



# Communication Committee Meeting Agenda

February 8, 2022 4-5 pm

**Present: Caro Thompson, Carrie Glessner, Kathleen Monroe and Christa Shute (joined at 4:30 pm)**

Meeting called to order at 4:05 pm

**Meeting minutes from 01/25/22 were approved without any need for revision.**

**Crowd Fiber Update:** Nick was not present but sent in his update in re: sales registration finalization; waiting for "go live" date for Concord. Asks that some committee members review "sales registration"; direct mailing letter; spreadsheet of "to dos" before Concord goes live. Nick working on "merging" Crowd Fiber with Stride/Wordpress website.

**Marketing Strategy** Update: Christa has no new update.

**Marketing Position** Hire Process: Christa explains that we are looking for a "relationship manager" to promote community relations and not so much a media relations person. Really looking for a community relations person. Committee offers to review applications once job is posted. Consider posting job in Seven Days and Front Porch Forum. A few changes were made by Carrie to job description on which there had been some work.

**Handouts** for Concord, Lunenburg and Waterford Town Meetings: Christa will draft the facts and provide maps highlighting the road sections with dots for individual premises. She will include statement helping folks understand why only those addresses are being targeted in this phase and will include anything that can be told regarding future service to those addresses not served in this phase. Christa has a good handle on when certain segments will be built out this summer including builds of backbone and some back-burner infrastructure. She will send facts to Caro who will work on phrasing or editing. Kathleen will contact the three towns to find out dates of their informational meetings (whether Zoom or in-person/format) and whether they will permit an update to be handed out to those voting Australian ballot +/- or attending meetings if and when those meetings are in-person.

**Front Porch Forum:** Christa explains that we won't be asking individual town representatives to make FPF posts. Posts will be generated at headquarters and go out to all 56 towns. Will use skills of individual town reps when there is something to offer locally in order to put a local face on what NEKBB is doing in their area. Our intention is to engage Board Members when we have specific information needs in the scheme of a grassroots marketing campaign. It is just too soon now to put out information.

**Working Group:** It is anticipated that the Communications Committee will become a working group simplifying the process of holding meetings that do not require recording, posting notice, a strict

meeting schedule thus increasing flexibility. Governing Board will be approached on this matter at meeting on 02/10/22.

Quarterly Update: next one is in April 2022

Meeting adjourned 5:10 pm.

Kathleen Monroe, secretary (for this meeting)

Respectfully Submitted,  
Jami Jones, NEK Broadband, Clerk