



## CVFIBER COMMUNICATIONS COMMITTEE REGULAR MEETING MINUTES

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

May 19, 2022

### **Present:**

**Committee members:** Chuck Burt (Moretown), David Healy (Calais), Linda Gravel (Waterbury), John Morris (Marshfield), John Walters (East Montpelier)

**Absent:** Ray Pelletier (Northfield), Tim Sullivan (Roxbury)

**Others:** Jennille Smith (Executive Director), Jerry Diamantides (Berlin), Marshall Cattrell (East Montpelier)

**Called to Order:** 5:30PM by Chuck Burt.

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

Jennille advised community outreach needs should be discussed and Chuck advised they would include this discussion under the June 22 Webinar and Community Education item.

John Walters advised they may want to discuss items for the June Front Porch Forum post. Chuck advised he would add.

### **Public comment:**

Chuck welcomed Marshall as the East Montpelier alternate.

### **Committee Elections**

Chuck requested Jennille run this portion of the agenda. Jennille opened the floor for nominations.

- MOTION: (Linda Gravel, second David Healy) nominating Chuck Burt for Chair and John Walters as Vice Chair. Chuck and John accepted. Passed unanimously.

### **Approve Minutes: April 21, 2022**

- MOTION (Chuck Burt; second Linda Gravel) to approve the April 21, 2022 meeting minutes as presented. No Discussion. Passed unanimously.

### **Monthly Community Update**

- John Walters advised the most recent draft update was shared with the Committee prior to the meeting (version 4.0) and provided an overview. There was discussion as to whether or not to embed links or spell out URLs. Chuck noted that embedding is preferable. There was also discussion on the “major

construction grants sought” item and it was concluded to retain only the first paragraph of the item (striking the last sentence of that paragraph) and remove paragraphs two and three.

- John also reported that approval from VCBB for \$6 million would also inform a rewrite and reconfiguration to be included.
- Further discussion on the tone and timing of information sharing ensued. It was concluded to put the update on the VCBB funding in the next (June) update rather than this update and John amended the update to reflect this (fully removing items on CVFiber Requesting Material Grant and Major Construction Grants Sought).
- MOTION (David Healy, second Linda Gravell) to approve the update with the changes agreed to in the discussion. Passed unanimously. No discussion.
- John Walters advised the headline items for the first June FPF update would be Construction Grant and Webinar.

### **Kick Off Marketing Strategy Development**

- Jerry left the meeting. Chuck reported Waitsfield Champlain Valley Telecom is providing some guidance in marketing, but not handling the marketing for the organization. Discussion ensued on how to move forward on creating an RFP for a marketing plan/strategy and execution of that strategy.
- Chuck requested a volunteer to start to develop an RFP. Jennille offered to work with Chuck on this development.
- It was confirmed that once drafted the Committee would need to approve the RFP for distribution. Chuck reported they should have a draft ready for the next meeting.

### **June 22 Webinar and Community Education**

- Jennille reported it is important to let the public know what is going on with regard to timing of work being performed.
- Chuck read an email from Ray Pelletier volunteering to take the lead on the June 22<sup>nd</sup> webinar. Following discussion, it was concluded to accept Ray’s offer. Discussion further ensued whether the Communications Committee would need to approve the webinar prior to presentation by Jerry and it was concluded that a ‘dry run’ of the webinar should be presented to the Committee.
- Marshall offered to assist with publicizing at local libraries.
- Jennille reported on community outreach and education noting the importance of targeting and reaching those people who are harder to reach. Discussion ensued regarding using locations that are publicly available to those who are not “plugged into the digital world” (libraries, senior citizen centers, food shelves, convenience stores/general stores, soup kitchens). It was suggested a flyer for posting on bulletin boards and to hand out would be useful.
- Chuck noted this type of “hard to reach” campaign might become part of a marketing strategy deliverable.
- Discussion further ensued on publicizing the upcoming webinar (newspaper, libraries, etc.) Chuck requested John Morris and John Walters collaborate on a flyer for the webinar to distribution. They agreed to create a draft that could then go through the expedited approval process. Linda requested that the flyer be available two weeks in advance of June 22<sup>nd</sup>.

### **Updates on CrowdFiber and Cornerstone**

- Chuck reported that a proposal was not available yet for action, but provided an overview.
- CrowdFiber runs a demand aggregation software you can integrate with your website (collating addresses, assigning to regions, mapping where interest is, speed tests, package design and subscription purchase). There is a cost related to using CrowdFiber software and multiple demos have occurred. He noted ArcGIS and CrowdFiber should be able to interact and that it is able to integrate with Word Press websites. Discussion ensued about terms and conditions of set up being customizable as well as the timing for purchase of the software.
- Cornerstone produces marketing materials for rural broadband entities. They work with NRTC and many of their members. A monthly fee provides access to a library of pre-created materials for marketing and outreach that can be customized for the organization. Discussion ensued regarding making this part of a future marketing strategy.

### **Esri ArcGIS Outreach Tool Learnings**

David reported that if we are going to use CrowdFiber the use of Esri might not be necessary.

John Walters advised he was out of the meeting between 6:28 and 6:43 due to a computer issue, and Chuck confirmed no voting occurred during that time.

### **Adjourn**

Chuck adjourned the meeting at 6:50PM.

Respectfully submitted,

Nancy Chartrand  
CVRPC