



CV FIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

GoToMeeting (virtual meeting only)

November 12, 2020

Present:

Communications Committee delegates: Chuck Burt (Moretown), David Healy (Calais), Henry Amistadi (Duxbury), Michael Birnbaum (Plainfield), Ray Pelletier (Northfield), Siobhan Perricone (Orange)

Others: Tim Shea

Called to order: 6:25PM by Chuck Burt via GoToMeeting

Additions to the agenda:

- None

Public comment:

- None

Approval of October 21st Minutes: MOTION (David Healy second Siobhan Perricone) Passed unanimously.
No discussion

Marketing RFP:

- Tim Shea reported there are five parts to the marketing project. The elements are canvassing, marketing printed pieces, website development and enhancements, demand aggregation software with COS systems, and logo/identity design scope of work.
- Canvassing – Business Development Committee discussed this scope and will contract with Last Mile Community Connections.
- Marketing printed pieces are being developed by Rick Dimeglio who expects the project to come in under \$1500.
 - Chuck Burt reported he thinks these initial drafts hit the mark.
 - Tim Shea said he will circulate the draft pieces for comment to the Communications Committee tomorrow as they are received from the designer.

- Tim Shea said there are three pieces in development which include a trifold, door hanger, and postcard.
- Website development and enhancements are less developed and need more clear scope.
 - Tim Shea stated we need to develop a specific scope of work for the bidding process.
 - Chuck Burt said we should each research websites that have a good look and structure, and send preferences to Tim Shea so he can gather the feedback. Deerfield Valley has a new website that is in development. Chuck will work on the outline elements of the website.
 - Ray Pelletier stated that ECFiber is the model as they are more mature.
- Demand Aggregation was previously approved to go with COS Systems.
 - Tim Shea is working with COS System on a kickoff meeting next week. The site will be integrated into our website. Tim will work on sharing this information with Chuck for website integration. COS Systems will cost around \$2500 for setup and \$250/month.
- Logo design/identity work
 - Tim Shea has been working with Expand Creative Group who was recommended by Chuck Burt.
 - Chuck Burt reported that they are a freelance firm that has a lot of experience and has committed to turning the deliverables around in quick order. The only downside is that they are not located in Vermont. They are not completing a full identity branding package, but we can work on developing this after we finalize their deliverable.

MOTION: (Chuck Burt second David Healy) CVFiber to contract with Expand Creative Group for identity development for \$2000. Passed unanimously. No discussion.

Roundtable:

- Henry Amistadi has been attending the Comcast Conference the last few days. He reported Comcast is buying up identity information and looking to sell this information to others. Henry does not want CVFiber to become Comcast with customer information.

Meeting Adjourned at 6:57 PM

Respectfully submitted,
Tim Shea