



## CVFIBER COMMUNICATIONS COMMITTEE REGULAR MEETING MINUTES

Via <https://cvfiber.net/mtg/communications>

April 21, 2022

### **Present:**

**Committee members:** Chuck Burt (Moretown), David Healy (Calais), Linda Gravelle (Waterbury), R.D. Eno (Cabot), John Morris (Marshfield), Ray Pelletier (Northfield), John Walters (East Montpelier)

### **Absent:**

**Others:** Jennille Smith (Executive Director), Marshall Cottrell (East Montpelier resident)

**Called to Order:** 5:31 PM by Chuck Burt.

### **Additions or changes to the agenda:**

John advised Front Porch Forum ARPA post needs approval.

He also noted he and Jennille discussed a press release regarding the fiber delivery and there was question if a media event was scheduled for next week. If a media event is not happening, they should go forward with a press release, and expedited approval would be needed for either.

Linda requested updates to website be added to agenda.

### **Public comment:**

Marshall introduced himself, noting he lives in East Montpelier and has potential interest as an Alternate member. He provided information regarding his professional background and interest in fiber.

### **Approve Minutes: March 24, 2022**

- MOTION (Chuck Burt; second Linda Gravelle) to approve the July 21, 2021 special meeting minutes as presented. No Discussion. Passed unanimously. John Walters was not present for the vote.

### **Monthly Community Update**

Chuck noted drafts shared today and opened the floor to questions. It was clarified this is version 3.0 that was sent out by John Walters and changes are notated in red.

- MOTION: (Ray Pelletier; second R.D. Eno) Monthly Community Update be approved for distribution. No Discussion. Passed unanimously
- John Walters noted the need to finalize the Front Porch Forum ARPA post.
- It was confirmed the update was going to email mailing list and will be posted on Front Porch Forum and the CVFiber website. It was also confirmed pictures could be included in web and email versions.

- John Walters reported the final draft includes a call to action and has been shared as version 2.0 today. Ray agreed with the changes. There was discussion of mentioning towns that have made commitments to date and the amounts available for matching grants.
- MOTION: (Ray Pelletier, second R.D. Eno) to approve the ARPA Front Porch Forum blast. No Discussion. Passed unanimously.
- The timing of the post was discussed after the vote. April 30<sup>th</sup> is the deadline for a town to designate their ARPA funds to fall under a single reporting requirement. The ARPA requirements were further discussed with regard to funding CUDs and concern that if a town takes the standard allowance that funds may not be able to be transferred to CVFiber as they may then be considered governance funds. Ray shared in the chat a document from Rob Fish that discusses the legislation under consideration that permits funds to be used subsequent to towns taking the standard allowance. Further discussion on this issue tabled until later.
- ARPA post should be distributed tonight for publication on Front Porch Forum (FPF) on April 22<sup>nd</sup>.

### **Website Analytics Report**

Chuck shared his screen and reported on:

- Year Over Year Users by Week – showing spikes following community updates. The week of first broader FPF access post was biggest traffic week ever.
- Traffic Source Channels – showing an overview of where hits on the webpage are originating. It was noted a FPF post made biggest impact.

Ray Pelletier left the meeting at 6:00 PM and Chuck confirmed a quorum was still present.

- Chuck went on to share the Google website analytics tool and provided an overview of the pages that receive the most page views (i.e. home, news, governance). Chuck advised he would review the site further with Linda for further analysis.
- Chuck reported he will be investigating additional analytics in the future and will put together and share metrics related to that.
- There was a discussion related to what people are looking for when they come to the website. This is difficult to obtain data on and the current system does not analyze that.
- Linda advised website should be updated with new ARPA material and webpage updates should occur continuously. She also noted she will update her FPF posts on a different schedule than John's updates.
- Discussion continued regarding making information available on the website regarding when specific municipalities can anticipate start of service.
- It was confirmed Waitsfield Champlain Valley Telecom will provide a marketing plan for the organization and it was confirmed that could be part of the Communications Plan. Linda offered to work on this.
- R.D. requested status of pole inventory in Cabot, and it was confirmed the status could not be shared yet.
- There was question regarding any agreements with Towns to service public facilities. Chuck advised that with regard to ARPA funds, towns can ensure part of their ARPA contribution can be spent towards wiring of public facilities.

### **Website Update**

Linda reported they should be changing/updating the ARPA page to make it more user friendly. She requested that John Walters work with her on new content and requested suggestions from the Committee. It was confirmed the “Help Us” menu item should be amended to make it clearer what it was related to; it was also suggested to provide municipal contact information for community members to use to contact their town select boards regarding fiber. The timeline for making these changes was discussed and whether an expedited approval policy should be used. Linda advised she would have an outline in the next few days for Chuck’s review.

### **Annual Communications Plan**

Linda shared her screen and reported on the status of the Draft Communications Plan. Part of the plan outlines the timing for FPF posts (middle and end of month). She also reviewed the process for FPF posts and a list of potential topics, noting that all Committees should be included in the list to report on their important topics/progress. She requested Committee members add suggestions to the list of topics. There was discussion on what the May topic could be and it was suggested to have a reminder to get on email list for updates and information as a back-up plan.

It was also confirmed the topics would not be limited to FPF, but would also be published on other media links (LinkedIn, Facebook, Twitter) as well as send to their general email group).

Discussion on the need of a marketing plan continued and the need for clarity of what the Waitsfield Champlain Valley Telecom contract includes. It was concurred that once contract negotiations are complete it would make sense to pursue this information.

### **Next Steps for Second April Posting**

Not addressed

### **Adjourn**

Chuck adjourned the meeting at 6:48 PM.