at 4:04pm (quorum is now 5)

- Stride will send the CUD the notes from their kick-off meeting, where they discussed topics such as target audience, fonts, colors, naming, etc. They will be coming up with the titling, tagline, and logo. More information to come next week.
- The committee had a discussion over the recommendation of "NEK Broadband" vs "NEK Community Broadband"
- If the committee has more ideas on what the tagline should be, send the ideas to Carrie.
- Carrie- the form came in from Stride. The committee will review the answers for red flags and get it back to Carrie by tomorrow.

- Website development - Crowd Fiber - Caro update

Christa Shute joined at 4:15pm.

- The CUD is focusing on using Crowd Fiber as a tool for the website, and putting the current website development in the background.
- Nick-
 - First priority for information is the Concord Project and would like to get preregistration started as soon as possible.

- Second- gathering information around ground-truthing the data that we have to see if it is accurate.
 - Third- general messaging for the broader CUD area on what to expect, and information that we could potentially gather.
- Caro- In the meeting, there was a discussion around how to get the people/board to respond to the Crowd-Fiber survey. Those within the area of the Concord Project will get information on deadlines and updates on the project. Those outside of the Concord Project will be able to go to the website for CUD-wide updates.
 - Christa- we will also be adding pre-registration for a USDA area near the Concord Project. In the first and second quarters of next year, we will be switching to an address by address search area.
- Sarah- should we continue with the wireframes?
 - Yes. Christa will add Sarah to the Crowd Fiber site.
- Nick- the committee needs to finalize the survey and messaging on pre-registration for Concord-CARES.
 - Nick will identify the needs in a document and will forward the details to Caro. Caro will start the wordage and copy for the website, which will be reviewed by Kathleen.
 - Christa- it is important to at least get a phone number and email address to get valid data.
- Nick gave a walkthrough of the Crowd Fiber site: get.nekbroadband.org
 - Christa- add questions like: "are you satisfied with your service." to have answers to go to the bond market. "How much would you pay for internet services?"
 - Sarah- we may need to know if people only have one option for services.
 - Caro- Cautious about the question of how much services cost. The answer may be complicated if services are bundled. The answer may not have valid data.
- Nick and Christa will walk through the survey to decide what needs to be put on it.
 - Sarah- Is there the ability to communicate to those who do not finish the survey?
- Carrie- Reminder for the respondents of the survey: the recipient will not be returning their emails and a request to not reply.
 - Caro- It would be beneficial to also direct them to the newsletter
 - Christa- or check back on the Crowd Fiber site. The "updates" page would be updated in "real time" as the zones are updated.

New Business

- Opportunities for upcoming media releases - Caro

- Caro will be drafting the release, and Sarah will send it out.
 - Christa- Thanks. Caro and Christa will

- Pilot Project Community Outreach Methods - Carrie on survey results

- Caro- did we receive responses from Concord/ Waterford and Lunenburg?
 - Jami will send the survey to the Lunenburg Town Clerk.
- Carrie- the Caledonian Record is a good way to get information out and it would be beneficial to budget funding toward the papers.
- Christa- an ad to sign up is a good idea in January.

- Question: Are bullet points enough to use to update our mailing list as a beginning?

- Sarah- yes, with headings, i.e. funding, construction, etc.
- Caro will put together bullet points for the newsletter and Carrie will send them out.

- Question: Should we use a message that "the more people who are committed to sign up in your town the faster we can get to you"? - Christa to provide background

- Sarah- can use CV Fiber as an example.
- Carrie- this is only true in some cases, not in all communities. There are a lot of variables that go into where we go and the timeline of the buildout. We do not want people to perceive it as a lie.
- Sarah- We would like to get the message across that you can "help the effort."

Adjourn

Respectfully Submitted,

Jami Jones, NEK Broadband, Clerk