



**CVFiber Communications Committee Meeting Minutes
GoToMeeting (virtual meeting only)
September 29, 2020**

Members Present:

Chuck Burt (Moretown), David Healy (Calais), and Alan Gilbert (Worcester);

Absent: Ray Pelletier (Northfield), Andrew Gilbert (Cabot), Jeremy Matt (Plainfield)

Others Present:

Tim Shea

Called to order: 5:35PM by Chuck Burt via GoToMeeting

Additions to the Agenda:

- David Healy added an item for an update on the Communications Plan

Public comment:

- None

Approval of the August 27, 2020 meeting minutes:

- MOTION by David Healy and seconded by Alan Gilbert to approve the August 27, 2020 minutes. Discussion: None. Motion passed unanimously.

Release of Public Press and Public Forums

- Based on concern made by Andy Gilbert, the committee discussed removing the linked story about Wales, and to leave in the Blog post but not in the FPF post. The participants in the meeting reviewed communications and made small edits in the Google Doc.
- MOTION by David Healy and seconded by Chuck Burt to approve Communications and provide individual members to edit for their community's FPF posting. Discussion: None; Motion passed unanimously

Communication Plan Update

Discussion: Need for the development of a Customer Identification Element of the Communication Plan. Chuck volunteered to lead this effort. We need to assemble current list from surveys, website, and Little Green Light. This includes to segment by supporters and fundraising. Leave the decision of demand aggregation work to the Business Development Committee.

- Discussed whether raw data from Survey should be made private because of its business nature.

MOTION by Chuck Burt and seconded by David Healy to bring data confidentiality to

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the Board that all lists should be proprietary. Presumption is this information would be available publicly unless deemed proprietary with a specific exemption. Business/Customer information is important to protect. Chuck will look up the statute.

Exemption #9 Compilation.....Public Records Act. All prospective business data generated by our community research survey that has not been published on our website is subject to Exemption 9. Discussion: None. Motion passed unanimously

Next steps for Communications Plan

- The communications strategy needs to be further developed down to the detailed level for specific outreach tasks.
- Need to begin targeted communication outreach to the Blue Route (Pilot) potential customers as a priority.

MOTION by the Communications Committee to recommend to the Governing Board that we start focused communications along Blue Pilot Route to gauge demand and start targeted marketing. Alan seconded the motion.

Discussion: Included the creation of outreach materials for Blue Route.

Amended MOTION by Alan Gilbert and seconded by Chuck Burt. Motion passed unanimously.

Meeting adjourned: 6:25 PM by Chuck Burt

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