



Communication Committee Meeting Minutes (Draft)

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

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

Agenda Review

- Review and revise/approve minutes from 1/5/2022.

Motioned: Carrie Seconded: Kathleen	For	Against	Abstain
Motion: to approve the meeting minutes from 1/5/2022	3	0	0

- **Discussion Summary:** no discussion took place

Old Business

Tagline development - Carrie update and new brainstorm session

- **Discussion Summary:** NEK Broadband has completed its funding arrangements with a NCIC grant for Stride, and will be continuing to brainstorm and research tagline ideas. Carrie will take the ideas to Evan/Christa and Stride for feedback.

Nick left the meeting at 4:15pm.

Crowd Fiber update - Caro/Nick

- **Discussion Summary:** Caro finished somecopy for the Crowd Fiber site. Next steps are for WCVT and NEK Broadband to collaborate on which functions need to integrate with the NEKbroadband.org site. Christa, Nick and Evan will work on structural aspects of the website, and Caro will continue to provide copy for the site.

Christa joined the meeting at 4:19pm.

Possible update on website development.

- **Discussion Summary:** Stride has sent possible appointment times for website

development. The subcommittee will meet on the continued website development issue. Jami will send out a poll for available times to meet.

Update on Marketing Strategy Session - Christa

- **Discussion Summary:** The marketing strategy session will be postponed until mid February

New Business

Committee vs. advisory/working group - Caro

Motioned: Carrie Seconded: Nick	For	Against	Abstain
Motion: to move from a committee to an advisory subgroup of the Governing Board	4	0	0

- **Discussion Summary:** The committee would like to move to an advisory subgroup. The work of the committee is currently slowed by the committee structure. As the committee does not take regular votes in their meetings, they would like to dissolve. Caro will draft a document conveying the committee's desire and send it to Evan for review by the Executive Committee.

Hiring a Community/Media Relations staff person

- **Discussion Summary:** A job description has been drafted. It will be put before the Executive Committee at their next meeting. Carrie will shorten it for the media.

Mission Statement draft - Caro

- **Discussion Summary:** Kurt and Caro have been collaborating on the Concord Media Release. Christa would like to get it out as soon as possible. The mission statement in the release will be updated to the current mission statement that the Governing Board approved this past year and sent.

Future media releases needed

- **Discussion Summary:** no discussion was held.

Adjourn

Motioned: Carrie Seconded: Nick	For	Against	Abstain
Motion: to move from a committee to an advisory subgroup of the Governing Board	4	0	0

- **Discussion Summary:** no discussion was held.

*Respectfully Submitted,
Jami Jones, NEK Broadband, Clerk*

Action Items

Action	Assigned to	Deadline
Jami will send out a "when is good poll" to the subcommittee (Caro, Evan, Christa, Nick and Kurt) on the website development for Thursday, Friday, and Monday	Jami	1/25/2022
Carrie will shorten the Job Posting for the Media	Carrie	ASAP
Caro will complete the media release	Caro	ASAP
Carrie will send out the media release to the mailchimp addresses	Carrie	ASAP
Nick will export an email list for Carrie to use in mailchimp	Nick	ASAP
Jami will send Kristen the login information for a paid mailchimp account	Jami	1/26/2022