



# Communication Committee Meeting Agenda

January 25, 2022, 4:00 PM - 5:00 PM  
In-Person Location: 142 Eastern Ave, St Johnsbury, VT 05819

## Agenda

- Review and revise/approve minutes from 01/05/2022.

## Old Business

- Tagline development - Carrie update and new brainstorm session
- Crowd Fiber update - Caro/Nick
- Possible update on website development.
- Update on Marketing Strategy Session - Christa

## New Business

- Committee vs. advisory/working group - Caro
- Hiring a Community/Media Relations staff person
- Mission Statement draft - Caro
  - Please review and add comments to the Google Doc.
- Future media releases needed?
- Additional marketing needs next month?

## Adjourn

## How to access the remote meeting:

- By telephone: Dial 1-929 205 6099. When prompted enter the meeting ID: <https://zoom.us/j/93813006328>.
- By computer: Join the meeting by clicking here :<https://zoom.us/j/93813006328> You may be prompted to enter a meeting ID:<https://zoom.us/j/93813006328>.
- By smartphone, tablet, or other device: Join meeting by clicking here: <https://zoom.us/j/93813006328>

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### **Role of the Communications Committee**

The Communications Committee has a mission with three tenets to facilitate effective communication between Board members as well as between the Board and the public. The Communications Committee will:

- 1) Identify stakeholders, their information needs, and the best ways to facilitate two-way communication with each group.
- 2) Work with the Governing Board and all other committees to produce internal and external communication strategies that define frequency, triggers for communication, content guidelines and prioritization, and responsibility for distribution.
- 3) Create internal and external communication pieces as dictated by these strategies.