



CVFIBER COMMUNICATIONS COMMITTEE MEETING MINUTES

Virtually on MS Teams

February 23, 2023

Present:

Communication Committee Delegates: Chuck Burt (Moretown), John Walters (Vice Chair, East Montpelier), David Healy (Calais), Linda Gravell (Waterbury), John Morris (Marshfield)

Absent: Ray Pelletier (Northfield)

Others Present: Jennille Smith (Executive Director),

Call to order: Chuck Burt called the meeting to order at 5:32pm.

Additions to the agenda:

- None

Public comment

- None

Prior Meeting Minutes

MOTION (Chuck Burt, Second Linda Gravell)

To approve the January 19, 2023 Communications Committee regular meeting minutes as drafted.

Passed unanimously.

Update on Committee Membership

- Discussion: One Committee member (Marshall Cottrell, alternate from East Montpelier) resigned from the committee and with six members, the quorum remains four. Marshall is also the Alternate delegate for East Montpelier and has been unable to attend board meetings, so Chuck suggested to John Walters that perhaps he consider talking to his Select board about becoming the official alternate, since he already attends all of the meetings.

Monthly Community Update

- Discussion: John Walters sent out a challenge website for cellular speed which requires downloading the FCC mobile speed test app. Chuck Burt says they don't do speed tests for fixed Internet providers. John Walters said that an upcoming webinar would be July 5th, so

perhaps we don't wish to commit to meeting on this date. Chuck Burt agrees it would be okay to remove the exact dates from the Front Porch Forum notification. Ray Pelletier sent an email with a link to an NRTC overview video, which is also on the website homepage. John Walters' suggestion to put the link at the end of the construction update was accepted. 11.7 miles of strand have been laid and four miles of fiber.

MOTION (John Walters, Second David Healy)

To approve the 3.0 version of the monthly community update, as amended in the meeting, to be distributed by all of the usual channels.

Passed unanimously.

Subscription Package Selection Design

- Discussion: Chuck Burt said that what CVFiber wants to accomplish is that we have two flows presently, one for remote and one for pre-registration so potential subscribers can be notified when they could become subscribers, and that we need to add a third flow for collecting those subscriptions. The subscriber package selection allows potential customers to select a subscription package, although they are not committed to buying this. The new step is selecting the package and the add-ons. Nothing shown this evening is final. We want to get approval for this broad design so our developer can start building it. Copy can be easily changed for the most part.
- Linda Gravell showed steps that have been developed with Crawford over many weeks. The first step is the shopping cart page. Each product has a separate button with a brief description. Step 2 shows a highlighted product to "view more details" which opens up the full description. One page allows the customer to see all the available options, with each option clickable for more detail. Step 3 puts the selection in the shopping cart. The customer cannot pick more than one. Once an item is selected, the add-ons appear at the bottom of the screen. Jennille Smith says that we have not determined whether equipment can be bought or rented. Chuck Burt wondered why a customer couldn't add on a static IP no matter the speed. Step 4 is selecting the add-ons. Each item selected has a border and a shadow so the customer can see what has been selected.
- Chuck Burt noted that a public version will be on the website as a static page. John Morris thought the flow looks good, but he is concerned that people are restricted to one light speed. Chuck Burt says initially the customer needs to choose one speed. However, down the road, the customer can select another line. John Morris says that "Previous" isn't accurate, but should be "Close." John Morris agrees that being able to see all the options at once is valuable.

MOTION (Linda Gravell, Second David Healy)

To approve the current state of Crawford's layout and interaction design for the subscription package selection step such that our Developer contractor can begin building the step, knowing that some elements of copy or minor layout may still be subject to change as we refine things further.

Passed unanimously.

Update on Crawford Branding and Marketing Strategy Development

- Discussion: Jennille Smith reported that in the last weeks, Crawford developed the CVFiber consistent voice for all outside marketing materials. Yesterday, we received their long and short-term marketing plan. We have a series targeting those who will be live shortly and those who will not be live for over a year. We will be able to review and to select parts of this overall plan. We have a limited scope of work for post-cards for the homes we are passing with current construction.
- Chuck Burt added that it is large menu of plans, which we will certainly not use in its entirety. Next steps will be to select those that we want near term and eliminate those that we do not to bring to the Board for approval in Executive session.
- Linda Gravell said that some were great for the rural areas we are going through initially but not as appropriate for the “city” sites. However, the plan has a lot of flexibility. Chuck Burt also found that Crawford was forward thinking about our needs. Email marketing and social media management were included.
- David Healy likes to post a separate post for Calais; CVFiber is already doing two district-wide posts to Front Porch Forum each month.

Regular Meeting Schedule

- Discussion: Chuck Burt explained that the Executive Committee met before and after the Board meeting with the remaining Committees meeting around these. The downside of the current Communications Committee regular meeting timing is that it can’t be automatically scheduled on calendars as on some weeks it’s the 3rd Thursday and some weeks it’s the 4th Thursday (actual logic is the Thursday following the 3rd Tuesday, so if the first of the month is Wednesday or Thursday, it becomes the 4th Tuesday instead of the 3rd). Linda Gravell sees the purpose of the meetings as collecting information from the other Committees. John Walters noted that the timing does work well as is for posts to Front Porch Forum. David Healy said approves the current schedule. Chuck Burt and Linda Gravell noted that the new Community Relations Manager will be doing some of the work that this committee has been doing. John Morris also accepts the current schedule. No action.

Adjourn at 6:33pm

- **Motion to Adjourn:** David Healy, Second Linda Gravell

Respectfully submitted,
Chuck Burt, Chair