



## CVFIBER COMMUNICATIONS COMMITTEE REGULAR MEETING MINUTES

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

June 23, 2022

Present:

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

**Absent:** Ray Pelletier (Northfield), John Morris (Marshfield)

**Others:** Jennille Smith (Executive Director)

Called to Order: 5:32PM

### Additions or changes to the agenda

John Walters asked if we should talk about the first July FPF post. Added for discussion.

Tim Sullivan stepped down and quorum is now 4, so a quorum for this meeting is met. Thank you Tim Sullivan for your service.

### Public comment

No public present.

### Approve minutes

**MOTION:** Chuck, seconded Linda: To approve the May 19, 2022 minutes.

No Discussion, passed unanimously.

### Monthly community update

John reviewed the latest shared version, version 3.1. He indicated it still needs two changes going forward: "Middleles" needs to be "Middlesex" and it needs the usual closing paragraph added.

**MOTION:** Linda, seconded David: To approve for distribution via our regular channels the version 3.1 draft of the community update, with the two edits as discussed prior to the motion being made.

No discussion, passed unanimously.

## **Social media update**

Postponed to a subsequent meeting as Evelyn Prim, our social media coordinator, could not make it this evening.

## **CrowdFiber adoption**

Chuck gave an overview of CrowdFiber, what it includes, and what we get at the price point. Part of this discussion included an overview that onboarding fees are waived if we sign a 3 year contract.

David pointed out that we will need such a tool for at least 5 years, so a 3 year contract is a good idea. Linda pointed out we could still reserve the onboarding fee amount to use toward integration if necessary.

**MOTION:** Chuck, seconded David: To recommend to the Executive Committee that CVFiber adopt CrowdFiber at the "Advanced" service level and to negotiate a 3 year agreement, reserving the waived onboarding fee for potential integration needs.

No discussion, passed unanimously.

## **RFP for Public Engagement and Marketing Services**

Jennille gave an overview of the RFP goals and process.

There was a lot of discussion around ensuring there is public engagement and reaching those without Internet service today. It would also include marketing services. Not enough members of the body had read the RFP enough to be able to vote on moving it forward, however it was agreed it would need to come out of the Executive committee. Jennille volunteered to email the latest draft to the Communications and Executive Committees on June 24<sup>th</sup> to solicit feedback and that it would then be brought into the June 27<sup>th</sup> Executive Committee meeting.

## **Cornerstone adoption**

Chuck gave an overview of Cornerstone and the kinds of materials they provide. Brochures, bill inserts, emails, social media campaigns, web ads, etc. Chuck explained that access to this library will greatly defer our cost because we will not have to create things from scratch, however there will still be times we want to do so. In those cases, it would be covered by a vendor selected from the RFP.

**MOTION:** Chuck, seconded Linda: Move that we recommend to the Executive Committee that CVFiber adopt the Cornerstone Prepaid Telco Promotion Planner Annual Agreement at the entry level tier, at a cost of \$3,500 per year, starting in July.

No discussion, passed unanimously.

## **July FPF post**

Discussed some ideas such as an update on construction and materials RFPs and announcing a marketing RFP. It was determined that more clarity would come from the subsequent Executive Committee meeting and that we wouldn't finalize the topics in this particular session.

## **Adjourn**

Chuck adjourned the meeting at 6:24PM

Respectfully submitted,

Chuck Burt  
Chair