



CV FIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

GoToMeeting (virtual meeting only)

November 23, 2020

Present:

Communications Committee delegates: Chuck Burt (Moretown), David Healy (Calais), Henry Amistadi (Duxbury), Allen Gilbert (Worcester), Ray Pelletier (Northfield), Tim Sullivan (Roxbury)

Others: Tim Shea and Nelson Holland (Expand Creative Group)

Called to order: 5:00 PM by Chuck Burt via GoToMeeting

Additions to the agenda:

- None

Public comment:

- None

Approval of November 12th Minutes: MOTION (David Healy second Chuck Burt) Passed unanimously. No discussion

Review of Logo Proposals:

- Chuck Burt and Tim Shea have reviewed a first round with Expand Creative Group on an intake form and first round of feedback. Chuck would like to bring two logo designs to the Board for the November 24th meeting and subsequent approval.
- Allen Gilbert stated they he liked the logo design in the draft marketing pieces and wondered about that as a choice.
- Ray Pelletier preferred another option as well, but rates a new logo higher. Ray likes the dots on design 4. He wondered about making the lines in design 3 a bit heavier and more impactful.
- Henry Amistadi likes design 4, but wondered about using Camels Hump as the dots visual range.
- David Healy would like to hear the inspiration for these designs from Nelson Holland.
- Nelson Holland stated that the inspiration was to not be too literal in the design, tie in the tech element of the fiberoptics and create something distinctly Vermont that can be uniquely ours. She strived to keep

it simple for reproductive purposes with not too complicated elements and tricky to imprint and replicate.

- Ray Pelletier asked how many colors were used in the design for imprint cost purposes.
- Nelson Holland stated that both designs have a two-color scheme unless on a gray or green background.
- Allen Gilbert said he appreciated this work, but did still prefer a previous logo design for its elements and was not wowed by the current options.
- David Healy stated that the integrated State of Vermont shape logo is a bit dated.
- Tim Sullivan asked if we could merge the two designs of 3 and 4 together with fiber lines and mountains.

MOTION: (Chuck Burt second Ray Pelletier) The Communications Committee moves to bring logo design # 3 and 4 to the Board meeting November 24th for recommendation to approve for the Central Vermont Internet logo. Passed unanimously. No discussion.

Review of Canvassing Materials:

- Tim Shea provided a brief update on the website design RFP. We have one proposal received and Tim has heard from several others expressing interest in submitting proposals.
- Tim Shea stated he has received a lot of feedback on the marketing materials including some contradictory feedback which has made it challenging for the designer. Tim feels that adding the logo and a final round of feedback should finalize the pieces for canvassing purposes.
- David Healy reported that Last Mile Community Connections will be starting with phone calls, but will need the material for door to door operations soon.
- Tim Shea stated that he hopes to finalize the marketing pieces this week so he can send the files to a printer for completion in the coming few weeks.
- Chuck Burt asked Tim Shea about printers and Tim stated he has quotes from several. Chuck recommended Spaulding Press as an option.
- Tim Shea said he would continue to look for a printer and finalize the pieces for canvassing purposes.

Meeting Adjourned at 5:30 PM

Respectfully submitted,
Tim Shea