



CV FIBER COMMUNICATION MEETING MINUTES

GoToMeeting (virtual meeting only)

June 17, 2021

Present:

Committee Members: Chuck Burt (Moretown), David Healy (Calais), Ray Pelletier (Northfield), R. D. Eno (Cabot), John Walters (East Montpelier Volunteer), John Morris (Marshfield)

Others:

Tom Fisher (East Montpelier Delegate)

Called to order: 5:30PM by Chuck Burt via GoToWebinar

Additions to the agenda:

- Website Update - Town Profiles
- Physical meetings

Public comment:

None

Approval of 5/20/21 minutes

- Ray shared a desired substitution with the committee.
- Motion (Chuck, seconded by Ray): To approve the 5/20/21 minutes, with the outlined substitution
 - No discussion
 - Passed unanimously

Process for aligning communications with WEC

- Various discussion points about aspects of the relationship and our need to be aligned.
- Ray & David will speak to WEC about this further and come back if process if needed.

Public information campaign next steps

- Various discussion points about the kinds of materials we might need for the purpose of such a campaign
- Attention called to the fact that it's very difficult to make informed updates to the community in the absence of such materials

- R.D. noted that such materials would serve as good onboarding materials.
- Ray, John, & Chuck agreed to start working on a draft to bring back to the committees and ultimately the board.

Community Update

- A few minor points of the draft update were discussed.
- Motion (Ray, seconded by David): To give John and Chuck authorization to publish the Community Update as iterated from the draft distributed so long as they provide all other committee members until 5pm on Monday, June 21, to provide any other feedback.
 - No discussion
 - Passed unanimously

Magnetic Signs

- Chuck volunteered to design the logo
- R.D. volunteered to take the logo design and make the purchase
- Motion (Ray, seconded by R.D.): To approve the use of a tagline for the purpose of these magnets to say "Your Community Internet Provider"
 - No discussion
 - Passed unanimously

Budget 2022 considerations & 2 year planning

- Discussion on the need for marketing & advertising budgets and the various line items we might include; the idea floated to perhaps separate activities for towns with active construction/subscribers from those that remain dormant
- Pointed out that Comm's Committee charter requires putting forth to the board an annual communications plan and it should work hand-in-hand with this
- Chuck proposed he would dust off last year's plan, such as it were, work with David to ensure it's aligned with Planning & Development committee plans, and bring back to the broader group along with a budget proposal.

Website: Aggregating press coverage on the website & town profiles

- Discussion of the idea of introducing a new section to the website to aggregate both press coverage about CUD activity and funding generally as well as specific mentions of CVFiber in the media.
- Discussion of the idea of creating "mini profiles" for each community where users of the website can get an at-a-glance snapshot about that town's fit in CVFiber
- Motion (Chuck, seconded by David): To approve changes to the website for two purposes 1) To create a press section to aggregate news about CUD activity and funding generally and about CVFiber specifically (with John to create the content); 2) To create community "mini-profiles" (with David to create the content).
 - No discussion
 - Passed unanimously

Physical Meeting Locations

- The fact we must return to having an in-person presence for meetings discussed: locations to explore
- David will check with WEC and CVRPC
- Chuck will check with Moretown as last resort option
- Location to be announced in warning for next meeting

Meeting Adjourned at 6:42PM

Respectfully submitted,
Chuck Burt, Chair

DRAFT